



SPONSOR DECK

2025

LAISSEZ LES BON TEMPS ROULER. LET THE
GOOD TIMES ROLL. THE MOTTO OF A CITY
THAT KNOWS HOW TO HOST A PARTY. COUPLE
THAT WITH A HISTORIC RELATIONSHIP TO
BOURBON, WORLD-RENOWNED FOOD, MUSIC
AND CULTURE.
THE RESULT –
THE SEVENTH ANNUAL-
NEW ORLEANS BOURBON FESTIVAL.

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MARCH 19-23, 2025

NEW ORLEANS,

LOUISIANA

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OUR MISSION

NEW ORLEANS BOURBON FESTIVAL'S MISSION IS TO PROVIDE OUR ATTENDEES WITH AN OPPORTUNITY TO ENJOY EXCEPTIONAL BOURBON AND CUISINE, SURROUNDED BY THE CHARM AND CULTURE OF NEW ORLEANS.

WE WILL DO THIS BY:

PROVIDING THE MOST EXPERIENCED AND RELEVANT SPEAKERS.

CONTINUING TO HIGHLIGHT
"WOMEN IN BOURBON."

RECRUITING EVENT SPONSORS WITH MISSIONS SIMILAR TO OUR OWN.

THE VENUE

THE VENUE FOR 2025 JUDGING, SEMINAR SERIES WILL TAKE PLACE AT THE MARRIOTT ARTS DISTRICT. THE GRAND TASTING WILL BE AT THE CONTEMPORARY ARTS CENTER. IT WILL FEATURE A MARKETPLACE OF BOURBON-CENTRIC PRODUCTS, TWO GRAND TASTINGS OF BOURBON FROM THE COUNTRY'S FINEST DISTILLERIES, TRADITIONAL NEW ORLEANS CUISINE, AND LIVE JAZZ MUSIC.

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INDUSTRY QUOTES

“THE NEW ORLEANS BOURBON FESTIVAL IS A GREAT EVENT SHOWCASING GREAT PRODUCTS. IT GIVES YOU THE OPPORTUNITY TO MEET THE PEOPLE THAT CREATE THESE GREAT PRODUCTS AND TO TASTE THE BEST BOURBONS IN THE WORLD.”

“I HAVE ENJOYED COMING DOWN TO PARTICIPATE”

FRED BOOKER NOE III, MASTER DISTILLER -- JIM BEAM

“THE NEW ORLEANS BOURBON FESTIVAL IS ONE OF THE PREMIER EVENTS OF THE YEAR FOR MAKER'S MARK, SERVING UP THE DISTINCTIVE CULTURE AND CUISINE OF NEW ORLEANS. THAT'S A PERFECT SETTING TO BRING KNOWLEDGEABLE FANS TOGETHER WITH OUR HANDMADE WHISKY IN A MEANINGFUL WAY.”

ROB SAMUELS, CHIEF OPERATING OFFICER -- MAKER'S MARK

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INDUSTRY QUOTES

“I TRAVEL THE WORLD, AND HAVE ATTENDED MANY WHISKEY FESTIVALS; BUT THE NEW ORLEANS BOURBON FESTIVAL IS ONE OF MY FAVORITE BECAUSE OF HOW IT RUNS, WHO ATTENDS, AND THE INDUSTRY KING PINS AND FANS IT ATTRACTS”

“THE ONLY BOURBON FESTIVAL OUTSIDE KENTUCKY, AND WHAT A NATURAL SINCE IT’S HELD JUST A FEW BLOCKS FROM BOURBON STREET. I’LL BE BACK, AND BRING MORE FRIENDS EACH AND EVERY YEAR.”

BERNIE LUBBERS, BRAND AMBASSADOR -- HEAVEN HILL

“THE NEW ORLEANS BOURBON FESTIVAL SHOWCASES TRUE SOUTHERN HOSPITALITY WITH GREAT PEOPLE, FOOD, MUSIC AND CLASSES FOR ALL LEVELS OF BOURBON ENTHUSIASTS, AND OF COURSE GREAT BOURBON!”

