

EXHIBITORS

BE A RHÔNE DEVOTEE

GUARANTEED REGISTRATION | TWENTY-TWO TABLES | EXTRA PERKS
HOSPICE DU RHÔNE PASO ROBLES | APRIL 26 - 28, 2018
WWW.HOSPICEDURHONE.ORG | #HDRPASO

A SPECTACULAR INTERNATIONAL RHÔNE GATHERING

Paso Robles, California is ready for the world of Rhône

Hospice du Rhône Paso Robles wears many hats. It is a think tank. It is a connector. It is a family. This fascinating assembly brings together the world's largest gathering of Rhône variety wines, winemakers and enthusiasts. Let that sink in. Isn't that pretty cool. Together, we will build a unique international community and opportunity for you to share your Rhône variety wines with creative, passionate and spirited minds. We will learn, share and dream all while celebrating the alluring twenty-two Rhône varieties, right in the heart of Paso Robles, California USA.

AT A GLANCE

Just the basics, keep on reading

- As a Rhône Devotee your winery will receive maximum exposure, perks and more
- Skip online Exhibitor Registration by becoming a 2018 Rhône Devotee
- There are only twenty-two Rhône Devotee spaces available
- Upon secured registration an email with an event form link and details will be sent



THE RHÔNE DOWN

These tidbits are pretty darn important, read carefully

- Registration includes an exhibitor table at **both** the Opening and Closing tastings
 - Rhône variety wines are the **only wines** allowed - really, *is there anything else...*
- Winemaker and/or proprietor **must** be present - *one of the reasons this event sets the bar*
- Exhibitor tables are allocated by appellation - *this allows us to showcase the world of Rhône*
 - Only **one wine brand** per exhibitor table (exceptions for importers and int'l wine assoc.)
 - Wine retailers of any kind are **not allowed** to exhibit, yet are encouraged to attend
 - No one (even babies) under 21 are allowed entry to any events throughout the weekend

IMPRESSIVE ATTENDANCE

Statistics compiled from the 2016 Paso Robles installment by Cal Poly State University's Central Coast Marketing Team

**Two-thirds of attendees
are from outside of
San Luis Obispo County**



Quick Stats

- 6 countries in attendance
- 24 US States represented
- 31 media members present
- 26 Sommeliers for the HdR Somm Team
- 154 wineries from around the globe
- 1 Rhône'n good time

Attendee Breakdown

30% Consumers | 29% Producers | 22% Trade | 8% Sponsors | 6% Media | 5% Sommeliers

**Average household
income per attendee is
\$190,000 per year**



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MAGNUM

Investment: \$5,000

BENEFITS AND PERKS

A wonderful way to support the international Rhone conference and to gain additional exposure for your winery

- Two (2) Weekend Packages - *includes seminars, event meals and tastings* (\$1990)
- One (1) Six-foot table at the Friday Opening Tasting and Saturday Closing Tastings (\$995)
 - Includes: two (2) pouring passes per tasting, specific signage, ice, water, dump bucket, stems
- Four (4) additional Passes to Friday's Opening Tasting (\$488)
- Four (4) additional Passes to Saturday's Closing Tasting (\$488)
- More high-5s than you can imagine
- Skip online Exhibitor Registration on Wednesday, October 25, 2017 - *your space is secured!*
- Logo exposure: website, event signage, additional awareness in event guide, and more
- First dibs to supply wine for the meals during the event
- Opportunity to pour at the Rhône Round-up: exclusive for media, presenters, sponsors, etc.
- Option to purchase the same quantity of event passes in this package at a 25% discount
(general exhibitor registration receive a 20% discount)

DOUBLE MAGNUM

Investment: \$10,000

BENEFITS AND PERKS

The perfect selection for maximum exposure and for wineries who tend to purchase multiple Weekend Passes

- Six (6) Weekend Packages - *includes seminars, event meals and tastings* (\$5970)
- One (1) Six-foot table at the Friday Opening Tasting and Saturday Closing Tastings (\$995)
 - Includes: two (2) pouring passes per tasting, specific signage, ice, water, dump bucket, stems
- Eight (8) additional Passes to Friday's Opening Tasting (\$976)
- Eight (8) additional Passes to Saturday's Closing Tasting (\$976)
- More high-5s than you can imagine
- Skip online Exhibitor Registration on Wednesday, October 25, 2017 - *your space is secured!*
- Logo exposure: website, event signage, additional awareness in event guide, and more
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THE EVENTS

