



ACCESS LIVE

SPONSOR PROSPECTUS

 EVERY CONNECTION LEAVES ITS MARK. 



February 1-4, 2027

Gaylord Texan Resort & Convention Center | Dallas, TX
1501 Gaylord Trail, Grapevine, TX 76051



ACCESS LIVE

QUICK LINKS

05

Access LIVE by
the Numbers

06

Schedule at a
Glance

08

Liquid to Lips
Opportunities

11

Thought
Leadership
Opportunities

14

Brand Building
Opportunities

21

Sponsorship
Level Benefits

26

Contact



EVERY CONNECTION LEAVES ITS MARK.

INTRO

ABOUT WSWA

Wine & Spirits Wholesalers of America (WSWA) is the national trade association representing the distribution tier of the wine and spirits industry, dedicated to advancing the interests and independence of distributors and brokers of wine and spirits. Founded in 1943, WSWA has more than 370 member companies in 50 states and the District of Columbia, and its members distribute more than 80 percent of all wine and spirits sold at wholesale in the United States. WSWA is proud to bring Access LIVE to the industry!

ABOUT ACCESS LIVE

WSWA Access LIVE is the premier gathering for the American beverage alcohol industry, bringing together leaders and decision-makers from across the wine and spirits ecosystem and all three tiers. Designed for today's industry, Access LIVE is where the people, ideas, solutions and opportunities shaping the future of beverage alcohol come together. Attendees connect with key customers and partners, discover new products and innovations, share expertise, and tackle the challenges and opportunities facing the industry. For companies looking to build relationships, elevate their brand and drive growth, Access LIVE offers unmatched access to the people and conversations that matter most. Sponsoring puts your company at the center of this influential community—creating meaningful visibility, high-value connections and opportunities to demonstrate your leadership in an environment built to connect, innovate and grow.



ACCESS LIVE HIGHLIGHTS

- ★ Access LIVE takes place in Q1 to allow brands the opportunity to launch products at the beginning of the year!
- ★ Exclusive opportunities to engage with the people shaping the future of the wholesale tier; from C-suite executives and owners to next-generation leaders, sales and marketing professionals, operations teams, and other key decision-makers.
- ★ Growing media presence and added dimension of media creation for PR & sales.
- ★ Retailers, both on- and off-premise, from national accounts to regional and local accounts, in attendance!
- ★ Activations throughout Access HQ (exhibit hall) to deliver more energy and excitement on the show floor.
- ★ Bursts of relevant content from the Access HQ (exhibit hall) LIVE stage.
- ★ Lunch in Access HQ, both show days!
- ★ Breakfast at both morning Main Stage sessions.



ACCESS LIVE BY THE NUMBERS

Access LIVE offers the **HIGHEST** concentration of American distributor decision-makers of any industry event.



67% of distributor attendees are Vice President or C-Suite level executives.



Access LIVE attendees distribute more than 80% of all wine and spirits sold at wholesale in the United States.



Wholesalers representing all 50 states and DC are present at Access LIVE.



The U.S. wine & spirits wholesale market is worth over \$69 Billion.



With 300+ exhibiting spaces available, Access LIVE will bring together hundreds of established and up-and-coming brands and thousands of unique products.



2,500+ attendees from all three tiers!



Since 1943, WSWA has hosted the premier event for the American wine and spirits industry.



All 3 tiers of the alcohol industry represented at the show.



SCHEDULE AT A GLANCE

SUNDAY
JANUARY 31

- ★ Tasting Competition (closed session)
- ★ Main Street Suite Set-up, by appointment
- ★ Large Exhibit Space Set-up, by appointment

MONDAY
FEBRUARY 1

- ★ Tasting Competition:
Best in Show Sweepstakes (closed session)
- ★ Exhibit & Main Street Suite Move In
- ★ Board of Directors Luncheon and Meeting
- ★ Wholesale Members Meeting
- ★ Opening General Session
- ★ Media and Brand Battle Contenders Reception
- ★ WSWA Wholesaler Member Reception (Invite Only)
featuring:
 - ★ New & Non-Members
 - ★ Women's Leadership Council
 - ★ NextGen Wholesalers
 - ★ Council for Leadership Development
 - ★ WSWA Educational Foundation
- ★ Celebrate LIVE (Opening Night Reception)

SCHEDULE AT A GLANCE

TUESDAY FEBRUARY 2

- ★ Brand Battle & Breakfast
- ★ Exhibits/Suites Open
- ★ LIVE Stage Sessions all day
- ★ Lunch in Access HQ (Exhibit Hall)
- ★ HQ Exchange Sessions
- ★ Hub Activities
- ★ TASTE Reception

