



**BREW IT. TASTE IT.  
SIP IT. PORK IT.**™

**2017**

- January 28 | Manhattan, NYC: La Venue at Terminal Stores | 3.5k+ Expected
- February 18 | Tampa, FL: Curtis Hixon Waterfront Park | 5k+ Expected
- March 4 | Atlanta, GA: Atlantic Station | 5k+ Expected
- March 31 & April 2 | Timonium, MD: Maryland State Fairgrounds | 10k+ Expected
- May 13 | Charlotte, NC: Symphony Park at SouthPark | 4k+ Expected
- May 20 | Knoxville, TN: Worlds Fair Park | 3k+ Expected
- June 10 | Richmond, VA: Richmond Raceway Complex | 3k+ Expected
- June 16 & 17 | National Harbor, MD/DC: Waterfront | 9k+ Expected
- July 28 & 29 | Cary, NC: Koka Booth Amphitheatre | 10k+ Expected
- August 12 | Virginia Beach, VA: The Hunt Club Farm | 3k+ Expected
- October 7 | Leesburg, VA: Village at Leesburg | 4k+ Expected

**Get Face To Face with over 80,000 Beer, Bourbon & BBQ Lovers!**

In 2016 we reached 150,000 consumers, we served over 1,500,000 samples and drew over 8,500,000+ marketing/ advertising impressions in eight markets. 90% of these shows SOLD OUT all sessions. \*This year we are focused on growing these existing shows even further and we want you and your brand to join us!

The events that TRIGGER AGENCY create and execute are dedicated to bringing festival guests a fun, exciting atmosphere where they can taste lots of new alcoholic and non-alcoholic beverages in a unique setting. This environment offers YOU the opportunity to reach out and actually interact with YOUR current and future customers.

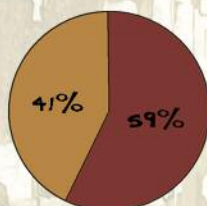
- DO YOU...**
- Have a new restaurant?
  - Sell hot sauces / mixes / cooking tools?
  - Have a new food / drink item coming on the market?

**DOES YOUR...** Firm offer services to 30-something professionals?

Whatever the reason – exhibit today. Booths are limited and exhibit categories CLOSE OUT on a first-come-first-serve basis.

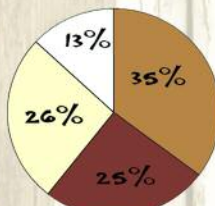
**The Audience**

Male/ Female



■ Male  
■ Female

Education



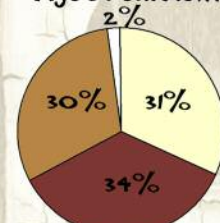
■ High School Grad  
■ College Grad  
■ Some College  
■ Post College

Income Level



■ 0-\$40K  
■ \$40K-\$60K  
■ \$61K-\$80K  
■ \$81K and up

Age Breakdown



■ 21-34  
■ 35-44  
■ 45-54  
■ 55 and up

facebook.com/BeerBourbonBBQ

twitter.com/DrinkEatRelax

youtube.com/DrinkEatRelaxTV

Thanks for making our Timonium Tour Stop a 2011 Top Ten Festival by Baltimore Magazine!





## Here is how the event works:

Show guests pay an entrance fee and they receive a 5oz souvenir tasting glass. The event is structured as an All-You-Care-To-Taste extravaganza where guests roam the show floor tasting over 60 beers and 40 bourbons. Guests can purchase an array of BBQ dishes from our bbq vendors at an additional cost.

There is also a Live Music Stage, Cigar Bar, Tasting Theater which has seminars all day from leaders in the brewing and distilling industries and much more. To add to the great unique content of the show – we welcome in a select few commercial, artist, memorabilia and spice / sauce exhibitors. It is structured for a fun, relaxed atmosphere.

## All of these features mean lots of benefits for you and your brand!

**LIVE MUSIC AND LOTS OF SEATING.** In each market we hire the hottest regional bands for the Main Stage to drive attendance and give people a good reason to hang out – and buy your products and services.

**FUN CONTESTS.** Excitement, chuckles and bragging rights are the goals for each contest we host. Whether it is the Best Beer Belly Competition or BBQ Bean Eating Contest, the added bonus is the media exposure and keeping your brand in the spotlight long before and after the event is over.

**TASTING THEATER.** The Tasting Theater is a secluded area where guests can learn from master distillers, brand ambassadors and a who's who of the bourbon / beer worlds.

**BRAND AND FLAVOR VARIETY.** Over sixty brews will be flowing on-site; forty premium bourbons will be ready to sip; the best finger lickin' barbecue available for pigging out; features or benefits?... you choose. Guests can't find this type of tasting opportunity anywhere else.

**GOOD TRAFFIC FLOW.** Each show offers a food court, lounge area and an ample floorplan that blends exhibitors, breweries and distilleries which allow the perfect traffic flow to each and every booth.

**STRONG PROMOTIONS AND ADVERTISING.** We research the market so you don't have to. Trigger utilizes the best group of radio stations, television stations, publications and web outlets in each market to sponsor and advertise our events. We do not rely upon donated media like many other events do. Our media plans are typically a minimum of the following:

- \$75,000 overall value of the media plan and promotions
- Three month run in specialty beer and biz publications
- Two–three week run in daily newspapers
- Two–three week run in weekly newspapers
- Three–four station deep with radio schedules
- 10 Day run of over 250 television spots on pertinent stations
- Extensive social networking and email blasts through targeted portals and web communities
- Several email blasts to our protected, exclusive email databases
- Direct mail including postcards to the thousands of show attendees from previous years
- Poster and flyers through hundreds of different outlets

**info@triggeragency.com or 800.830.3976**

**TRIGGER AGENCY**  
events • promotions

**www.beerandbourbon.com**



Trigger Agency voted  
2011 Best Places to  
Work by the Baltimore  
Business Journal!

