



2019 BEVERAGE DIGEST FUTURE SMARTS

Sponsorship and Exhibitor Opportunities

Overview

Beverage Digest

Beverage Digest offers the definitive look behind the scenes of the US non-alcoholic beverage industry. See coming innovation first, get timely analysis of share and sales trends, understand key management shifts and stay current on the latest industry trends and challenges.

Founded in 1982, and purchased by Zenith Global in August 2015, Beverage Digest publishes an industry newsletter, annual Fact Book and other special reports. Through Beverage Digest's pages, readers get access to the publication's deep industry connections and authoritative data.

Beverage Digest and Zenith Global organize the annual Beverage Digest Future Smarts conference in New York City each December. This beverage industry event gives attendees a comprehensive review of the most important events of the past year and a road map for what's coming next year. Speakers include accomplished and knowledgeable experts on the most profitable non-alcoholic beverage market in the world. The one-day conference includes on-stage interviews, presentations, data snapshots, panels and networking breaks.

Executive Editor Duane Stanford has covered the US industry for nearly a decade, most recently for Bloomberg News, Businessweek Magazine and Bloomberg TV and Radio.

Visit Beverage-Digest.com for more information and product descriptions.



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Confirmed speakers



JAMES QUINCEY / CHAIRMAN, CEO



MATTHEW DENT / PRESIDENT, COO



ARTURO GUTIÉRREZ HERNÁNDEZ / CEO



DANNY STEPPER / CO-FOUNDER, CEO



KATHERINE LUGAR / PRESIDENT, CEO



ADAM STITES / FOUNDER, CEO



BILL O'BRIEN / CEO



CAROLINE LEVY / BEVERAGE, HPC ANALYST



TOM BURKEMPER / SR DIR, DMM - BEVERAGES



YUMI CLEVENGER-LEE / VP, CMO



ANDREW CONWAY / VICE CHAIRMAN
OF GLOBAL CONSUMER PRODUCTS

Beverage Digest Future Smarts, December 9

Venue: Crowne Plaza Times Square, New York

- As well as publishing the US industry's key source for data, facts and analysis, Beverage Digest hosts its annual high level and influential conference for the US beverage industry.
- Attended by top executives from the manufacturing, marketing and financial world to discuss the most pressing issues facing the sector.
- Expected attendance 200 – 250.
- Attendees this year will include delegates from the following companies:



For more details on: 2019 event please click [HERE](#)
2018 event please click [HERE](#)

Sponsorship Packages

Beverage Digest Future Smarts

Tier	Before the event	At the event	Cost (exc. VAT)
Platinum	<ul style="list-style-type: none"> Exclusivity in sector Reference as Platinum sponsor Logo on Beverage Digest and Zenith Global websites Logo on all event marketing material Logo on event press releases Logo in event program 	<ul style="list-style-type: none"> Exclusivity in sector Logo on stage backdrop Logo on event program front page Display in networking area Presentation opportunity Distribution of marketing material 5 delegate places and 25% discount for additional delegates 1 interactive poll and 2 sponsored tweets Headline sponsorship of the Beverage Digest Awards 	\$35,000
Gold	<ul style="list-style-type: none"> Max 3 companies per sector Reference as Gold sponsor Logo on Beverage Digest and Zenith Global websites Logo on all event marketing material Logo on event press releases Logo in event program 	<ul style="list-style-type: none"> Max 3 companies per sector Logo on stage backdrop Logo on event program front page Display in networking area Distribution of marketing material 3 delegate places and 25% discount for additional delegates 2 sponsored tweets Sponsorship of 1 BD awards category 	\$25,000
Silver	<ul style="list-style-type: none"> Reference as Silver sponsor Logo on Beverage Digest and Zenith Global websites Logo on all event marketing material Logo on event press releases Logo in event program 	<ul style="list-style-type: none"> Logo on stage backdrop Logo on event program front page Display in networking area 2 delegate places and 25% discount for additional delegates 1 sponsored tweet 1 entry into the BD awards 	\$15,000
Display	<ul style="list-style-type: none"> Logo on event website Logo in event program 	<ul style="list-style-type: none"> Display in networking area 1 delegate place 1 sponsored tweet 	\$6,000
Drinks Reception	<ul style="list-style-type: none"> Logo on event website Logo on event program 	<ul style="list-style-type: none"> Signage at the drinks reception 	\$2,000

2019 Beverage Digest Awards, December 9

Location: New York

- The 2018 inaugural Beverage Digest Awards celebrated successful innovation in the North American Beverage industry, with 9 categories covering the best in beverage design, formulation, technology, marketing and packaging.
- The 2019 awards are now open for entry to entrepreneurs as well as established brands from any company who sells within the North American market. *Deadline for entry is the 11th of November.*
- The awards schemes are judged by a panel of independent experts.
- They will be presented at a ceremony during the Beverage Digest Future Smarts conference in New York on December 9.

Categories

- Best Low/No Sugar Drink
- Best Premium Drink
- Best Functional Drink – *sponsored by WET Beverages*
- Best Packaging Design
- Best Label Design
- Best Technology Innovation
- Best Marketing or Social Media Campaign - *sponsored by Reflective Shopper Worldwide*
- Best New Brand/Brand Extension
- Best New Drink Concept

For more details on: 2019 Beverage Digest Awards click [HERE](#)
2018 Beverage Digest Awards click [HERE](#)



Sponsorship Packages

Beverage Digest Awards

Tier	Sponsorship benefits	Cost (exc. VAT)
Gold sponsorship	<ul style="list-style-type: none">• Two full delegate registrations to Beverage Digest Future Smarts on December 9. (excludes accommodation)• A small display table in the networking area at the event.• The opportunity to present the first award of the evening.• Company logo on all awards marketing material.• Company logo on the Beverage Digest awards page on Zenith Global's website.• Referenced as headline sponsor on all marketing material, social media, online, emails and within the awards ceremony presentation.• Regular mentions in social media promoting the Awards.	\$9,500
Category sponsorship	<ul style="list-style-type: none">• One full delegate registration to Beverage Digest Future Smarts on December 9. (excludes accommodation)• Referenced as category sponsor on all marketing material, social media, online, emails and within the awards ceremony presentation.• Company logo on the Beverage Digest awards page on Zenith Global's website.• Company logo on all awards marketing material.• Regular mentions in social media promoting the awards.• The opportunity to present the winner of your chosen category their award at the awards presentation ceremony.	\$2,750

Platinum awards sponsorship already taken for 2019 – please get in touch if you are interested in 2020 headline sponsorship.

2019 – 2020 Zenith Global events program

A look ahead at what's coming

Nov 26-27	Dairy Vision Latin America Dairy Congress	São Paulo
Dec 9	Beverage Digest Future Smarts <i>featuring 2019 Beverage Digest Awards</i>	New York
2020 Mar 24	UK Water Drinks Conference	London
May 13	UK Soft Drinks Conference <i>featuring 2020 InnoBev Awards</i>	London
June	Global Dairy Congress <i>featuring World Dairy Innovation Awards</i>	France
October	Global Water Drinks Congress <i>featuring 2020 Global Water Drinks Awards</i>	Gleneagles, Scotland
December 7	Beverage Digest Future Smarts <i>featuring 2020 Beverage Digest Awards</i>	New York

For more information and to discuss your sponsorship requirements, please contact:

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