WEDNESDAY FEBRUARY 3

- ★ Main Stage General Session & Breakfast
- ★ Exhibits/Suites Open
- ★ LIVE Stage Sessions all day
- ★ Lunch in Access HQ (Exhibit Hall)
- ★ HQ Exchange Sessions
- ★ Hub Activities
- ★ 2028 Presale for Exhibitors
- ★ Ovation LIVE (Closing Night Reception)

THURSDAY FEBRUARY 4

- ★ Attendee Departures
- ★ Exhibit and Main Street Suite Breakdown



EXPERIENTIAL & LIQUID-TO-LIPS SPONSORSHIP OPPORTUNITIES

Bring your brand to life with custom activations or unforgettable tasting moments. These sponsorships are designed to drive direct engagement through curated experiences and/or “liquid-to-lips” sampling, putting your product in front of key decision-makers across the industry. From branded bar takeovers and immersive tastings to creative lounges and suites, these opportunities create lasting impressions that go beyond the glass.

The price of each opportunity corresponds with a designated sponsorship package and extra benefits including complimentary registrations, digital signage add-ons, etc. See pricing and package details for more information!



Celebrate LIVE Pop-Up Bar Sponsor \$20,000+

Have your product(s) showcased at a custom bar in a “pop-up” format at our opening reception. Sponsored bars will be staffed by “star-tenders” with significant consumer and industry followers, who will be serving custom creations and pairings throughout the evening. You will have the opportunity to work directly with the “star-tender” to create a drink that represents your brand identity! Product(s) will also be prominently displayed on the main bar.

Ovation LIVE Bar Sponsor \$20,000+

As a bar sponsor, you will be an integral part of shaping an unforgettable closing reception experience. Every drink poured and conversation shared at your bar will be intertwined with your brand’s identity, ensuring a memorable experience for all attendees. The custom bar setup offers a canvas to showcase your brand’s aesthetics and messaging. From signature drinks to branded item giveaways, make this space your own!

Access LIVE Welcome Lounge (One available) \$25,000

Do you want to be seen at the first touch point experience for all Access LIVE attendees? This is a high-traffic, high-visibility sponsorship opportunity. Greet guests and provide them with a warm welcome to the show that they’ll remember long after they are gone.



(Set-up is Sunday / Tear-Down is Thursday)

Access Open Air Suite.....\$15,000

Host in style with a fresh twist on the traditional suite. The Access Open Air Suite is a semi-private branded hospitality space located in a high-traffic area near the action, perfect for casual meetings, product sampling, or simply connecting with key attendees. Includes seating, signage, and optional customization.

Reception Main Bar Sponsor.....\$3,500

Your product will be on display and available to order throughout the night at our main bar during the reception of your choice.

