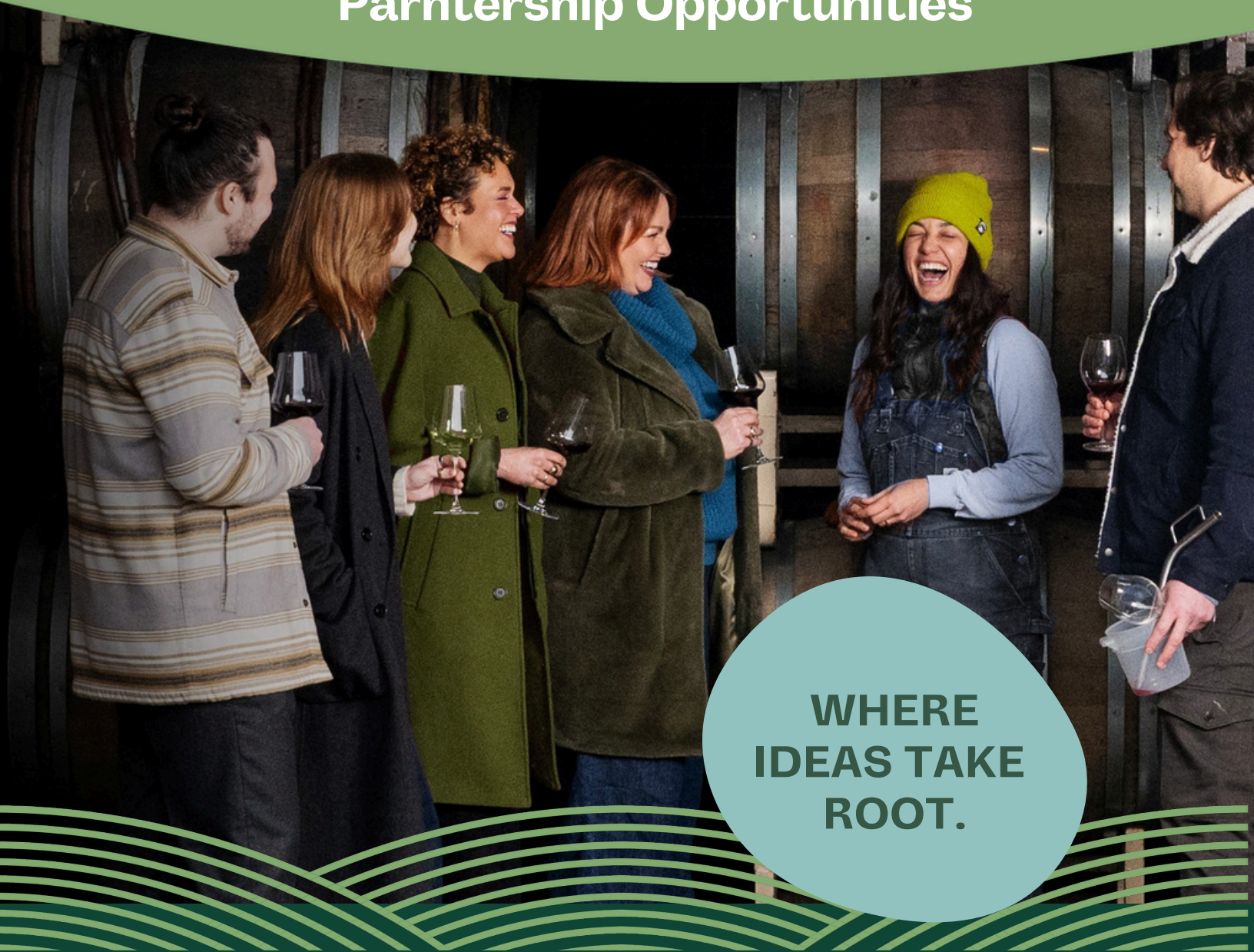


Oregon Wine Symposium

Partnership Opportunities



WHERE
IDEAS TAKE
ROOT.

February 2-3, 2027
Oregon Convention Center
Portland

oregon
wine BOARD



Oregon
Winegrowers
ASSOCIATION EST 1981

About Us



For more than 20 years, the Oregon Wine Symposium has served as the premier gathering for Oregon's wine industry—uniting vineyard and winery professionals, researchers, and thought leaders to foster innovation, sustainability, and excellence. Through immersive education, expert-led seminars, and a dynamic trade show, the Symposium drives the advancement of the Northwest wine community.



Education Producer

As a semi-independent state agency, the Oregon Wine Board's (OWB's) work empowers and unites Oregon's wine community through marketing, research, and education initiatives. The OWB delivers programs and resources that benefit growers and producers of all sizes and regions, cultivating a sustainable statewide Oregon wine industry.