BOBBY GLEASON, MASTER MIXOLOGIST -- JIM BEAM

INDUSTRY QUOTES

"I'VE ATTENDED EVERY NEW ORLEANS BOURBON FESTIVAL SINCE IT STARTED IN 2017 AND I BELIEVE IT HAS BECOME ONE OF THE TOP TWO WHISKEY FESTIVALS IN THE COUNTRY. EVERY YEAR THEY ADD SOMETHING NEW AND IT CONTINUES TO GET BETTER EACH YEAR"

- MARTIN "THE CRYSTAL KING OF CHICAGO" DUFFY
US SALES THE GLENCAIRN CRYSTAL STUDIO

"I WAS TRULY IMPRESSED WITH THE TURN-OUT AND HOW THE SERIES OF EVENTS WENT OFF WITHOUT A HITCH, OR AT LEAST ANY HITCHES THAT I COULD SEE. GREAT VENUES, GREAT SEMINARS, GREAT PARTICIPANTS AND A GREAT CROWD. I LOOK FORWARD TO PARTICIPATING NEXT YEAR AND MANY YEARS TO COME. IT DOES NOT HURT THAT THE FESTIVAL HAPPENS TO FALL IN LATE MARCH IN NEW ORLEANS."

TREY ZOELLER, FOUNDER AND MASTER BLENDER --
JEFFERSON BOURBON

CHARITABLE GIVING



IT IS THE MISSION OF THE NEW ORLEANS BOURBON FESTIVAL TO GIVE BACK TO OUR COMMUNITY. WE ARE OPERATED BY THE 501(C) (3) RAISING SPIRITS SOCIETY WHICH IS A NOT FOR PROFIT ORGANIZATION DESIGNED TO "SUPPORT YOUNG ADULTS IN THE HOSPITALITY INDUSTRY BY PROVIDING EXPERIENCES, RESOURCES, AND OPPORTUNITIES TO HELP THEM ACHIEVE THEIR CAREER GOALS."

PARTNERING WITH OTHER, LIKE-MINDED CHARITABLE ORGANIZATIONS AND ASSIST THEM IN THEIR FUNDRAISING AND PROGRAMMATIC EFFORTS...

ALL PROCEEDS OF THE NEW ORLEANS BOURBON FESTIVAL WILL BE DONATED TO THE GENERAL FUND OF RAISING SPIRITS SOCIETY.

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A FOCUS ON WOMEN IN BOURBON

AT THE NEW ORLEANS BOURBON FESTIVAL, WE CONTINUE TO RECOGNIZE THE IMPORTANCE OF THE WOMEN WHO ENJOY THEIR BROWN WATER. OUR SCHEDULE OF EVENTS WILL INCLUDE MULTIPLE SEMINARS FOCUSED ON AND LED BY WOMEN IN 2024, BROWN WATER PRODUCTIONS IS PROUDLY OVER 50% FEMALE OWNED AND OPERATED.

"I'M NOT SURE WHAT IS BETTER? THE CULTURE THAT SURROUNDS THE NOLA BOURBON FESTIVAL AND THE MYRIAD OF THINGS TO DO, OR THE ENGAGING, BOURBON LOVING PEOPLE WHO ATTEND THE EVENT AND MAKE ME FEEL SO VERY WELCOME EACH YEAR. HANDS DOWN - PURE FUN. "

PEGGY NOE STEVENS, MASTER TASTER AND FOUNDER,
BOURBON WOMEN ASSOCIATION

WOMEN NOW MAKE UP OVER 38% OF THE BOURBON
DRINKERS IN THE WORLD

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SCHEDULE OF EVENTS

MARCH 19:

THE "BOURBON BRAWL", WE WILL HOST BARTENDERS COMPETING FOR PRIZES, BRAGGING RIGHTS AND A BEAUTIFUL TROPHY FOR THE BEST BOURBON COCKTAIL IN THE CITY THAT CREATED COCKTAILS.

MARCH 20:

LET THE PARTY BEGIN! KICK OFF THE NEW ORLEANS BOURBON FESTIVAL EXPERIENCE WITH A VIP WELCOME RECEPTION. ENJOY FOOD, DRINKS AND MUSIC, AND TAKE THE OPPORTUNITY TO MEET WITH YOUR FELLOW DISTRIBUTORS, DISTILLERS, VENDORS AND OTHER INDUSTRY MEMBERS.

2025

SCHEDULE OF EVENTS

MARCH 21 & 22:

OUR BOURBON SEMINAR SERIES WILL TAKE PLACE AT THE MARRIOTT ARTS DISTRICT. IT IS THE PERFECT PLACE TO RELAX, NETWORK WITH FELLOW FESTIVAL-GOERS, AND LEARN SOME NEW THINGS. TOPICS WILL INCLUDE BOURBON HISTORY, MASTER DISTILLER TALKS, WOMEN IN BOURBON, AND FOOD PAIRINGS, TO NAME A FEW.