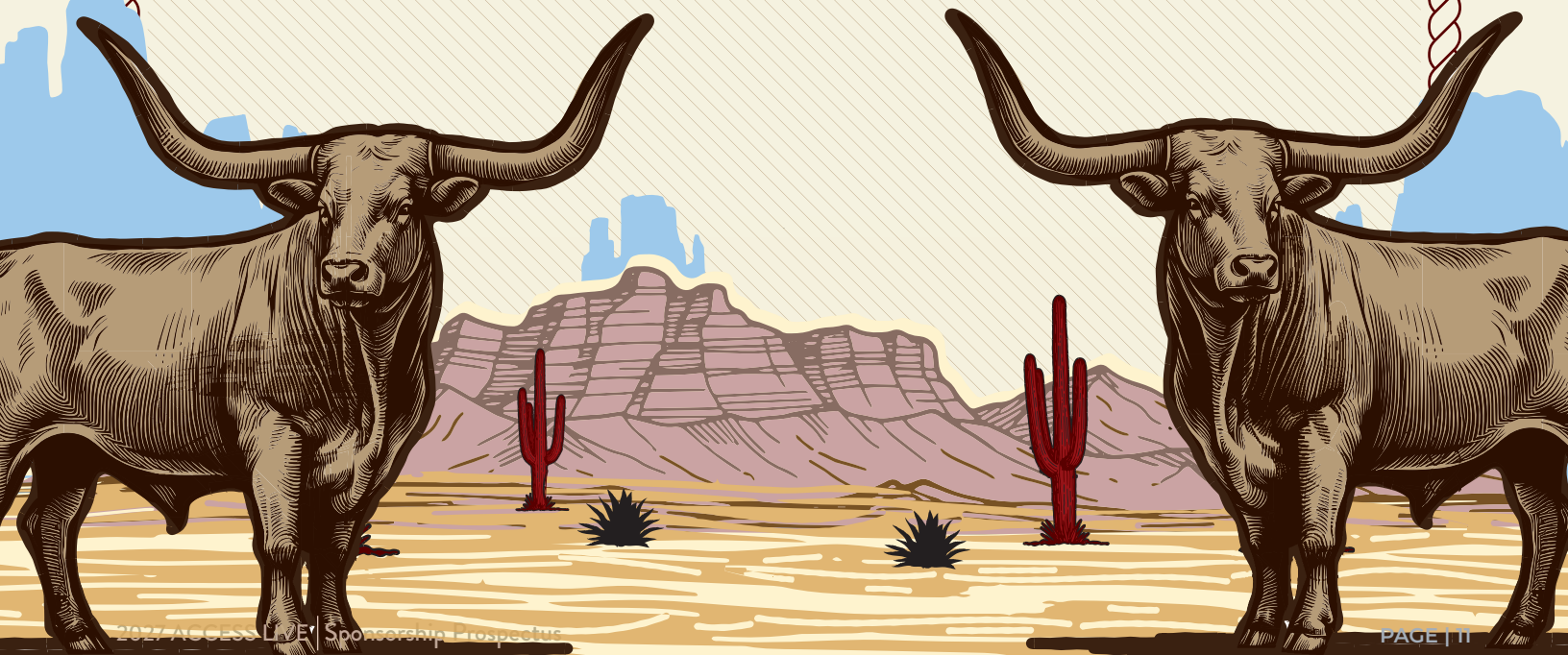
Thinking outside the box?\$2,500+

Elevate the tasting game. Dream up an immersive brand experience that engages all the senses—we'll help you make it unforgettable.



THOUGHT LEADERSHIP SPONSORSHIP OPPORTUNITIES

Put your company's expertise in front of the people who run America's wine and spirits distribution businesses. Thought leadership sponsors shape the program at Access LIVE, bringing ideas and solutions to the issues wholesalers are working through right now. Opportunities include featured speaking slots on the LIVE Stage, sessions at the Exchange, and curated experiences and meet-ups designed for focused conversation with attendees. Each opportunity is tied to a sponsorship package and includes added benefits such as complimentary registrations and digital signage. See pricing and package details for more information.



Monday Opening General Session \$75,000

Sponsor the Opening General Session on the Main Stage and welcome the 2027 Access LIVE attendees to Dallas. You will have the opportunity to greet everyone from stage and play a video about your product or service. If you have an “in-the-bottle product,” your product can be poured at this event. Opportunity to also hand out welcome gifts as attendees enter the session!

Hosted Lunch in Access HQ (Exhibit Hall) \$30,000 *(Two available, Tuesday and Wednesday)*

Host lunch for attendees in the exhibit hall. Lunch will be served near the LIVE Stage. As the sponsor you will have the opportunity to speak from the LIVE Stage during lunch. If you have an exhibit booth in Access HQ, desserts will be stationed near your booth and if you have an in-the-bottle product, it can be poured during the lunch!

WSWA Wholesaler Members-Only Reception..... \$25,000

Host an exclusive evening bringing together key members of WSWA's wholesale community. This private, invitation-only reception unites multiple internal member groups including the WSWA Board of Directors, leadership councils, advisory boards, and key division stakeholders for a high-level networking experience. As the presenting sponsor, your brand will be prominently featured throughout the event and recognized as a valued partner supporting the association's core membership. This reception is open only to registered wholesalers and the sponsor.

HQ Session at The Exchange (6 available)\$15,000

The Exchange is a flexible education space featuring workshops, demonstrations, tastings, and interactive learning experiences throughout the event. Built to foster conversation and professional development, this dedicated venue gives attendees direct access to industry experts, emerging trends, and practical solutions in an engaging classroom setting.



THE IDEAL PROGRAMMING INCLUDES



- Thought leadership sessions
- Technology showcases
- Interactive workshops
- Skill-building classes
- Guided tastings
- Case studies
- Product demonstrations
- Roundtable discussions

Thinking outside the box?\$2,500+

Skip the standard session. Create an interactive, unexpected way to share your expertise and keep audiences buzzing.