Oregon
Winegrowers
ASSOCIATION EST 1981

Trade Show Producer

Harnessing the power of state-wide consensus, the Oregon Winegrowers Association (OWA) stands as the vital advocate for the health, growth and economic sustainability of Oregon's wine industry. A member-driven advocacy group, OWA advances the interests of the largest agricultural economic impact sector in the state.



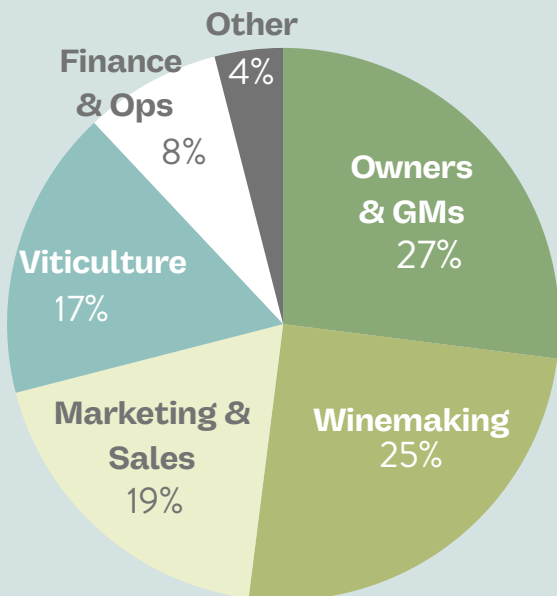
Why Partner

As the largest and most influential wine industry event in the Pacific Northwest, the Symposium offers sponsors unparalleled access to a highly engaged, forward-thinking audience—providing a platform for meaningful connection, brand visibility, and partnership in shaping the future of Oregon wine.

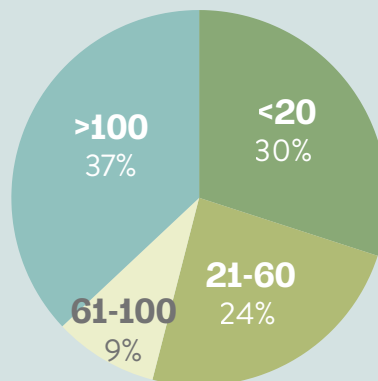
Attendee Snapshot

Over 1,200 wine industry professionals attend the Oregon Wine Symposium representing a variety of business models from around Oregon and beyond

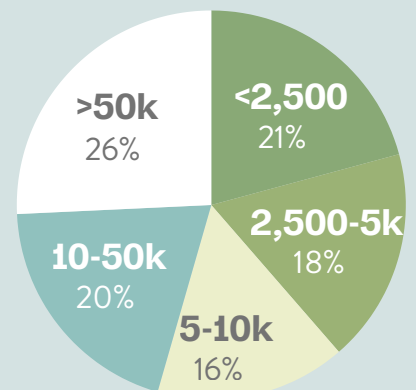
Role in Wine Industry



Vineyard Acres Farmed



Cases Produced



In Their Words

“Sponsoring the talks was money well spent and opened up conversations with attendees that otherwise wouldn't have happened.”

-2026 Track Sponsor

“Our team had great engagements as a result and we are following up on several opportunities.”

-2026 Session Sponsor

“We plan to sponsor again next year!”

-2026 Happy Hour Bar Sponsor



Sponsorship Overview

Every sponsorship includes:

Valuable Brand Visibility

Logo on website, signage, slide loop, and print program

Social Media Presence

One LinkedIn post
Optional social collaboration

Engaged Connections

Opt-in attendee
contact list

Flexibility

6 Trade Show passes for
your team

Sponsor-Exclusive Add-Ons

Printed Program Ad

Get more visibility at the conference with an ad in our printed program, distributed to all attendees

Quarter page - \$500
Half page - \$1,000
Full page - \$1,500

Branded Item Distribution

Keep your brand impressions going post-event by including swag for every attendee in the event tote

\$500 plus 1,200 items

Save \$300 on your booth or sponsorship



Oregon Winegrowers Association Service Members benefit from a \$300 savings on exhibit booths or any Sponsorship package, and enjoy a preferred booth location (see map on page 11).

Curious about membership? Visit the [OWA website](#) or [email Jessica Blauert](#).



