



SIP AWARDS
INTERNATIONAL SPIRITS COMPETITION

OC Cocktail & Spirits Show

Join us for the second annual Cocktail and Spirits Show presented by SIP Awards. After a successful debut last year in Newport Beach, the event returns even bigger and better, offering the perfect platform for brands to showcase their products to a captivated Southern California audience.

Venue: OC Fair & Event Center

Location: Costa Mesa, CA

Date: November 15th, 2025

Time: 2:00 to 6:00 pm PST (General Admission: 3pm)

Exhibitor Benefits

1 Brand Exposure

Exclusive branding opportunities will generate strong brand recognition and increase awareness of your spirits.

2 Consumer Interaction

The chance to interact with a diverse consumer audience of enthusiasts.

3 Product Demonstrations

The ability to conduct product demonstrations and provide tastings of your spirits to a captivated and curious audience.

4 Networking

The opportunity to network and collaborate with other industry leaders and establish lasting business relationships.

5 Charity Involvement

A portion of proceeds from the event will be given to a local non-profit organization.





Audience

1 Consumer Enthusiasts

The event will entice a diverse audience of spirits enthusiasts from all over Southern California. Tickets will range from \$65 - \$165 to specifically attract passionate attendees.

2 Industry Leaders, Wholesalers, Distributors, Retailers & Influencers

Brands from around the world will have the opportunity to network with other industry leaders.

3 Growth Opportunities

Establishing business relationships can contribute to your company's growth.

Types of Consumer Brands Exhibiting



Distilleries/ Spirit Brands

Showcasing their award-winning
spirits and liquors.



Mixers/ Beverage Brands

Highlighting their innovative
beverages.



Wineries/ Wine Brands

Presenting a selection of premium
wines.



Exhibitor Pricing Packages

10' X 10'

Pre-Sale: \$1,495

Regular: \$1,995

- 10x10 space
- 6' table w/ linen
- Sign w/ logo on table
- Onsite Product Sales
- Logo on website
- Four (4) Passes
- 30% Discount for passes

10' X 20'

Pre-Sale: \$2,495

Regular: \$3,295

- 10x20 space
- 2x 6' tables w/ linen
- Sign w/ logo on table
- Onsite Product Sales
- Logo on website
- Six (6) Passes
- 30% Discount for passes

10' X 30'

Pre-Sale: \$3,995

Regular: \$4,995

- 10x30 space
- 3x 6' tables w/ linen
- Sign w/ logo on table
- Onsite Product Sales
- Logo on website
- Eight (8) Passes
- 30% Discount for passes



Optional Dedicated Server

Price \$595

Includes:

- Deliver your products and marketing flyers and we'll create a no-hassle exhibitor experience for your brand.
- No need to be on site.
- One Dedicated on site server for your space.
- Brand can provide 1 page of brand and product facts for server to educate the attendees.
- Photos of your booth to share online.
- Complete setup and teardown.
- \$395 additional servers.

Onsite Product Sales

- Convert samplings into direct sales!
- Easily allow attendees to purchase your spirits directly at your booth.
- Your brand will have a custom QR code that will direct attendees to a site in which they can purchase your bottles online. Eliminating the need for vendor involvement.
- Orders will be fulfilled upon exiting the event, ensuring there are no unaccounted open bottles within the event or encumbering attendees.

All brands must be legally authorized to sell in California and comply with all ABC guidelines (e.g., no offering merchandise to incentivize a purchase, no free bottles).





Exclusive Industry Only Event

Join us for an exclusive mixer hosted by SIP Awards, designed to bring together brand owners with key professionals from the spirits industry, including distributors, retailers, and bartenders, fostering valuable connections and collaborations ahead of an upcoming festival.

Event Highlights:

- **Networking Opportunities:** Meet and connect with industry leaders, exchange ideas, and explore potential partnerships in a relaxed and friendly atmosphere.
- **Tastings:** Brand owners are encouraged to bring bottles of their finest products to share with attendees, offering a unique chance to showcase their offerings directly to key market influencers.
- **Signature Cocktails:** Enjoy expertly crafted cocktails featuring premium spirits, providing a delightful experience for all attendees.
- **Delicious Food:** Savor a variety of culinary delights that perfectly complement the spirits on offer.

This mixer is a must-attend for anyone involved in the industry looking to expand their network, discover new brands, and gain insights into the latest trends. Don't miss this opportunity to engage with peers and elevate your business ahead of the festival.

Venue : TBD

Location : TBD

Note: This is a 21+ event. Please bring your ID. Drink responsibly, and we highly encourage ride-sharing or bringing a designated driver. Location and time TBA. Tickets & Sponsorship packages sold separately from main event.

Diamond Sponsorship

INVESTMENT \$12,500 (Limited to only 2 exclusive spots)

PRE-SHOW

- Brand awareness included on event website and emails as Diamond Sponsor
- 3x featured post on @sipawards social media channels (combined total reach of 33,000+ followers)
- 6 complimentary tickets to the exclusive industry only event
- Interview with founder of the SIP Awards
- One co-branded e-blast promoting sponsorship with logo and link to your website (36,000+ recipients)
- Featured in press release as Diamond Sponsor (time restrictive based on release)

ON-SITE/DURING SHOW

- 10 × 30 booth space with highest priority space selection with three 6' draped tables
- Logo recognition included in on-site signage - Step & Repeat
- SIP Award medals for awarded brands to display
- Interview with founder of the SIP Awards with your team
- Optional participation in custom giveaway for attendee gift bags
- 12 complimentary VIP tickets

POST EVENT

- Logo recognition as Diamond Sponsor included on event wrap-up email to attendees
- Custom branded email to attendees with link to your website

Sapphire Sponsorship

INVESTMENT \$7,500 (Limited to only 5 exclusive spots)

PRE-SHOW

- Brand awareness included on event website and emails as Sapphire Sponsor
- 2x featured post on @sipawards social media channels (combined total reach of 33,000+ followers)
- 4 complimentary tickets to the exclusive industry only event
- Interview with founder of the SIP Awards
- Logo featured on outbound newsletter (36,000+ recipients)
- Featured in press release as Sapphire Sponsor (time restrictive based on release)

ON-SITE/DURING SHOW

- 10 × 20 booth space with high priority space selection with two 6' draped tables
- Logo recognition included in on-site signage - Step & Repeat
- SIP Award medals for awarded brands to display
- Interview with founder of the SIP Awards with your team
- Optional participation in custom giveaway for attendee gift bags
- 8 complimentary VIP tickets

POST EVENT

- Logo recognition as Sapphire Sponsor included on event wrap-up email to attendees

Ruby Sponsorship

INVESTMENT \$4,500 (Limited to only 8 exclusive spots)

PRE-SHOW

- Brand awareness included on event website and emails as Ruby Sponsor
- 1x featured post on @sipawards social media channels (combined total reach of 33,000+ followers)
- 2 complimentary tickets to the exclusive industry only event
- Interview with founder of the SIP Awards
- Logo featured on outbound newsletter, 36,000+ subscribers

ON-SITE/DURING SHOW

- 10 × 10 booth space with priority space selection with one 6' draped table
- SIP Award medals for awarded brands to display
- Optional participation in custom giveaway for attendee gift bags
- 5 complimentary VIP ticket

POST EVENT

- Logo recognition as Ruby Sponsor included on event wrap-up email to attendees



Contact Us

OC Cocktail & Spirits Show

Let's discuss which exhibitor package program best fits your sales and marketing strategy.

Secure Your Spot

For more information, contact us at info@sipawards.com or +1 (949) 420-0033

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Must be 21 years or older to attend. Valid photo ID will be required and checked at the door.