BRANDING & BRAND EXPOSURE SPONSORSHIP OPPORTUNITIES

Amplify your presence across Access LIVE with high-visibility branding touch-points that keep your company top of mind. These sponsorships are designed to maximize awareness through strategic placements from digital signage to attendee giveaways and reception highlights. Whether you're aiming for broad reach or targeted impressions, these opportunities ensure your brand is seen, remembered, and talked about throughout the event.

The price of each opportunity corresponds with a designated sponsorship package and extra benefits including complimentary registrations, digital signage add-ons, etc. See pricing and package details for more information!

Brand Battle Title Sponsor\$30,000

Let the attendees know who you are on the Main Stage! With this opportunity, you'll have the chance to sponsor the Brand Battle Championship that will be held onstage at Access LIVE with elevated branding opportunities including ads leading up to the event and on-site. You will also present the award to the winner onstage at the Championship event.

Please note this opportunity cannot be sponsored by an 'in-the-bottle' product.

Celebrate LIVE Entertainment Sponsor\$25,000

Make a memorable first impression at WSWA Access LIVE by bringing the opening reception to life as the Entertainment Sponsor. Put your brand at the center of one of the event's most anticipated experiences with a high-impact entertainment activation designed to energize attendees and set the tone for an unforgettable Dallas experience.

As the Entertainment Sponsor, your company will have the opportunity to introduce the featured entertainment and welcome attendees from the stage, creating a personal connection with your brand in front of a highly engaged industry audience.

Think live music, DJs, acrobats, dancers, celebrity impersonators—and beyond. Have a relationship with an artist or entertainment act? Bring the connection to us. We'll work with you to develop a customized sponsorship opportunity that puts your brand and your entertainment partner in the spotlight.

Sponsor the experience. Own the moment. Leave a mark! Get Access LIVE off to an unforgettable start.



Celebrate LIVE VIP Lounge\$15,000

Sponsor a gathering space for the industry's most influential leaders. This exclusive lounge, featured within the Celebrate LIVE reception, offers premium soft seating, branded décor, and a relaxed atmosphere for high-level conversations. As the sponsor, your brand will be woven into the experience with signage, custom touches, and the opportunity to personally connect with top-tier attendees in an environment designed for meaningful networking.

Registration Sponsor\$25,000

Make the first impression count! Be the first brand attendees see—and the one they remember. As the exclusive Registration Sponsor, your company will have a high-visibility presence at one of the busiest and most essential touchpoints of WSWA Access LIVE. From prominent signage and branded registration counters to a customized digital or printed message at check-in, this opportunity puts your brand front and center as attendees begin their Access LIVE experience.

Maximize visibility. Start every attendee interaction with your brand. Leave your mark!

**Graphic deadlines apply*

Reception Branded Activation & Gift\$15,000 + cost of item

Elevate your brand's presence by sponsoring a dynamic branded activation – think custom trucker hats, personalized poker chips, or a cigar rolling station! As the activation sponsor, you'll have the chance to create memorable experiences with branded items that attendees will cherish even after the show is over. This sponsorship includes prominent brand visibility throughout the reception area, logo placement on event materials and giveaway items, and dedicated social media promotion. Position your brand at the forefront of the industry conversation and leave a lasting impression on all attendees with this unique and impactful opportunity.

Wellness Lounge\$15,000+

Custom designed by sponsors to provide a place for attendees to relax and unwind. Ideas include hydration IV therapy, oxygen bar, meditation sessions, massage chairs, DIY essential oil bar, yoga sessions and more!

Custom Lanyards.....\$15,000

Includes sponsor logo/company name/branding on all Access LIVE attendee lanyards.

Access LIVE Mobile App.....\$15,000

As the exclusive sponsor of the Access LIVE Mobile App, your company will receive premier digital visibility during the event. With thousands of users relying on the app for schedules, maps, messaging, and more.

Headshot Café\$15,000+

Everyone needs a great headshot—and your brand can be the one that helps attendees put their best face forward. The Headshot Café is a high-traffic, high-value experience that brings attendees directly to your brand while providing a professional service they'll appreciate and remember. It's a natural conversation starter and an ideal opportunity to connect with new prospects, strengthen existing relationships and create meaningful one-on-one interactions throughout the event.

Give attendees a reason to stop, stay and connect with your brand. Pricing varies based on headshot cafe package selected.

Hydration Stations \$15,000 (+ cost of branded water bottles)

Not only is this a way to make a positive impact on the environment, it's also a fun opportunity and chance to include your logo on reusable water bottles that attendees will be walking around with during the entire week. Hydration stations will be located throughout the convention space, in the general session room, and exhibit hall! This is a great opportunity to have your company name branded throughout the show!