Sponsor Packages

Platinum Tier

Platinum Tier Sponsor Benefits

- Event homepage recognition with link to your site
- Opportunity to provide **promo item** and/or **printed collateral** to attendees
- Main Stage **speaking opportunity**
- Dedicated email** to full Symposium marketing list
- Opportunity to place **pop-up banner** in registration foyer
- Additional benefits** detailed on page 5



Presenting Sponsor

\$15,000 - Exclusive

This exclusive partnership opportunity provides top-tier brand visibility and engagement. The **Presenting Sponsor** also receives the following benefits:

- 10x20 trade show booth in **Preferred Sponsor** section
- Event tickets:** 8 Full Access passes, 10 Trade Show guest passes
- Back page ad** on printed program booklet (full color, full page)
- Co-branding** in event communications (“Oregon Wine Symposium, presented by...”)

Premier Sponsor

\$10,000 - Limit 2

We invite two partners to join us as Premier Sponsors. This opportunity offers elevated opportunities for connection with our valuable audience.

Premier Sponsors also receive:

- 10x10 trade show booth in **Preferred Sponsor** section
- Event tickets:** 5 Full Access passes, 6 Trade Show guest passes
- Full page ad** on printed program booklet (full color)



Sponsor Packages

Gold Tier

Gold Tier Sponsor Benefits (\$8,500 level)

10x10 trade show booth in **Preferred Sponsor** section
Event tickets: 4 Full Access passes, 6 Trade Show guest passes
Half-Page Ad in printed program booklet (full color)
Enhanced brand visibility during the event (varies by package)
Additional benefits detailed on page 5



Registration Sponsor Exclusive

Multiple touchpoints from **every attendee**
Registration webpage
Registration open announcement email
Check-in kiosks

Opportunity to place **pop-up banner** in registration foyer

Happy Hour Sponsor **Reserved!** Exclusive

Support the happiest of hours!
Recognition with relevant **email content**
Logo recognition on all **Happy Hour bars**
Opportunity to place **pop-up banner** in registration foyer and at Happy Hour
Invite 8 additional guests to Happy Hour
Option to add on Happy Hour activation

Lunch Sponsor Exclusive per day: 2 available

Shine the spotlight on your business at lunchtime:

Opportunity to **address audience**
Branded signage on all tables
Opportunity to distribute materials

WiFi Sponsor Exclusive

Make a seamless experience possible
Logo with **WiFi login info** on event signage
WiFi login splash page sponsor message
Recognition in attendee and exhibitor
Know Before You Go emails



Sponsor Packages

Gold Tier

Gold Tier Sponsor Benefits (\$8,000 level)

10x10 trade show booth in **Preferred Sponsor** section
Event tickets: 4 Full Access passes, 6 Trade Show guest passes
Quarter-Page Ad in printed program booklet (full color)
Enhanced brand visibility during the event (varies by package)
Additional benefits detailed on page 5

Lanyard Sponsor **Reserved!** Exclusive

Continuous visibility throughout the conference: Your logo on attendee and exhibitor lanyards

Tote Bag Sponsor Exclusive

Make your impression last beyond the event: Your logo on reusable tote bags distributed to all attendees at check-in

Track Sponsor Exclusive by track (5 tracks available)

Best opportunity to raise awareness with a **targeted audience**

Address audience prior to one session of your choice

Recognition by **moderator** at all sessions in track

Logo on **agenda page** of event website

Distribute **printed collateral** at all track sessions

Recognition on **signage** near track sessions

Opportunity to place **pull-up banner** outside track sessions



Track Sponsorships

DTC Sales & Marketing

Enology **Reserved!**

Executive Leadership **Reserved!**

Viticulture

Wholesale Sales



Sponsor Packages

Silver Tier

Silver Tier Sponsor Benefits

10x10 trade show booth in **Main Sponsor** section
Event tickets: 3 Full Access passes, 6 Trade Show guest passes
Enhanced brand visibility during the event (varies by package)
Additional benefits detailed on page 5



Trade Show Theater Sponsor

\$7,000 - Exclusive

Recognition in related **marketing emails**
Logo on **signage** at mini theater area
Opportunity to place **pop-up banner** near mini-session theater

Happy Hour Bar Sponsor

\$6,000 - Limit 4

Recognition on **signage** on sponsored bar
Opportunity to provide **branded napkins** for placement at sponsored bar
Invite 6 additional guests to Happy Hour
Option to add on Happy Hour activation

Coffee Break Sponsor

\$6,000 - Limit 4 1 Remaining!

