



A D H E S I O N



G R O U P

[www.wwm-america.com](http://www.wwm-america.com)

## YOUR MASTER CLASS AT WWM AMERICA

Discover - Educational tasting classes - Business

### *The numerous benefits:*

Complementary to the professional environment of the B2B meetings, meet in a private space, the buyers registered in your master class.

An hour which is dedicated to your regions, your *terroir*, your philosophy, your history... including a tasting of your selected wines.

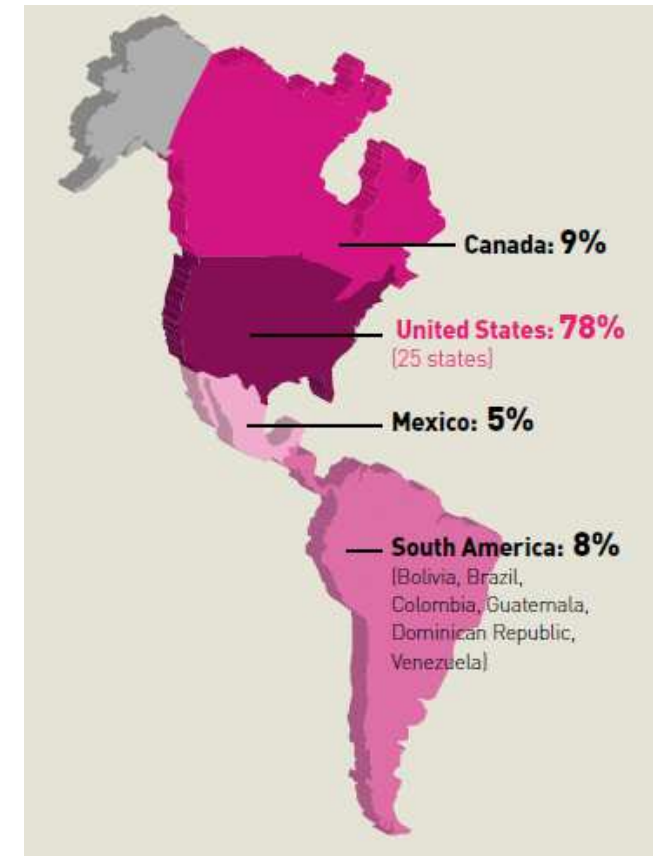
▪ *Showcase your country or region to important trade players by enlightening them on...*

- ✓ **your market strategy** (wine positioning, objectives...), to convince new buyers to reference your wines,
- ✓ **your strong points**, emphasize your unique selling points,
- ✓ **your new products...**

▪ *Make additional B2B meeting contacts* in following to your master class.

▪ *Interact directly* with trade professionals.

*This is the wine export convention that brings together selected and motivated buyers from across the American continent*



**TASTING /  
MASTER CLASS  
8,000 € excl. VAT**



## A targeted marketing campaign:

- **Promotion** of your organisation's brand via **multiple newsletters** sent to our database of buyers and importers – 8,000 contacts (*United States, Canada, Mexico, Brazil...*).
- **1 emailing dedicated** to the WWM AMERICA 2017 registered buyers according to your chosen target market: country, trade activity.
- **Publicity of your master class on the WWM website.** [www.wwm-america.com](http://www.wwm-america.com) (*pages« News/Program »*) and attendees management facilities on the event online platform.
- **Brand and product displays at the convention** and on the electronic catalogue.
- **The Contact details** of the master class attendees will be sent to you on an Excel file after your event.

## A comprehensive management service:

- Management of attendees registration,
- A private and fully-equipped room hosting 40 to 50 professionals,
- A dedicated welcome desk staff member to receive your attendees,
- Qualified waiter,
- Professional wine tasting kit per person, wine glasses, water glasses, spittoons, ice buckets,
- Presentation equipment: tables, chairs, sound system, projection screen, microphone.

To book your master class or to know the financial conditions, please contact:  
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