MARCH 21 & 22:

GRAND TASTING: SAMPLING THE FINEST BOURBON, EATING THE BEST TRADITIONAL NEW ORLEANS CUISINE, AND SHOPPING FOR BOURBON-INSPIRED GOODS. THERE WILL BE LIVE MUSIC BY MATT LEMMLER'S NEW ORLEANS JAZZ REVIVAL BAND. NEED A CIGAR WITH THAT BOURBON? WE HAVE YOU COVERED WITH AN OUTDOOR SMOKING LOUNGE SURE TO SATISFY YOUR CRAVINGS.

MARCH 23:

CLOSING PARTY AT BARREL
PROOF

SPONSORSHIP OPPORTUNITY

TITLE SPONSOR \$45,000

- TITLE RECOGNITION ON ALL TV, RADIO AND PRINT MEDIA AND ADVERTISING FOR THE 2024 NEW ORLEANS BOURBON FESTIVAL
- FRONT PAGE WEB PRESENCE ON THE NEW ORLEANS BOURBON FESTIVAL WEBSITE AND ALL SOCIAL MEDIA PLATFORMS
- TITLE ACKNOWLEDGMENT ON ALL SWAG AND 2024 NEW ORLEANS BOURBON FESTIVAL MERCHANDISE [GIVE AWAY BAGS, 2024 T-SHIRT, ETC...]
- ABOVE LOGO POSITIONING ON ALL TASTING AND SEMINAR IN-VENUE SIGNAGE
 - 60 TASTING, 20 VIP AND 2 ULTIMATE VIP* TICKETS FOR THE 2024 NEW ORLEANS BOURBON FESTIVAL
- TWO PAIR OF TICKETS TO THE BOURBON DINNER OF YOUR CHOICE
- 20 TICKETS TO THE PATRON WELCOME RECEPTION [PLUS VIP TICKET ENTRANCE ABOVE]

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SPONSORSHIP OPPORTUNITY_{CONT.}

PRESENTING SPONSOR \$25,000

- PRESENTING RECOGNITION ON ALL TV, RADIO AND PRINT MEDIA AND ADVERTISING FOR THE 2023 NEW ORLEANS BOURBON FESTIVAL
- PREMIUM BLIMP SIGN WITH LOGO IN THE TASTING VENUE.
- WEB PRESENCE ON THE NEW ORLEANS BOURBON FESTIVAL WEBSITE AND ALL SOCIAL MEDIA PLATFORMS "PRESENTED BY" POSITIONING ON ALL TASTING AND SEMINAR IN-VENUE SIGNAGE
- 30-TASTING AND 10-VIP TICKETS FOR THE 2023 NEW ORLEANS BOURBON FESTIVAL
- ONE PAIR OF TICKETS TO THE BOURBON DINNER OF YOUR CHOICE
- 8 TICKETS TO THE PATRON WELCOME RECEPTION (PLUS VIP TICKET ENTRANCE ABOVE)

2023

SPONSORSHIP OPPORTUNITY_{CONT.}

GLASS SPONSORSHIP \$18,000

GLENCARIN GLASS WITH YOUR COMPANY
LOGO ETCHED ON ONE SIDE AND THE NEW ORLEANS BOURBON
FESTIVAL LOGO ON THE OTHER SIDE OF THE GLASS. THESE GLASSES
WILL BE USED IN THE SEMINAR SESSIONS FOR TASTINGS AND HANDED
OUT DURING THE GRAND TASTING FOR OUR GUEST TO TAKE HOME WITH
THEM AT THE END OF THE FESTIVAL. HIGH VISIBILITY ITEM WITH
POTENTIAL FOR LONG TERM USE WITHIN THE FESTIVAL GOERS
HOUSEHOLD. (INCLUDES TASTING BOOTH)

VIP WELCOME RECEPTION \$15,000

NEW ORLEANS STYLE CASINO NIGHT WITH FOOD, DRINKS AND MUSIC.
GREAT OPPORTUNITY TO MINGLE WITH OUR VIP GUEST.
YOU WILL RECEIVE PROMINENT RECOGNITION IN THE EVENT AREA
WEB PRESENCE ON THE NEW ORLEANS BOURBON FESTIVAL WEBSITE
AND ALL SOCIAL MEDIA PLATFORMS.
(INCLUDES DELUXE TASTING BOTH)

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SPONSORSHIP OPPORTUNITY CONT.

