



THURSDAY, OCTOBER 10, 2019
VIP 5PM – 6PM
GENERAL ADMISSION 6PM – 9PM
THE COOPERAGE
822 S. WATER ST., MILWAUKEE

VENDOR INFORMATION

Join Shepherd Express for a toast to a Milwaukee classic – The Old Fashioned! It will be a whiskey vs. brandy showdown that you won't want to miss. Each vendor will choose either whiskey or brandy, and concoct an old fashioned of their own. Attendees will vote for their favorite brandy old fashioned, favorite whiskey old fashioned and best overall, and we'll crown the winners at the end of the night. The prize? Bragging rights!

WHAT'S INCLUDED

ON-SITE

- Table and 2 Chairs
- Liquor
- 4 oz. sampling cups and ice
- 8.5" x 11" vendor sign (placed at your booth) with business name

PRE-EVENT PROMOTION

- Business Name/Logo inclusion on:
 - Full Page ads placed in the Shepherd Express
 - Exclusive email blast sent to list of 40k subscribers
 - Event website and ticketing site

POST-EVENT PROMOTION

- First right of refusal for next year's event
- Business name/logo inclusion on "Thank You" print ad placed in Shepherd Express

Vendors are required to bring/supply any product outside of the liquor to make their old fashioned for 750, 4 oz. samples (for example: bitters, cherries, oranges, etc.)

CONTACT US TO BOOK YOUR SPACE!

Carrie Fisher
Event Coordinator
414-292-3823
eventreg@shepex.com