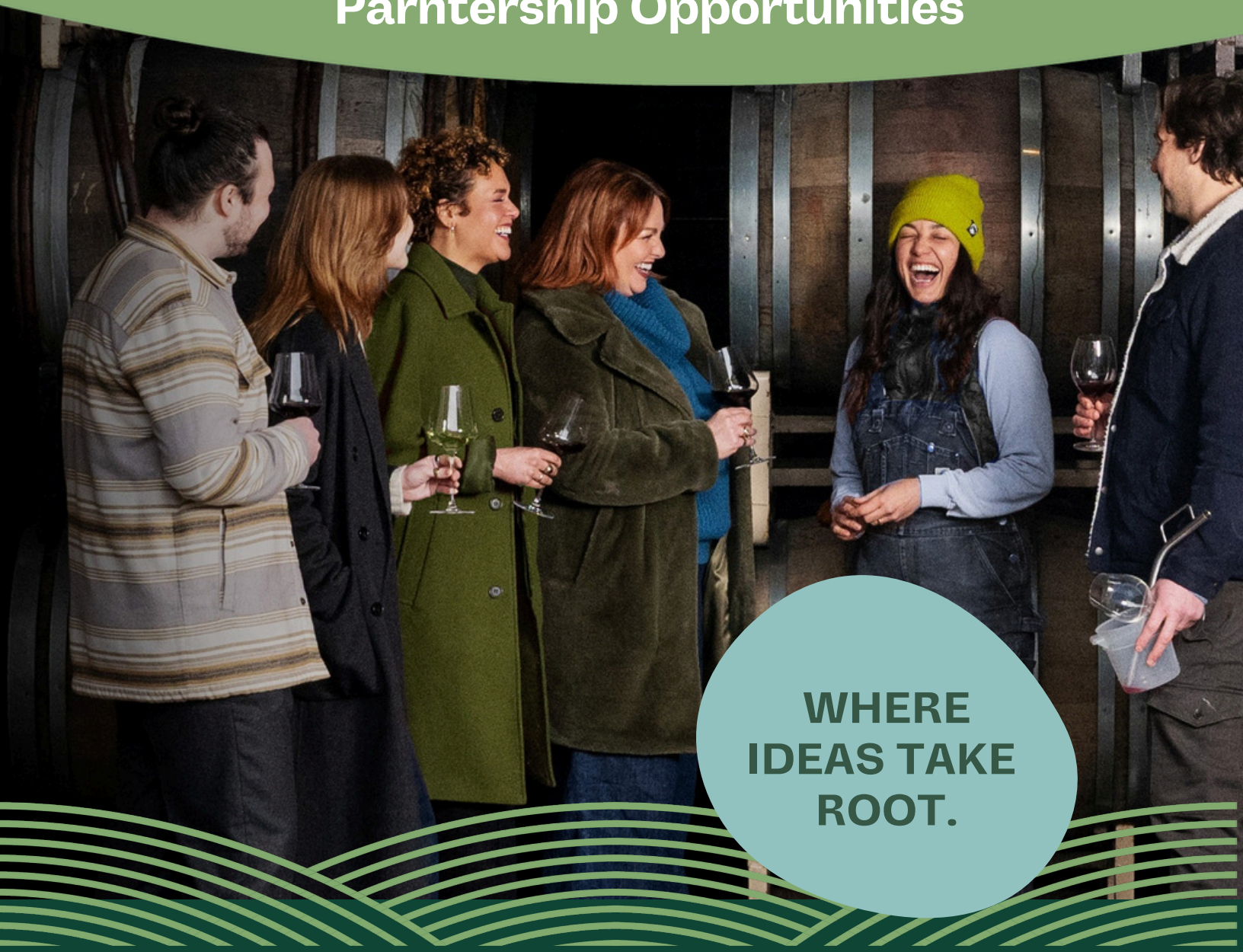
Oregon Wine Symposium

Parntership Opportunities



February 2-3, 2027
Oregon Convention Center
Portland

oregon wine BOARD

OWA | 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.

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.

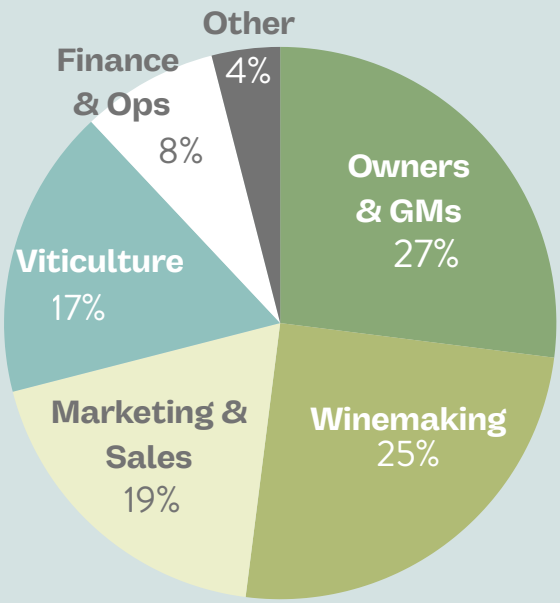
Why Partner

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.

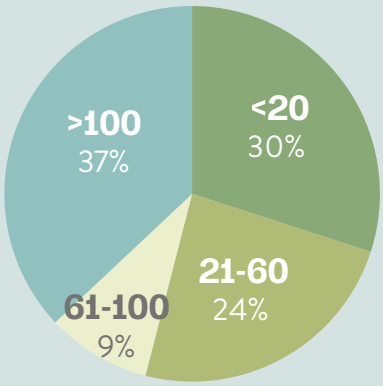
Attendee Snapshot

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

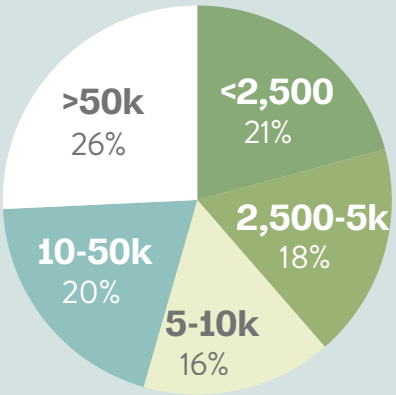
Role in Wine Industry



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 Visiblity
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 Sponorship 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 1 reserved! — $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

<u>Track Sponsorships</u>

Marketing
Enology Reserved!
Executive Leadership Reserved!
Viticulture
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

Get in touch to discuss breakout session topics and availability!

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

OWS

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 Visiblity:** 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 sponors

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

id INLAND DESERT NURSERY

ATLAS VINEYARD MANAGEMENT

Heidi Moore COUNTRY FINANCIAL 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

ETS LABORATORIES

Stirling Wine Grapes inc Vineyard Management Company

MOSSADAMS × 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

Oregon Wine Symposium

WHERE IDEAS TAKE ROOT.

Important Details

Confirming your sponsorship

Your sponorship 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, Sales, Marketing, and Executive Leadership. Breakout session sponors may indicate in which track they would like to sponsor a sesson. 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, sponorship 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!