BOURBON BRAWL \$15,000

BARTENDERS COMPETING FOR BRAGGING RIGHTS BOURBON CRAFT COCKTAILS IN THE CITY THAT CREATED COCKTAILS.

WEB PRESENCE ON THE NEW ORLEANS BOURBON FESTIVAL WEBSITE AND ALL SOCIAL MEDIA PLATFORMS
COMPETITION VENUE DECORATED WITH BRAND SWAG, TV MONITORS LIVE BROADCASTING THE COMPETITION IN THE VENUE.

CIGAR LOUNGE \$18,000

THE CIGAR LOUNGE WILL PROVIDE A SPACE FOR OUR GUEST TO RELAX AND ENJOY FINE BOURBON AND CIGARS IN AN EXCLUSIVE LOUNGE DECORATED WITH YOUR CORPORATE LOGO AND PROMOTIONAL MATERIALS.

SPONSORSHIP OPPORTUNITY CONT.

BARREL PROOF \$16,500

- ADVERTISING FOR THE 2024 NEW ORLEANS BOURBON FESTIVAL ON ALL TV, RADIO, PRINT MEDIA, SOCIAL MEDIA PLATFORMS WEB PRESENCE ON FESTIVAL WEBSITE.
- LISTED AS A SPONSOR ON ALL SIGNAGE.
- VIP TICKETS FOR THE 2024 NEW ORLEANS BOURBON FESTIVAL, TASTING TICKETS FOR THE GRAND TASTING
- OPPORTUNITY TO HOST A BOURBON DINNER OR AFTER HOURS PARTY (SUBJECT TO AVAILABILITY)
- LARGE TASTING BOOTH INCLUDED WITH SPONSORSHIP

SINGLE BARREL \$8,500

- RECOGNITION ON WEBSITE AND ALL SOCIAL MEDIA PLATFORMS
- LISTED AS A SPONSOR ON ALL SIGNAGE
- VIP TICKETS FOR THE 2024 NEW ORLEANS BOURBON FESTIVAL, TASTING TICKETS FOR THE GRAND TASTING
- STANDARD TASTING BOOTH INCLUDED WITH SPONSORSHIP

SMALL BATCH SPONSORSHIP

[RESTAURANT PAIRING]

TEAM UP WITH A LOCAL RESTAURANT AT THE FESTIVAL. YOUR BOOTH WILL BE PARTNERED WITH A RESTAURANT ADJACENT TO YOUR BOOTH. YOU WILL OFFER A COCKTAIL PAIRED WITH THE DISH PREPARED FOR THE FESTIVAL. A TEAM OF JUDGES WILL SAMPLE THE COCKTAILS AND AWARD THE BEST PAIRED COCKTAIL AWARD TO BOTH THE DISTILLERY AND THE RESTAURANT.

\$ 3 , 5 0 0

[INCLUDES STANDARD BOOTH]

SPONSORSHIP OPPORTUNITY_{CONT.}

BACKPACK GOODIE BAG

PUT YOUR BRAND'S LOGO ON THE BACKS OF ALL OUR GUEST AT 2024 NEW ORLEANS BOURBON FESTIVAL. EACH GUEST WILL RECEIVE A BACKPACK GOODIE BAG AS THEY ENTER THE GRAND TASTINGS. EACH BAG HAS A MAP OF THE VENUE A TASTING GLASS FROM GLENCAIRN AND INFORMATION ABOUT THE GREAT CITY OF NEW ORLEANS. THESE BAGS ARE USED DURING THE FESTIVAL AND CARRIED FOR YEARS

\$20,000

{INCLUDES DELUXE BOOTH}

2025

SPONSORSHIP OPPORTUNITY CONT.

WRISTBAND SPONSORSHIP

CLOTH WRISTBAND WITH YOUR COMPANY LOGO ON THE BAND NEXT TO THE NEW ORLEANS BOURBON FEST LOGO. THESE WRISTBANDS WILL BE USED TO ACCESS EVERY EVENT DURING THE FIVE DAY SCHEDULE INCLUDING SEMINAR SESSIONS, TASTINGS AND ALL PERIPHERAL EVENTS. HIGH VISIBILITY ITEM CONSIDERING THE AMOUNT OF TIME SOME OF THE ATTENDEES WILL BE WEARING THE WRISTBAND.

\$10,000
(INCLUDES BOOTH)

2025

CUSTOM BRAND ACTIVATION

DOES YOUR BRAND WANT CUSTOM
ACTIVATION AT THE FESTIVAL? THE
NOBF TEAM CAN HELP BUILD A CUSTOM
EVENT TO FIT YOUR NEEDS AND
BUDGET.

