

Gay Wine Weekend Business Expo

Your Gateway To The Gay & Lesbian Community

July 14-16, 2017 Sonoma, California

*Market to the LGBT Consumer

"Many LGBT consumers embrace the power of their spending by rewarding companies that are considered "gay-friendly" in terms of their corporate policies and their marketing activities." prnewswire.com

*A Marketer's Dream!

"The fact of the matter is that the gay community, male and female, spends over \$750 billion a year in consumer goods. 90% of the gay stay loyal to the brands that are advertised to them." - krausnotes.com

Gay Wine Weekend Demographics

- * 650 - 700 participants, 90 % male, 10% female, average age 35-55 years old
- * Average individual income \$85k; High Household Income \$150k+
- * Primary target draws from Major Metropolitan SF Bay Area, Los Angeles, Washington DC, Chicago, Dallas and Sacramento.

\$500 - Expo Participants Receive:

- * Listed as Gay Wine Weekend Participant online and in collateral material
- * Exclusive table at the vendor hall at host hotel
- * Showcase your product and/or service.
- * Ability to feature banners and distribute marketing material
- * Sign up newsletter or wine club members for wineries.
- * Collect email address and build a lead list.
- * 2 VIP Passes to Twilight T-Dance at Chateau St. Jean

To register contact Mark Vogler at Mark@OutInTheVineyard.com

