

Rum Renaissance Exhibitor Packages

I want to make you aware of the opportunities to participate in our upcoming Rum Renaissance Miami Festival. This international event will be held at the Shore Club resort on Miami Beach from Thursday, May 14 to Sunday, May 17.

I invite your team to exhibit your products with us during the Grand Tasting Event on **Saturday, May 16 from noon to 6pm**. We're inviting a large number of VIPs and press from noon to 2pm, then the public from 2 to 6pm.

In addition to the Grand Tasting event, we're scheduling a series of VIP parties at nearby locations, such as the Delano Hotel's exclusive Florida Room, The Mondrian's Sunset Lounge and the Shore Club's Sky Bar. I'm happy to discuss with you the possibilities of staging a very special event for your team that will showcase your exceptional products before this highly qualified audience during the festival.

I'll include the exhibitor's information here for your perusal. Let's meet at your convenience to discuss your budget and how to best optimize your resources to make a great impression at Rum Renaissance Miami.

See the Rum Renaissance web site for more details:
www.RumRenaissance.com



Robert A. Burr
Rum Renaissance Promoter
Gifted Rums Guide Publisher
Gifted Rums Tasting Events
rob@rumrenaissance.com
rob@giftedrums.com
robertburr@gmail.com
office: 305-443-7973 or iPhone: 305-439-1376
<http://www.giftedrums.com> • <http://www.rumrenaissance.com>

Rum is experiencing a Renaissance around the world as more savvy consumers discover the incredible flavors of fine rums from every Caribbean island and every region of the Americas.

Mark your calendars now for one of the premier international rum events in May as we present a unique and exciting celebration of the finest rums in the world...

featuring a slew of great VIP parties, an exhibition of the best rums in the world, seminars and workshops, an opportunity to rub shoulders with dignitaries and notable experts, plus a special series of beach and pool party events celebrating island cultures with live music, great food and an amazing array of tropical libations...

The Venus

Located at the world famous Morgans Hotel Group resorts on Miami Beach: the Shore Club's Sky Bar, the Delano's Florida Room and the Mondrian's Sunset Lounge, three of Miami Beach's most exciting hotspots.

The Grand Tasting Event

The Grand Rum Tasting Exhibition on Saturday, May 16 will include a plethora of fine rums from the Caribbean and beyond, presented in the context of a luxurious, tropical setting of Miami Beach's most exclusive resorts. Sample the finest rums from each island, from each category and from each notable brand.

The Celebrity Seminars

Seminars and lectures will be presented by a veritable who's who list of experts from the rum manufacturing, distilling and blending world, as well as luminaries of the cocktail mixologists universe, offering insightful programs to consumers and members of the trade.

The Rum Tasting Competition

Rum Renaissance is host to Ed Hamilton's Ministry Of Rum Tasting Competition, where more than one hundred rums from around the world will be judged by an all-star international cast of distillers, mixologists and spirits journalists gathered in Miami Beach.

The VIP Parties

Be there for these very special rum-themed events, hosted by the best rum companies in the world and great locations around Miami Beach, featuring fine rums, great food, music and island culture.

The Tropical Libations

The world's finest bartenders and mixologists will be in attendance, producing exotic libations with world-class rums to delight and amaze rum enthusiasts.

The Big Beach And Pool Party

On Sunday, May 17, we'll all gather around the pool at the Shore Club after 2pm to enjoy the sun and fun. Chill out, decompress, mingle with rum experts and enthusiasts from around the world and enjoy living the great rum lifestyle on the beach.



Basic Exhibitor Package \$795

includes assigned exhibit space
listing in show program and web site
1 VIP ticket
4 tickets to grand tasting event

Deluxe Exhibitor Package \$1595

includes choice of deluxe exhibit space
listing and logo in show program and web site
2 VIP tickets
8 tickets to grand tasting event

Prime Exhibitor Package \$3995

includes choice of prime exhibit space
listing and logo in show program and web site
official VIP event sponsorship
product placement in VIP bag
logo on all promotional materials
4 VIP tickets
20 tickets to grand tasting event



- Enter your products in the rum tasting competition on Thursday and Friday.
- Exhibit your products at the Grand Tasting Event on Saturday.
- Advertise in the Gifted Rums Guide, the official show program.
- Bring your master distiller, master blender and key personnel to the event.
- Host a VIP party for hundreds of luminaries and rum experts from around the world.
- Host a seminar for professionals, the trade and serious rum enthusiasts.
- Relax with your peers at the Sunday Pool and Beach party.

The Rum Renaissance 4-Day Weekend Schedule

Thursday and Friday

11am, to 4pm: Ministry Of Rum Blind Tasting Competition

8pm to ??: VIP Parties

Saturday

Noon to 6pm: Grand Tasting Event

8pm to?? VIP Parties

Sunday

2 to 6pm: Big Bang Beach and Pool Party

Exhibition Space

The Shore Club is a high-class, elegant boutique hotel, with a number of ideal spaces for displaying and sampling rum products. Our exhibits will be located inside the Red Room night club, outside in the The Red Room Garden, adjacent to the beach at the Sand Bar, within the exclusive private pool-side bungalows, the private beach house and the three-story penthouse.

Basic Exhibitors will be assigned a space to display and serve their products.

Deluxe Exhibitors will have choice of position among the Red Room interior and Red Room Garden areas.

Prime Exhibitors will be allowed to choose among the best spaces on the property, including the Sand Bar, the seven private bungalows, the beach house and the penthouse. These prime spaces are available at additional cost, depending on the unit.

Exhibit spaces inside The Red Room night club and outside in the adjacent Red Room Garden are available to Basic and Deluxe Exhibitors.

The private Beach Bungalows with terrace, living room and upstairs bedroom are \$1,300 per day, two day minimum.

The three story Penthouse, with private pool, large outdoor deck for up to 200 persons, two bedrooms, butler kitchen, private elevator is \$10,500 per day, two day minimum.

VIP Parties

There are many opportunities to sponsor VIP parties and special events at the Rum Renaissance Festival.

Prime Exhibitors are permitted to plan such parties at their own expense in coordination with the festival staff. Officially sanctioned events will be promoted in the show bulletin, the web site, posters, press releases and official literature. Prime Exhibitors can contact Robert Burr to make arrangements to plan and coordinate your VIP event.

A Plan For Every Budget

Although the Rum Renaissance Miami Festival is located at some of the most exclusive, elegant boutique resorts on Miami Beach, we're committed to making this event accessible to every rum company in the world. Let us show you how to maximize your resources, no matter the size of your budget, to ensure excellent exposure for your products among our enthusiastic audience of professionals and upscale consumers.