BRAND EVENTS AVAILABLE MARCH
17,18,19 2025

CONTACT

TRACY@NEWORLEANSBOURBONFESTIVAL.COM FOR
DETAIL ON BUILDING A CUSTOM EXPERIENCE.

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TASTING BOOTHS

DESCRIPTION	BY 12.15.23	BY 1.15.24	BY 2.15.24
DELUXE BOOTH 15' X 20' PREMIER LOCATION	\$1,250	\$1,450	\$1,650
STANDARD BOOTH 8' X 10'	\$750	\$950	\$1,150
CRAFT BOOTH 6' X 8'	\$550	\$750	\$950
POWER TO BOOTH	\$300	\$300	\$300

SPONSORSHIP OPPORTUNITIES

CIRCLE ONE

TITLE SPONSOR

PRESENTING SPONSOR

GLASS SPONSOR

VIP RECEPTION

CIGAR SPONSOR

BOURBON BRAWL

BACKPACK GOODIE BAG

WRISTBAND SPONSOR

BARREL PROOF

SINGLE BARREL

SMALL BATCH

PAYMENT

NAME:

ACCOUNT#:

EXP DATE:

CVV CODE:

ZIP CODE:

PAYMENT TERMS

PAY IN FULL:

PAY HALF NOW:

FINAL PAYMENTS WILL BE CHARGE ON 3.1.2024

2025



TASTING BOOTHS

DELUXE BOOTH

\$1,250 12/15/23

\$1,450 1/15/24

\$1,650 2/15/24

STANDARD BOOTH

\$750 12/15/23

\$950 1/15/24

\$1,150 2/15/24

CRAFT BOOTH

\$550 12/15/23

\$750 1/15/24

\$950 2/15/24

POWER TO BOOTH

\$300

PAYMENT

NAME:

ACCOUNT#:

EXP DATE:

CVV CODE:

ZIP CODE:

PAYMENT TERMS

PAY IN FULL:

PAY HALF NOW:

FINAL PAYMENTS WILL BE CHARGE ON 3.1.2024

2025



**NEW ORLEANS BOURBON FESTIVAL 2023 DISTILLER /
DISTRIBUTOR /SPONSOR TERMS AND CONDITIONS**

1. EVENT OWNERSHIP AND MANAGEMENT - THE NEW ORLEANS BOURBON FESTIVAL IS AFFILIATED WITH THE CHARITABLE ORGANIZATION RAISING SPIRITS SOCIETY ("RSS") AND MANAGED BY BROWN WATER PRODUCTIONS, LLC ("BWP") AND INCLUDES ANY AGENTS, OFFICERS OR EMPLOYEES WHO HAVE BEEN AUTHORIZED TO ACT FOR IT.

2. EXHIBIT CONDITIONS - FACILITY LIGHTING MAY NOT ILLUMINATE ALL AREAS EVENLY AND BWP IS NOT RESPONSIBLE FOR PROVIDING ADDITIONAL LIGHTING. BWP IS NOT RESPONSIBLE FOR THE TEMPERATURE LEVELS OF THE EXHIBIT HALL DURING SETUP, EVENT AND TEAR DOWN. BWP RESERVES THE OPTION TO EITHER SUBSTITUTE COMPARABLE DISPLAY SPACE IF REQUIRED BY UNFORESEEN CIRCUMSTANCES, OR TO REFUND THE EXHIBIT FEE. ALL PERTINENT LAWS, CODES AND REGULATIONS OF MUNICIPAL OR OTHER AUTHORITIES HAVING JURISDICTION OVER THE EXHIBIT FACILITY SHALL BIND DISTILLER/ DISTRIBUTOR AND THE CONDUCTING OF ITS EXHIBIT, TOGETHER WITH THE RULES AND REGULATIONS OF THE OWNERS AND/OR OPERATORS OF THE FACILITY IN WHICH THE EXHIBITION IS HELD.

3. SOLICITATION - DISTRIBUTION OF ADVERTISING MATERIAL AND DISTILLER/
DISTRIBUTOR SOLICITATION OF ANY SORT SHALL BE RESTRICTED TO DISTILLER/
DISTRIBUTOR BOOTH UNLESS APPROVED IN WRITING BY BWP. DISTILLER/
DISTRIBUTOR'S EXHIBIT OR PRODUCT MAY NOT EXTEND INTO ANY AISLE.
DISTILLER/ DISTRIBUTOR SHALL NOT ARRANGE ITS EXHIBIT SO AS TO OBSCURE OR
PREJUDICE ADJACENT DISTILLER/ DISTRIBUTOR IN THE OPINION OF BWP.

