



# MetroCooking DC

The Metropolitan Cooking & Entertaining Show

DECEMBER 4-5, 2021

WALTER E. WASHINGTON CONVENTION CENTER

SATURDAY 12 - 5PM | SUNDAY 12 - 4PM

## 1,800+ Washingtonians Gather to Sample Your Beer, Wine and Spirits

The **Beer, Wine & Spirits Garden** is the ideal platform to connect face-to-face with beverage enthusiasts in the Washington, DC community. We invite you to join us in this exciting local sampling experience to promote your products, build brand awareness, and attract new business for the holiday season.



### PARTICIPATION OPTIONS

All participants are asked to provide a minimum of 4 cases (or equivalent) per varietal and send at least 2 staff members to serve product on both Saturday and Sunday.

#### EXHIBITOR BOOTH - \$1,100

*Enhance your presence in the pavilion and differentiate your brand with a prominent 10x10 exhibitor booth.*

- 10 x 10 exhibitor booth with two 6-foot skirted tables
- Prime booth location in Beer, Wine & Spirits Garden
- Exhibitor Logo & Listing on Website & in Event Directory
- Social Media Package (includes 4 tweets, 1 Facebook post & 1 Instagram Story) *\*content provided by company*
- Logo hyperlinked at top of Dedicated Beer, Wine & Spirits Garden Webpage
- Logo on Marketing Materials & On-site Signage Specific to the Event
- 4 Beer, Wine and Spirits Vendor Badges
- 4 Beer, Wine & Spirits Tickets

#### TABLE TOP - \$100\*

*Showcase and sample your products and engage directly with interactive beverage enthusiasts.*

- One 6-foot skirted table
- Logo hyperlinked on Dedicated Beer, Wine & Spirits Garden Webpage
- Logo on Marketing Materials & On-site Signage Specific to the Event
- 2 Beer, Wine and Spirits Vendor Badges

*\*Sign up prior to September 1<sup>st</sup> for a waived table participation fee.*

METROCOOKINGDC.COM



## SPONSORSHIP OPPORTUNITIES

Build your brand and enhance your company's presence in the Beer, Wine and Spirits Garden through sponsorship or advertising opportunities. Contact us today to learn more about the additional benefits.



### Space is limited!



## TO PARTICIPATE, CONTACT:

### Martha Barrios-Genie


Marketing Coordinator, E.J. Krause & Associates  
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## Promotional Reach

Beverage vendors are featured in a high level marketing campaign which includes a variety of print and digital media publications, social media, radio and TV ads.

## Social Media Outreach

 **13,700+**  
Facebook Fans

 **4,000+**  
Instagram Followers

 **3,600+**  
Twitter Followers

 **50,000+**  
Email Subscribers

## ABOUT METROCOOKING DC

Now in its 15<sup>th</sup> year, MetroCooking DC attracts over 13,000 foodies to shop, sip and sample at a weekend of gourmet discovery! Attendees are eager to taste new products, learn the latest cooking and entertaining techniques, and engage in interactive gourmand experiences. MetroCooking DC features a variety of parallel activities including: James Beard Cooking Demos, Taste Talks, Cooking Classes, Celebrity Chef Book Signings, Beer, Wine & Spirits Garden, Grand Tasting Pavilion, BBQ Bash, & shopping from over 200+ specialty food vendors!