
2027 SPIRIT / RTD EXHIBIT OPPORTUNITIES

New in 2027: The festival is seeking proposals from a participating agency for a Spirits or RTD booth in the Tasting Room. Proposals could include multiple brands from the agency portfolio or focus on selections from a single brand.

The Tasting Room is located in the exhibition hall of the Vancouver Convention Centre's East Building and is expected to feature ~120 wineries from 12-14 countries, plus additional Regional Tasting Stations, which will collectively serve ~700 wines. A very limited number of non-winery booths are available for exhibitors and premium food suppliers.

Hours of Operation

Thursday, March 11	2-5 p.m.	Thursday, March 11	7-10 p.m.
Friday, March 12	2-5 p.m.	Friday, March 12	7-10 p.m.
Saturday, March 13	2:30-5 p.m.	Saturday, March 13	7-10 p.m.

Samples:

The final list of proposed products for the booth must be submitted to Administrative Director Visnja Vukelich at visnja@vanwinefest.ca, **no later than Thursday, September 17, 2026**. The minimum amount of product required for a station is 8 x 9L cases. Please note that all festival products, including domestic, will be charged to the agent by the BCLDB at the wholesale price. **All festival products must be cleared by customs, costed and available to draw to the DDC no later than Wednesday, January 27, 2027. All products will be drawn in full case configurations only, beginning in early January 2026. Products that are not available to draw by Wednesday, January 27, 2027, will not be poured at the festival.**

Exhibit Space:

Exhibit spaces are 10' x 10' and include: black pipe and drape behind the table; one 6' table; a sign; and a bus pan with ice. Please note that you are responsible for fully staffing your exhibit space. Food and/or audio-visual requirements are not included in the fee, but can be arranged by the festival. You will be notified of your exact location in the room by the end of January 2027.

Fee:

\$3,600 + 5% GST.

Access and Benefits:

The fee includes the following:

1. One exhibitor pass for all six sessions in the Tasting Room;
2. Working passes for staff operating the exhibit space (max. 3 per session);
3. ¼ page colour advertisement in the Tasting Room Program;
4. Booth description and logo placement in the Tasting Room Program;
5. Logo acknowledgement in associated promotional pieces;
6. Promotional posts on VanWineFest social media channels (e.g. Facebook, Instagram, X, LinkedIn);
7. Exhibit space as outlined above.

Please note: Due to provincial government regulations, all staff and volunteers must have valid Serving It Right (SIR) certification or other provincial equivalent.

For Further Information:

Please contact Trish Metcalfe, Operations Director, should you have any questions regarding the above at 604.727.1861 or via email at trishmet@shaw.ca. For general festival information visit VanWineFest.ca.