4. SUBLETTING OF SPACE - DISTILLER/ DISTRIBUTOR AGREES NOT TO ASSIGN,
SUBLET OR APPORTION SPACE OR ANY PART THEREOF ALLOTTED TO IT, NOR TO
EXHIBIT OR ADVERTISE GOODS OTHER THAN MANUFACTURED OR SOLD BY IT IN THE
REGULAR COURSE OF BUSINESS UNLESS APPROVED IN WRITING BY BWP.

5. CANCELLATION POLICY - CANCELLATION OF THE EXHIBIT SPACE MUST BE IN
WRITING TO BWP. BWP REQUESTS CANCELLATIONS TO OCCUR GREATER THAN 45
DAYS PRIOR TO EVENT TO ALLOW TIME TO FIND A REPLACEMENT DISTILLER/
DISTRIBUTOR. THERE IS NO PENALTY FOR CANCELLING AT ANY TIME.

6. INSURANCE - DISTILLER/ DISTRIBUTOR SHALL CARRY ITS OWN LIABILITY
INSURANCE AND SHALL PROVIDE BWP WITH PROOF OF INSURANCE ON REQUEST.
BWP AND THE EXHIBITION FACILITY OWNER ASSUME NO RESPONSIBILITY FOR THE
SAFETY OF THE PROPERTIES OF DISTILLER/ DISTRIBUTOR, ITS OFFICERS, AGENTS
OR EMPLOYEES FROM THEFT, DAMAGE BY FIRE, ACCIDENT OR ANY OTHER CAUSE
WHATSOEVER, AND DISTILLER/ DISTRIBUTOR EXPRESSLY AGREES TO SAVE AND
HOLD HARMLESS BWP AND THE EXHIBITION FACILITY OWNER AND THEIR
RESPECTIVE BWP, AGENTS AND EMPLOYEES FROM ANY AND ALL LIABILITY
RESULTING FROM INJURIES OR DAMAGE TO DISTILLER/ DISTRIBUTOR, ITS AGENTS,
EMPLOYEES, PERSONS AND/OR PROPERTIES IN CONNECTION WITH DISTILLER/
DISTRIBUTOR'S USE OR OCCUPANCY OF ITS EXHIBIT SPACE OR THE EXHIBITION
FACILITY.

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7. DISTILLER/ DISTRIBUTOR SERVICE MANUAL - BWP WILL FURNISH A DISTILLER/ DISTRIBUTOR SERVICE MANUAL TO DISTILLER/ DISTRIBUTOR PRIOR TO THE EXHIBITION. THIS MANUAL WILL INCLUDE SPECIFICATIONS FOR SHIPPING, EXHIBITION HOURS, SETUP HOURS, SECURITY, DRAYAGE, LABOR REQUIREMENTS, LABOR RATES, ELECTRICITY, LIGHTING, WATER, CARPETING, FURNITURE, TELEPHONES, FOOD AND BEVERAGE SERVICE, ETC. THIS MANUAL IS TO BE READ OVER CAREFULLY BY THE PERSON IN CHARGE OF PREPARING THE EXHIBIT. DISTILLER/ DISTRIBUTOR AGREES TO COMPLY WITH ALL APPLICABLE PROVISIONS OF THE DISTILLER/ DISTRIBUTOR SERVICE MANUAL AT ALL TIMES.

8. BOOTHS - ALL STANDARD BOOTHS COME WITH: 8' HIGH BACKDROPS / 3' HIGH SIDERAILS, [1] 8'X2' DRAPED TABLE, [2] CHAIRS, [1] WASTEPAPER BASKET, [1] BOOTH IDENTIFICATION SIGN, AND ALL BOOTHS WILL BE CARPETED. IF DISTILLER/ DISTRIBUTOR PLANS TO INSTALL A COMPLETELY CONSTRUCTED DISPLAY OF SUCH A CHARACTER THAT DISTILLER/ DISTRIBUTOR WILL NOT REQUIRE OR DESIRE THE USE OF STANDARD BOOTH EQUIPMENT, NO PART THEREOF SHALL SO PROJECT AS TO OBSTRUCT THE VIEW OF ADJACENT BOOTHS. ALL DISTILLER/ DISTRIBUTOR-PROVIDED BOOTHS MUST BE REVIEWED AND APPROVED BY BWP TO ENSURE AVAILABLE EXHIBIT SPACE AND COMPLIANCE WITH VENUE REQUIREMENTS.

