

CONCEPT PRESENTATION BCB Low & No Bar



THE STORY

Low & No.

Low & No ABV products are on the rise and conquering the global bar scene with an implicitness like no other movement before. Finally, everyone can feel included in bar culture and enjoy complex, high-quality drinks without missing out on taste.

At BCB, visitors will be able to experience mindful drinking at the BCB Low & No Bar, where the world of cocktails meets the creativity of staying sober. The bar team will welcome guests with exclusive and innovative drink creations including your product! Visitors can get a taste of new brands and products in an ambient atmosphere, while getting inspired about the endless possibilities of Low & No drinking.

Spotlight your products in one of the most unique places at this year's BCB!



SETTING

Low & No Bar.

- Area: 70 m² located in hall 11.2
- 3-day guestshift
- Your products in the spotlight with authentic drinks developed by the bar team.

Get involved and become a sponsor!

- Select from the different sponsorship packages Classic, Premium and Main Sponsor with different product placement opportunities for every budget.

WANTED PRODUCT CATEGORIES

- Low & No ABV products
- Liqueurs
- Fortified wine (Vermouth, sherry, aperitifs)
- Sparkling Wines & Wines
- Bitters
- Beer
- Filler
- Other ingredients (e.g. Tea)





Classic Package

- Use of your product in at least one simple uncomplex drink according to the recipe of the bar on all 3 show days
- Product presentation in the back bar of the BCB Low & No Bar
- Naming of your product in the menu of the BCB Low & No Bar
- Mention in the BCB Show Guide as sponsor + logo
- Social media post before BCB to announce the bar incl. naming of all sponsors
- Mention in the BCB Newsletter

**Price per brand: 1,900 €*
limited to max. 10 sponsors**

*all prices are subject to the statutory value added tax

A vertical image on the left side of the slide shows a bar with several bottles of alcohol on shelves in the background. In the foreground, a glass filled with a pink drink and an orange slice is visible on a bar counter.

Premium Package

Classic Package services

+ additional Premium services:

- Use of product in signature drink created by the Bar Team
- Drink photo shoot at the bar on site
 - Shooting of the perfect serve according to the recipe of the Bar Team
- Social media post shortly before BCB to announce the menu incl. naming of the brand
- On-site Instagram Story incl. tagging of the brand
- Use of the drink pictures in the Thirsty Thursday format on social media
 - Post on the BCB Instagram page incl. picture, recipe and naming of the brands

**Price per brand: 3,500 €*
limited to max. 5 sponsors per category**

*all prices are subject to the statutory value added tax



Main Package

Premium Package services

+ additional Main Sponsor services:

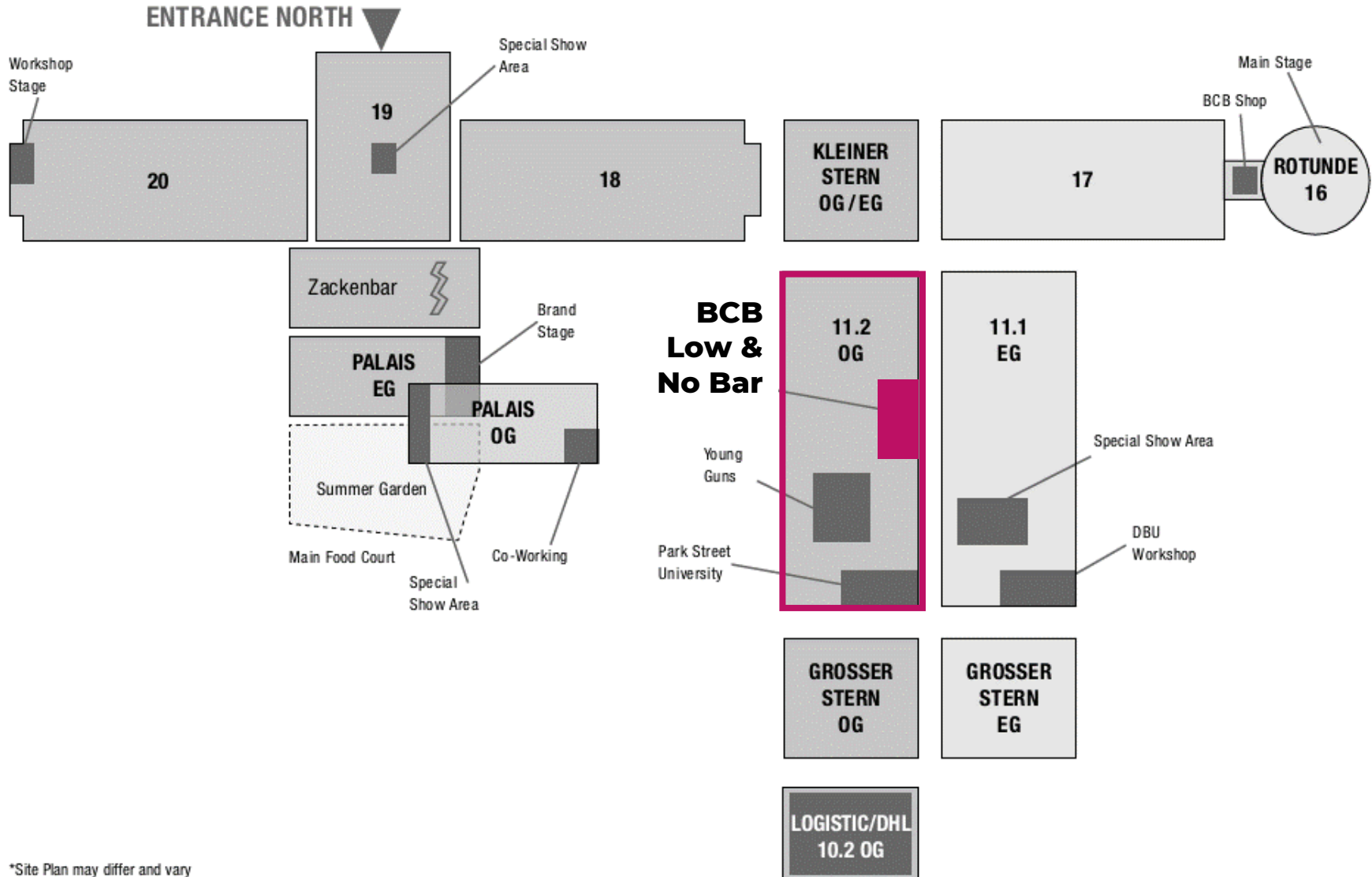
- Naming as main sponsor on all channels and communication (sponsored by "brandname")
- Special drink named after the main sponsor in the menu
- Logo in the menu
- Branding on bar material – if provided by the sponsor (e.g. bar mats, napkins, blackboard, illuminated signs, etc.)
- 1-page advertisement in the BCB Show Guide
- Social post in the run-up to the show announcing the BCB incl. naming as main sponsor
- Logo placement in the image video of the BCB incl. credit as main sponsor
- Using product for Damien mixes tagging the sponsor

**Price: 12,000 €*
limited to 1 sponsor**

*all prices are subject to the statutory value added tax

HALL PLAN

BCB Low & No Bar.



*Site Plan may differ and vary