Access Business Lounge (4 available) \$15,000

Equipped with branded areas to take a phone call or for a one-on-one meeting with new connections.

Thoughtful Touches Sponsor \$7,500+

Make the Access LIVE experience feel a little more special. As the Thoughtful Touches Sponsor, your brand will enhance the attendee experience with premium amenities and unexpected details designed to make a lasting impression. From elevated restroom essentials and branded mirror decals to custom signage and other thoughtful touches, this sponsorship gives your company a unique opportunity to show attendees that the little things matter.

**Graphic deadlines apply*

Access HQ Hanging Aisle Sign (*Limited Availability*)..... \$7,500

Make sure your brand stands out from above with a high-visibility hanging sign in the Access HQ Exhibit Hall. These eye-catching aisle markers ensure your company’s logo is prominently displayed as attendees navigate the floor, offering continuous impressions and wayfinding exposure throughout the day.

**Graphic deadlines apply*

High-Traffic Branded Clings..... \$7,500+

Make every step count with bold, custom-branded clings in some of the highest foot-traffic zones at Access LIVE. Whether on floors, walls, escalators or windows, these high-impact visuals offer continuous brand impressions in places attendees can’t miss. Pricing varies based on size and placement.

**Graphic deadlines apply*

Signature Pick-Up Experience (*Limited Availability*)..... \$7,000

Deliver a memorable, high-touch moment for targeted attendees. Sponsors will have the opportunity to provide a premium branded gift, picked up by select guests at a designated time and location. With personalized invitations and a hosted pick-up experience, your brand will make a lasting impression on key decision-makers.

Industry Supporter \$5,000

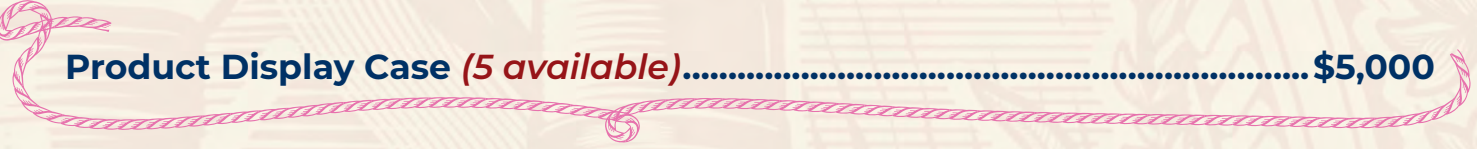
Show your commitment to the future of the beverage alcohol industry. As an Industry Supporter, your brand’s logo will be featured on dedicated event signage and recognized alongside companies that have contributed to the WSWA Educational Foundation. Your sponsorship directly supports Access LIVE as well as programs, scholarships, and initiatives that strengthen and advance the industry—positioning your company as a proud advocate for growth.



Wayfinding Digital Signage (4 available).....\$7,500

Sponsor a wayfinding digital kiosk and have it placed next to your suite or booth. These traffic enhancers were popular tools at past events, helping attendees find brands, locate events, view the schedule and see floor plan layouts. Sponsors' digital ads will be displayed on the kiosks.

**Graphic deadlines apply*



Product Display Case (5 available).....\$5,000

Showcase your entire line of products in a high-traffic zone with a branded display case.

**Graphic deadlines apply*



Digital Signage & Advertisements.....\$3,000+

Put your brand in motion with digital advertising throughout Access LIVE. With placements on high-visibility screens, digital signage, and interactive directories, these dynamic ads give your company ongoing visibility across the venue. Pricing varies based on size, duration, and placement.

**Graphic deadlines apply*



Thinking outside the box?\$2,500+

Think past logos. Craft bold, surprising touchpoints that put your brand everywhere—and in everyone's mind.

SPONSORSHIP

LEVELS & BENEFITS

Top Shelf Sponsor

(limited availability)

STARTING AT **\$50,000**



Sponsor Benefits:

Recognition Spotlight:

- ★ In Access HQ (exhibit hall).
- ★ During Main Stage sessions.
- ★ Digital signage throughout the convention space.
- ★ Banner on the WSWA Access LIVE website.