9. MUSIC, PHOTOGRAPHY AND COPYRIGHTED MATERIAL - DISTILLER/ DISTRIBUTOR IS RESPONSIBLE FOR OBTAINING ALL NECESSARY LICENSES AND PERMITS TO USE MUSIC, PHOTOGRAPHS OR OTHER COPYRIGHTED MATERIAL IN DISTILLER/ DISTRIBUTOR'S BOOTH, DISPLAY OR ANY FORM OF ENTERTAINMENT. DISTILLER/ DISTRIBUTOR SHALL REMAIN LIABLE FOR AND SHALL INDEMNIFY AND HOLD BWP, THEIR AGENTS AND EMPLOYEES, HARMLESS FROM ALL LOSS, COST, CLAIMS, CAUSES OF ACTION, SUITS, DAMAGES, LIABILITY, EXPENSES AND COSTS, INCLUDING REASONABLE ATTORNEY'S FEES, ARISING FROM OR OUT OF ANY VIOLATION OR INFRINGEMENT (OR CLAIMED VIOLATION OR INFRINGEMENT) BY DISTILLER/ DISTRIBUTOR, DISTILLER/DISTRIBUTOR'S OFFICERS, AGENTS OR EMPLOYEES OF ANY PATENT, COPYRIGHT OR TRADE SECRET RIGHTS OR PRIVILEGES.

10. TAXES AND LICENSES - DISTILLER/ DISTRIBUTOR SHALL BE RESPONSIBLE FOR OBTAINING ANY LICENSES, PERMITS, OR APPROVALS REQUIRED UNDER LOCAL, STATE OR FEDERAL LAW APPLICABLE TO THEIR ACTIVITY AT THE EXHIBITION. DISTILLER/ DISTRIBUTOR SHALL BE RESPONSIBLE FOR OBTAINING ANY TAX IDENTIFICATION NUMBERS AND PAYING ALL TAXES, LICENSE FEES OR OTHER CHARGES THAT SHALL BECOME DUE TO ANY GOVERNMENTAL AUTHORITY IN CONNECTION WITH THEIR ACTIVITIES AT THE EXHIBITION.

11. LIMITATION OF LIABILITY - DISTILLER/ DISTRIBUTOR AGREES TO INDEMNIFY AND HOLD HARMLESS BWP AND EXHIBITION FACILITY OWNER, AND THEIR RESPECTIVE OFFICERS, AGENTS, AND EMPLOYEES AGAINST ALL CLAIMS, LOSSES, SUITS, DAMAGES, JUDGMENTS, EXPENSES, COSTS AND CHARGES OF EVERY KIND RESULTING FROM ITS USE OR OCCUPANCY OF ITS EXHIBIT SPACE OR THE EXHIBITION FACILITY BY REASON OF PERSONAL INJURIES, DEATH, PROPERTY DAMAGES OR ANY OTHER CAUSE SUSTAINED BY ANY PERSONS OR OTHERS. BWP SHALL NOT BE RESPONSIBLE FOR LOSS OR DAMAGE TO DISPLAYS OR GOODS BELONGING TO DISTILLER/ DISTRIBUTOR, WHETHER RESULTING FROM FIRE, STORMS ACTS OF GOD, AIR CONDITIONING OR HEATING FAILURE, THEFT, PILFERAGE, MYSTERIOUS DISAPPEARANCE, BOMB THREATS OR OTHER CAUSES. ALL SUCH ITEMS ARE BROUGHT TO THE EXHIBITION AND DISPLAYED AT DISTILLER/ DISTRIBUTOR'S OWN RISK, AND SHOULD BE SAFEGUARDED AT ALL TIMES. BWP WILL PROVIDE THE SERVICES OF A REPUTABLE PROTECTIVE AGENCY DURING THE PERIOD OF INSTALLATION, SHOW AND DISMANTLING, AND DISTILLER/ DISTRIBUTOR AGREES THAT THE PROVISION OF SUCH SERVICES CONSTITUTES ADEQUATE DISCHARGE OF ALL OBLIGATIONS OF BWP TO SUPERVISE AND PROTECT DISTILLER/ DISTRIBUTOR'S PROPERTY WITHIN THE EXHIBITION. DISTILLER/ DISTRIBUTORS MAY FURNISH ADDITIONAL GUARDS AT THEIR OWN COST AND EXPENSE ONLY WITH PRIOR APPROVAL BY BWP. DISTILLER/ DISTRIBUTOR AGREES THAT BWP SHALL NOT BE RESPONSIBLE IN THE EVENT OF ANY ERRORS OR OMISSION IN ANY PROMOTIONAL MATERIAL. DISTILLER/ DISTRIBUTOR AGREES TO INDEMNIFY BWP AND EXHIBITION FACILITY OWNER, AND THEIR RESPECTIVE OFFICERS, AGENTS, AND EMPLOYEES AGAINST AND HOLD IT HARMLESS FOR ANY CLAIMS AND FOR ALL DAMAGES, COSTS AND EXPENSES, INCLUDING, WITHOUT LIMITATION, ATTORNEYS' FEES AND AMOUNTS PAID IN SETTLEMENT, INCURRED IN CONNECTION WITH SUCH CLAIMS ARISING OUT OF THE ACTS OF NEGLIGENCE OF DISTILLER/ DISTRIBUTOR AND ITS AGENTS, EMPLOYEES, AND CONTRACTORS.

