worldtea conference+expo

# 2022 TEA BAR SPONSORSHIPS

March 21-23, 2022 | Expo Dates: March 22-23 | Las Vegas Convention Center

worldteaexpo.com

AN EXPERIENCE FROM Questex

WORLD TEA EXPO 2022

# WHAT IS THE TEA BAR?

Tea Bar is a dynamic experience at World Tea Expo 2022 that showcases the latest teas, tea products and innovation that is shaping the industry.

Located in the center of the expo floor, Tea Bar presents a variety of products in a live environment and creates a neutral setting for buyers to try new products that are influencing how tea is consumed today.

Sample the latest teas from around the world and network with buyers, distributors, retailers and your peers while learning how these teas, plus new innovative products are shaping the future of the tea industry. Free sampling, education and fun during expo hours on March 22nd and 23rd.

## TEA SPONSORSHIP

# $3,500

*Plus Product Donation*

- Opportunity to be a tea sponsor (includes up to 5 different brands)
- Products featured in tea tastings/cocktail creations during set hours on two days
- Sponsor Logo recognition featured in one (1) shared promotional email to pre-registered attendees
- Brand and logo visibility as Tea Sponsor throughout the World Tea Expo onsite signage
- Logo recognition as Tea Bar Sponsor on the World Tea Expo website
- Sponsor Logo recognition featured in one (1) shared email promotion post event
- Includes material handling for sponsored product from advance warehouse) (quantities tbd)
- 1x post on Facebook featured on @worldteaexpo (12,500 followers)

## GREEN TEA/BLACK TEA SPONSORSHIP

# $4,750

*Exclusivity For Both Days Plus Product Donation*

- Includes up to 5 different flavors
- Products featured in sampling demonstrations/cocktail creations during set hours on two days
- Sponsor Logo recognition featured in one (1) shared promotional email to pre-registered attendees
- Logo visibility throughout the Tea Bar and on-site signage
- Logo recognition as a Sponsor on the World Tea Expo website and Show App
- Sponsor Logo recognition featured in one (1) shared email promotion post event
- Includes material handling for sponsored product from advance warehouse
- 1x post on Facebook featured on @worldteaexpo (12,500 followers)

## TEAWARE SPONSORSHIP

# $7,500

*(Designation As Official Teaware Supplier Of World Tea Expo 2022)*

**Official Teaware Sponsor for both days to include:**

- Tea Bar
- Special Event Stage
- Evening Reception (Day 2)

**Products used within the Tea Bar**

- Sponsor Logo recognition featured in one (1) shared promotional email to pre-registered attendees
- Products featured in all sampling demonstrations (except cocktails) during set hours on two days within Tea Bar
- Promoted as Official Teaware Sponsor in World Tea Expo Show App and on-site signage
- Sponsor Logo recognition featured in one (1) shared email promotion post event
- 1x post on Facebook featured on @worldteaexpo (12,500 followers)
- Includes material handling for sponsored product from advance warehouse

## REFRIGERATION SPONSORSHIP

**$4,500**

*(Up To 4 Units)*

- Opportunity to be the Refrigerator Sponsor
- Product use and promotion by tea bar server/s during show days
- Sponsor Logo recognition featured in one
- (1) shared promotional email to pre- registered attendees
- Logo visibility throughout the Tea Bar and on- site signage
- Logo recognition as Refrigeration Sponsor on World Tea Expo website and in official Show App
- Sponsor Logo recognition featured in one (1) shared email promotion post event
- Includes material handling for sponsored product from advance warehouse
- 1x post on Facebook featured on @worldteaexpo (12,500 followers)

## TEAWARE WASHER SPONSORSHIP

**$3,500**

*(Up To 2 Units)*

- Opportunity to be the Teaware Washer Sponsor
- Product use and promotion by tea bar server/s during show days
- Sponsor and Logo recognition featured in one (1) shared promotional email blast to pre- registered attendees
- Brand and logo visibility as Teaware washer Sponsor throughout the Tea Bar and on-site signage
- Logo recognition as Teaware washer Sponsor on World Tea Expo website and in official Show App
- Sponsor Logo recognition featured in one (1) shared email promotion post event
- Includes material handling for sponsored product from advance warehouse
- 1x post on Facebook featured on @worldteaexpo (12,500 followers)

## UNDERBAR SPONSORSHIP

**CALL FOR PRICING**

**Ice chests, sinks, tea cocktail workstations & teaware storage:**

- Opportunity to be an underbar Sponsor
- Product use and promotion by tea bar server/s during show days
- Sponsor and Logo recognition featured in one (1) shared promotional email blast to preregistered attendees
- Brand and logo visibility as Sponsor throughout the Tea Bar and on-site signage
- Logo recognition as Sponsor on World Tea Expo website and in official Show App
- Sponsor Logo recognition featured in one (1) shared email promotion post event
- Includes material handling for sponsored product from advance warehouse
- 1x post on Facebook featured on @worldteaexpo (12,500 followers)

## TEA BAR TOOLS

(Spoons, Swizzle Sticks, Cocktail Shakers, Stirrers, Etc)

**$1,950**

*For Exclusivity*

- Sponsor Logo recognition featured in one
- (1) shared promotional email to pre- registered attendees
- Sponsor Logo recognition in World Tea Expo App and on-site signage
- Product use and promotions by bar server/s during both show days
- Logo recognition in one (1) shared promotional email to attendees post event
- 1x post on Facebook featured on @worldteaexpo (12,500 followers)
- Includes material handling for sponsored product from advance warehouse