Once every two years, these tasting opportunities are unlike anything else in the world

- Tastings are held at the Paso Robles Event Center in Paso Robles, CA USA

OPENING TASTING | FRIDAY, APRIL 27, 2018

Tastes of the past is the way to go, especially since this tasting is only once every two years

This is the perfect opportunity for winemakers to dig deep into their cellars to share vintages of the past. Highlight a vertical, large format bottles or any Rhône wines from the 2012 vintage or older. Don't forget the age-worthy whites! Show the passionate Rhône collectors in attendance how gracefully Rhône wines age, especially from your winery.

- **What to Pour:** 2012 vintage or older - think verticals, large formats, Rhône whites and more
 - *Don't have a 2012 vintage? Pour a different selection than you will for the Closing Tasting*
- **Wine Limit:** You may pour up to eight (8) Rhône wines
- **Wine Quantity:** Recommendation is two (2) 12 bottle cases (2 oz pours required)
- **Attendance:** 800 - 1000 guests (Ticket price is \$122 or included with Weekend Package)

CLOSING TASTING | SATURDAY, APRIL 28, 2018

Show 'em what you got as this tasting platform won't take place again until 2020

Keep the Rhône journey moving by offering tastes of current releases to those in attendance. This tasting is the perfect platform for winemakers to showcase yet to be released wines, futures and barrel samples. The attendees are serious about their Rhône wines so don't hold back. If your wines are not yet available, even better, our guests know they are worth the wait.

- **What to Pour:** 2012 vintage or newer including yet to be released wines, barrel samples
 - **Wine Limit:** You may pour up to eight (8) Rhône wines
- **Wine Quantity:** Recommendation is two (2) or three (3) 12 bottle cases (2 oz pours required)
- **Attendance:** 900 - 1100 guests (Ticket price is \$122 or included with Weekend Package)

DAILY POURING TIMETABLE

Being on time provides the utmost professional event for our guests and for you

- The Opening and Closing tastings boast the same daily schedule
- Full details will be shared with secured exhibitors
- **Load-in:** 1:45 p.m. - 2:45 p.m.
- **Media/Trade:** 3:00 p.m. - 4:00 p.m.
- **Enthusiasts:** 4:00 p.m. - 7:00 p.m.

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SECURE YOUR RHÔNE DEVOTEE SPOT

Fill out the form and email back to Faith Wells at faith@hospicedurhone.org

RHÔNE DEVOTEE LEVEL SELECTION

Many thanks and high-5s for supporting this international gathering. Your support is invaluable!

- ___ **Magnum** | \$5000 investment
- ___ **Double Magnum** | \$10,000 investment

PAYMENT METHOD

___ **Credit Card** | Name on Card: _____
Card Number: _____ Exp. Date: _____

___ **Check** | Please make payable to Hospice du Rhône
Mail to 2175 Biddle Ranch Road, San Luis Obispo, CA 93401
I understand payment must be received within 30 days to secure our Rhône Devotee space and table for the 2018 event or I forfeit our spot.

CONTACT INFORMATION

Business Name: _____
Contact Name: _____
Mailing Address: _____
City/State/Zip: _____
Phone: _____ **Email:** _____

DATES OF IMPORTANCE

ASAP: Winery logo emailed in high resolution format (300 dpi or higher)
Within 30 Days: Payment for Rhône Devotee program - *if not providing credit card above*
January 26, 2018: Complete list of wines to be poured at the Opening and Closing tastings
Upon payment, you will receive a form or link to complete these details
March 1, 2018: Names of weekend package holders - *don't worry, we'll send a reminder*
April 26 - 28, 2018: Hospice du Rhône Paso Robles - *we can't wait to Rhône with you*

DEVOTEE SIGNATURE: _____ **DATE:** _____

Email completed form to faith@hospicedurhone.org - thank you