12. DEFAULT IN OCCUPANCY - IF EXHIBITION SPACE IS NOT OCCUPIED BY THE TIME SET FOR COMPLETION OF INSTALLATION OF DISPLAYS, SUCH SPACE MAY BE POSSESSED BY BWP FOR SUCH PURPOSES AS IT MAY SEE FIT.

13. DAMAGE TO PROPERTY - DISTILLER/ DISTRIBUTOR IS LIABLE FOR ANY DAMAGE CAUSED TO BUILDING FLOORS, WALLS OR COLUMNS, OR TO STANDARD BOOTH EQUIPMENT, OR TO OTHER DISTILLER/ DISTRIBUTOR'S PROPERTY. DISTILLER/ DISTRIBUTOR MAY NOT APPLY PAINT, LACQUER, ADHESIVES OR OTHER COATING TO BUILDING COLUMNS AND FLOORS OR TO STANDARD BOOTH EQUIPMENT.

14. SOUND LEVEL - MECHANICAL OR ELECTRICAL DEVICES THAT PRODUCE SOUND MUST BE OPERATED SO AS NOT TO PROVE DISTURBING TO OTHER DISTILLER/ DISTRIBUTORS. BWP RESERVES THE RIGHT TO DETERMINE THE ACCEPTABLE SOUND LEVEL IN ALL SUCH INSTANCES.

15. RIGHT TO MOVE VENUE - BWP RESERVES THE RIGHT TO MOVE THE EVENT DUE TO UNFORESEEN CIRCUMSTANCES. IF THE EVENT VENUE IS MOVED, BWP WILL MAKE ALL REASONABLE EFFORTS TO MAKE SIMILAR EXHIBIT CONDITIONS AVAILABLE FOR DISTILLER/ DISTRIBUTOR AT THE SUBSTITUTE VENUE.

16 MISCELLANEOUS - THIS CONTRACT IS INTENDED TO BE AS BROAD AND INCLUSIVE AS IS PERMITTED BY LAW, AND IT IS INTENDED TO BE FULLY SEVERABLE. IF ANY PORTION OF THIS CONTRACT IS HELD INVALID, IT IS AGREED THAT THE BALANCE OF THIS CONTRACT SHALL CONTINUE IN FULL LEGAL FORCE AND EFFECT. THAT SHALL INCLUDE MODIFYING THIS CONTRACT TO ALLOW THE REMAINDER OF CLAIMS TO BE WAIVED, RELEASED, AND INDEMNIFIED AGAINST IN THE EVENT THAT THE INCLUSION OF ANY PARTICULAR TYPE OF CLAIM IS FOUND TO BE INVALID OR CONTRARY TO PUBLIC POLICY. THIS CONTRACT IS TO BE INTERPRETED AND ENFORCED UNDER THE LAWS OF THE STATE OF LOUISIANA. THIS CONTRACT CONSTITUTES THE COMPLETE AGREEMENT BETWEEN BWP AND DISTILLER/ DISTRIBUTOR WITH RESPECT TO THE SUBJECT MATTER CONTAINED HEREIN, AND NO REPRESENTATIONS OR UNDERSTANDINGS OTHER THAN THOSE EXPRESSED IN IT SHALL ADD TO, VARY OR MODIFY THE CONTRACT UNLESS THE ADDITION, VARIANCE OR MODIFICATION IS MADE IN WRITING AND SIGNED BY THE PARTIES.

2024