Package Features:

- ★ Highest visibility, most robust engagement.
- ★ LIVE Stage Speaking Opportunity – help shape the content provided at the event.
- ★ Dedicated Sponsorship Steward to assist with coordination of sponsorship logistics.
- ★ Opportunity to include logo and hyperlink from WSWA Access LIVE website to your company website.
- ★ Sponsorship identification on name badge & booth/suite (if applicable).
- ★ Two (2) dedicated emails crafted by sponsor, approved and sent by WSWA to all attendees.
- ★ Registered attendee mailing list.*
- ★ Three (3) complimentary registrations.
- ★ First right of refusal to sponsor the same item or event in 2028.
- ★ Priority preference for exhibit booth and/or Main Street suite (based on availability).

**mailing list does not include email addresses.*

SPONSORSHIP

LEVELS & BENEFITS

Premium Sponsor

(limited availability)

\$25,000 – \$49,999



Sponsor Benefits:

Recognition Spotlight:

- ★ In Access HQ (exhibit hall).
- ★ During Main Stage sessions.
- ★ Discount (50%) off additional spotlight opportunities:
 - ★ Digital signage throughout the convention space.
 - ★ Banner on the WSWA Access LIVE website.

Package Features:

- ★ Dedicated Sponsorship Steward to assist with coordination of sponsorship logistics.
- ★ Opportunity to hyperlink from WSWA website to your company website.
- ★ Sponsorship identification on name badge & booth/suite (if applicable).
- ★ One (1) dedicated email crafted by sponsor, approved and sent by WSWA to all attendees.
- ★ Registered attendee mailing list.*
- ★ Two (2) complimentary registrations.
- ★ First right of refusal to sponsor the same item or event in 2028.
- ★ Priority preference for exhibit booth and/or Main Street suite (based on availability).

**mailing list does not include email addresses.*

SPONSORSHIP

LEVELS & BENEFITS



Reserve Sponsor

\$10,000 – \$24,999

Sponsor Benefits:

Recognition Spotlight:

- ★ In Access HQ (exhibit hall).
- ★ During Main Stage sessions.

Package Features:

- ★ Sponsorship identification on name badge and booth/suite (if applicable).
- ★ Registered attendee mailing list.*
- ★ One (1) complimentary registration.
- ★ First right of refusal to sponsor the same item or event in 2028.
- ★ Priority preference for exhibit booth and/or Main Street suite (based on availability).

**mailing list does not include email addresses.*

SPONSORSHIP

LEVELS & BENEFITS



House Sponsor

\$2,500 – \$9,999

Sponsor Benefits:

Recognition Spotlight:

- ★ In Access HQ (exhibit hall).
- ★ During Main Stage sessions.

Package Features:

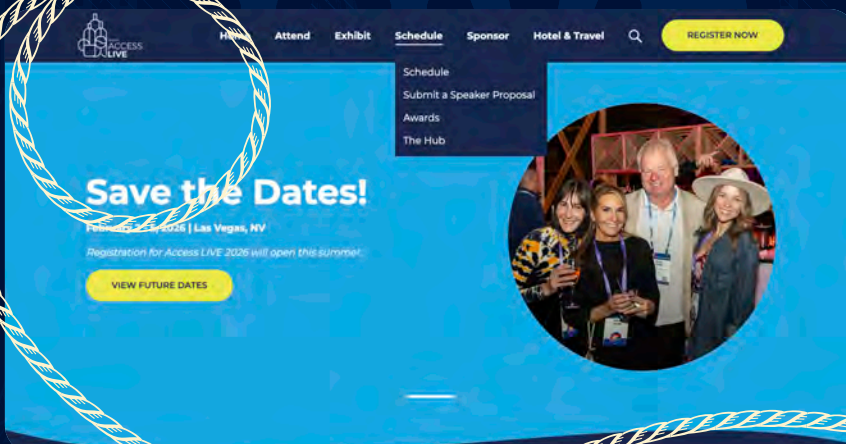
- ★ Sponsorship identification on name badge and booth/suite (if applicable).
- ★ Registered attendee mailing list.*
- ★ First right of refusal to sponsor the same item or event in 2028.
- ★ Priority preference for exhibit booth and/or Main Street suite (based on availability).

**mailing list does not include email addresses.*

ADVERTISING OPPORTUNITIES

AD HOC ADVERTISING OPPORTUNITIES

- ★ WSWA Daily Newsletter
- ★ Access LIVE Website
- ★ Digital Ads at Access LIVE
- ★ Social Media Highlights
- ★ Cloud Touch Directory Ad
(interactive show map/info on site)
- ★ Access LIVE App Push Notifications



QUESTIONS



If you have any questions or are interested in creating a custom experience or sponsorship that best fits your needs, please contact:

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ACCESS LIVE

FEBRUARY 1 - 4

GAYLORD TEXAN | DALLAS, TX

2027