Recognition on **signage** at **coffee stations** during entire conference
Opportunity to provide **branded napkins** for placement at coffee stations

Breakout Session Sponsor

\$6,000 - Limit 1 per session

Address audience prior to one session
Distribute **printed collateral** at session
Recognition on **signage** outside session
Opportunity to place **pull-up banner** outside sponsored session

Translation Sponsor

\$5,000 - Exclusive

Recognition in related **marketing emails**
Logo on translation-related **slides and collateral** throughout conference
Distribute **printed collateral** at breakout sessions that offer translation



Sponsor Packages

Bronze Tier

Bronze Tier Sponsor Benefits

\$4,000

10x10 trade show booth in **Main Sponsor** section

Event tickets: 2 Full Access passes, 6 Trade Show guest passes

Valuable Brand Visibility: Logo on website, signage, slide loop, and program

Engaged Connections: Opt-in attendee contact list

Social Media Presence: One LinkedIn post, optional social collaboration

Flexibility: 6 Trade Show passes for your team



Exhibit at the Trade Show!

Showcase your products and services at the premier wine industry trade show in the Pacific Northwest. The Oregon Wine Symposium trade show floor puts your business directly in front of more than 1,200 wine industry professionals — winery owners, winemakers, vineyard managers, and high-level decision-makers who are actively seeking tools, technologies, and solutions to move their businesses forward.

6 Trade Show passes for your team

Listing on website with booth location

Select your booth location upon payment

OWA members save \$300 and enjoy preferred booth selection

Standard booth: \$1,750

10x10 booth on trade show floor

Non-profit booth: \$800

10x10 booth in non-profit foyer



Exhibit Hall Map



Preferred Sponsor booths
- reserved for **Platinum**
and **Gold** tier sponsors



Main Sponsor booths -
reserved for **Silver** and
Bronze tier sponsors



OWA Service Member
reserved booths



Standard exhibit booths



2026 Sponsors

Thank you for your support!



WEST COAST
GLASS & PACKAGING



COLUMBIA BANK



CORE
ENOLOGY
ANALYTICAL SERVICES



AgWest
FARM CREDIT



INLAND DESERT
NURSERY



ATLAS
VINEYARD MANAGEMENT



INSURE WHAT
you love

WINE DIRECT



NORTH WEST
DISTRIBUTION & STORAGE
WINECO
- CONSUMER DIRECT -



TRAVEL
OREGON



SEGUIN MOREAU

WEST COAST
SMOKE EXPOSURE
TASK FORCE

SOVOS
ShipCompliant



PIONEER
PACKAGING

FedEx



LABORATORIES



Stirling Wine Grapes
Vineyard Management Company



MOSSADAMS x **bakertilly**



Perkins & Co



Digimatic



svb Silicon Valley Bank



OREGON
WINE PRESS



Press
PRINTING & PACKAGING
LABELS, SERVICE & MORE
To Your Door



Contact Us

We look forward to partnering with you!

Sponsorships

Jess Willey | jess@oregonwine.org

Trade Show Booths

Jessica Blauert | jessica@oregonwinegrowers.org

General

Event Team | symposium@oregonwine.org

www.oregonwinesymposium.com



**WHERE
IDEAS TAKE
ROOT.**



Important Details

Confirming your sponsorship

Your sponsorship is considered final and confirmed following 1) the signing of sponsor contract and 2) receipt of sponsorship payment. Benefits fulfillment begins following confirmation.

Securing your booth

Exhibitor booth selections may be secured following payment.

Track and Breakout Session Sponsorships

Exclusive track sponsorships are available for Viticulture, Enology, DTC Sales & Marketing, Wholesale Distribution, and Executive Leadership. Breakout session sponsors may indicate in which track they would like to sponsor a session. Breakout sessions will be announced on or about November 1, 2026. Track sponsors receive first opportunity to select the session at which they would like to speak. Breakout session sponsors will be offered their selection based on remaining sessions, following the order in which their sponsorship was confirmed (signed and paid for).

Swag Distribution

Swag items (as part of Platinum sponsor package or as an add-on by other sponsors) must be approved by OWS management. Items should fit in a 12x12 tote bag. 1,200 pieces must be received by January 15, 2027.

Key Dates

Attendee marketing will begin by October 2026.

Lanyard and Promo Bag sponsorships must be confirmed by December 15, 2026.

While sponsors may join at any time, sponsorship must be confirmed by December 31, 2026 to guarantee inclusion in promotional materials (event signage, printed program).

We invite exhibitors to enroll early for optimal booth location. Exhibitors must pay and select their booth by December 31, 2026, to guarantee inclusion on map in program and on-site signage.

Prohibition on Guerilla Marketing

To protect the value provided to our paying sponsors, the opportunity to activate or distribute branded materials beyond exhibit booths is the sole benefit of our sponsors as defined in their sponsor contracts. Any unsanctioned materials found (e.g. in breakout sessions or on lunch tables) will be disposed of by the event management team. If you are looking for more visibility at the Symposium, we invite you to join us as a sponsor!

