

# SPRITOLOGY

## PAVILION

*gourmet food  
& wine expo*

NOVEMBER 16-19, 2017  
METRO TORONTO  
CONVENTION CENTRE

The Gourmet Food & Wine Expo is Canada's largest consumer and trade tasting event. Over 42,000 of the cities most affluent, socially-active and elite clientele attend annually alongside licensees, top industry buyers, hoteliers and the cities most influential media.

The **Spiritology Pavilion** is a chic and vibrant area of the Expo dedicated to luxury spirits brands at cutting edge mixologists. This extremely busy pavilion offers our guests the opportunity to taste and learn about the hottest spirits available on the market today. Whether you serve it straight up or showcase a decadent cocktail; your superior brands will be at the forefront of the Expo.

Join us this November to promote your luxury spirits, superior mixology and innovative concepts to media, social leaders and cocktail enthusiasts.

1.866.414.0454  
foodandwineexpo@sunmedia.ca

### THE GOURMET EXPO WILL PROVIDE:

- Dedicated exhibit space in this high traffic area
- Extra wide aisle for increased traffic and access
- Spiritology area signage including your brand
- Shared Spiritology pavilion Expo Guide Ad
- Enhanced area décor and lighting
- Complimentary lemons and limes
- Complimentary shared storage
- No charge refrigeration and ice
- ISO tasting glasses are supplied to customers
- All partners promoted at foodandwineexpo.ca
- All partners promoted in the Official Expo Guide
- Spiritology area promotion throughout campaign

### SAMPLING AND IMMEDIATE ROI:

- You set the price per sample & collect tickets
- We reimburse you 90% of all sample sales

### THE EXHIBITOR WILL PROVIDE:

- Bottle shot (preferred) or logo for your signage
- Knowledgeable staff to serve & educate guests
- You provide spirits / mixes / recipes for your tastings

Promote one brand or several in each booth. All of the inclusions apply to every brand you promote.

**Spotlight, sample and sell luxury spirits at the  
Gourmet Food & Wine Expo!**

**TOTAL INVESTMENT: \$2,100**