## TEA BAR STOOLS/FURNITURE

**$2,500**

*For Exclusivity*

- Sponsor Logo recognition featured in one (1) shared promotional email to pre-registered attendees
- Sponsor Logo recognition in World Tea Expo Show App and on-site signage
- Product mentions/promotions by bar server/s during show days
- Sponsor Logo recognition featured in one (1) shared promotional email to attendees post event
- Includes material handling for sponsored product from advance warehouse

## TEA BAR FLOORING SPONSORSHIP

**$3,500**

*For Exclusivity*

- Sponsor Logo recognition featured in one
- (1) shared promotional email to pre-registered attendees
- Sponsor Logo recognition in World Tea Expo App and on-site signage
- Product mentions/promotions by bar server/s during show days
- Sponsor Logo recognition featured in one (1) shared promotional email to attendees post event
- Includes material handling for sponsored product from advance warehouse

## TEA GARNISHINGS

**$2,500**

*For Exclusivity*

**Exclusive provider of garnishing's within Tea Bar**

- Sponsor Logo recognition featured in one (1) shared promotional email blast to pre-registered attendees
- Sponsor Logo recognition in World Tea Expo Show App and on-site signage
- Product mentions/promotions by tea bar server/s during show days
- Sponsor Logo recognition featured in one (1) shared promotional email blast to attendees post event
- Includes material handling for sponsored product from advance warehouse

## TEA BAR APPAREL SPONSORSHIP

**$2,500**

*For Exclusivity*

- Sponsor Logo recognition featured in one
- (1) shared promotional email blast to pre-registered attendees
- Promoted as Tea Bar Apparel Sponsor in on-site signage and 2 evening receptions
- Product mentions/promotions by Host of Tea Bar each day
- Sponsor Logo recognition featured in one (1) shared promotional email blast to attendees post event
- Includes material handling for sponsored product from advance warehouse

## OFFICIAL TEA BAR SPONSORSHIP

**$9,500**

*(Designation As Official Tea Bar Supplier Of World Tea Expo 2022)*

- Exclusive Opportunity to Sponsor entire Tea Bar– choice of products
- Two (2) 30-minute presentations to present and sample your products
- Sponsor Logo recognition featured in one
- (1) shared promotional email blast to pre- registered attendees
- Product featured in all sampling demonstrations and cocktail creations both days
- Sponsor Logo recognition featured in one (1) shared promotional email blast to attendees post event
- Includes material handling for sponsored product from advance warehouse
- 1x post on Facebook featured on @worldteaexpo (12,500 followers)

## TEA EQUIPMENT SPONSORSHIP

# $7,500

- Exclusive Opportunity to Sponsor entire Tea Bar with choice of tea brewing equipment
- Sponsor Logo recognition featured in one (1) shared promotional email blast to pre-registered attendees
- Product used/showcased in all sampling demonstrations both days
- Sponsor Logo recognition in on-site signage
- Video promotions of equipment capabilities hosted for one month on World Tea News
- Sponsor Logo recognition featured in one (1) shared promotional email blast to attendees post event
- Includes material handling for sponsored product from advance warehouse
- 1x post on Facebook featured on @worldteaexpo (12,500 followers)

## TEA SAMPLING AND EDUCATION SESSION

3 Sponsors

# $6,500

**Position your company as an industry thought leader - showcase your tea expertise by co-presenting case studies with customers and share solutions to help tea shops grow their business:**

- 30-minute speaking presentation at the Tea Bar
- Opportunity to sample your products for attendees
- Reserved seating for VIPs/guests
- Scans of all attendees in session
- Sponsor Logo recognition featured in one (1) shared promotional email blast to pre-registered attendees
- Sponsor Logo recognition in on-site signage
- Sponsor Logo recognition featured in one (1) shared promotional email blast to attendees post event
- Includes material handling for sponsored product from advance warehouse
- 1x post on Facebook featured on @worldteaexpo (12,500 followers)

## DIGITAL SIGNAGE/ VIDEO TECHNOLOGY SPONSORSHIP

# $8,500

- Opportunity to be Exclusive Sponsor of digital signage/video technology within the Tea Bar
- Sponsor Logo recognition featured in one (1) shared promotional email blast to pre-registered attendees
- Product showcased continuously during both days
- Sponsor Logo recognition in on-site signage
- Sponsor Logo recognition featured in one (1) shared promotional email blast to attendees post event
- Includes material handling for sponsored product from advance warehouse
- 1x post on Facebook featured on @worldteaexpo (12,500 followers)

## OFFICIAL POS SPONSORSHIP

# $5,975

**(Designation As Official Pos Supplier Of World Tea Expo 2022)**

- Sponsor Logo recognition featured in one custom email promotion pre-event, and one custom email promotion post event
- Product used and showcased in all sampling demonstrations during both days
- Sponsor Logo recognition in on-site signage
- Includes material handling for sponsored product from advance warehouse
- 1x post on Facebook featured on @worldteaexpo (12,500 followers)

## FOOD/SNACK SPONSORSHIP

# $2,500

- Exclusive Opportunity to Sponsor Food or Snacks within Tea Bar
- Sponsor Logo recognition featured in one (1) shared promotional email blast to pre-registered attendees
- Products displayed and distributed at Tea Bar on both expo days
- Sponsor Logo recognition in on-site signage
- Sponsor Logo recognition featured in one (1) shared promotional email blast to attendees post event
- Includes material handling for sponsored product from advance Warehouse
- 1x post on Facebook featured on @worldteaexpo (12,500 followers)

# LAUNCHING A NEW PRODUCT?

Looking for new customers, feedback or doing market research? World Tea Expo is the perfect place to get the pulse of the global tea industry and to directly engage with the target audience you aim to reach all year.

## Contact your sales representative for more information

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