AUSTRALIA'S LARGEST ANNUAL SPIRITS FESTIVAL ROADSHOW

Since launching in Sydney in 2018, **Gin Events** has brought the very best of Australian spirits production directly to the consumer through more than 50 successful festivals.

We focus on the boutique and the bold.
We advocate for spirits producers around Australia as we believe some of the world's very best spirits are made in our own backyard.

GinEvents
LET THE FUN BEGIN

AUSTRALIAN GIN DISTILLERS ASSOCIATION INC.

2027 FESTIVALS

GinEvents
MELBOURNE GIN FESTIVAL
12-14 FEBRUARY 2027

THE TIMBER YARD, PORT MELBOURNE
4 x 3.5-hour sessions
44 distillers

GinEvents
SYDNEY SPIRITS FESTIVAL
14-16 MAY 2027

CARRIAGEWORKS, EVELEIGH
4 x 3-hour sessions
44 distillers

GinEvents
ADELAIDE GIN&SPIRITS FESTIVAL
23-25 JULY 2027

ADELAIDE CONVENTION CENTRE
4 x 3-hour sessions
44 distillers

GinEvents
BRISBANE GIN FESTIVAL
1-3 OCTOBER 2027

BRISBANE SHOWGROUNDS
4 x 3-hour sessions
44 distillers

GinEvents
PERTH GIN FESTIVAL
12-14 NOVEMBER 2027

PERTH CONVENTION & EXHIBITION CENTRE
4 x 3-hour sessions
44 distillers

WHY EXHIBIT?

YOUR CUSTOMERS LOVE SPIRITS

Why else would they buy tickets to the event? All attendees are there to sip, sample and spend.

SELL, SELL, SELL

Bottle sales are promoted. We offer free tote bags to event-goers for them to stock up on bottles to take home. Many delegates report a boost in online sales post-event. We do NOT take a cut from your sales.

BUILDING BRAND AWARENESS

A majority of ticket holders and industry pros attend our events to discover new brands and products.

ESTABLISH INDUSTRY RELATIONSHIPS

Meet and make connections with other distillers from around the country. Trade contacts are provided with guest passes.

ALL SPIRITS WELCOME!

We encourage distillers to exhibit their ENTIRE spirits range at all our festivals, not just gin.

BE THE FACE OF YOUR BRAND

You are the best advocate for your product, so bring your best marketing materials, your stories, and your smiles!

FACE TO FACE INTERACTION

Build rapport with your customers. In-person interactions are 34 times more successful than online campaigns and emails.

OPPORTUNITY TO SELL

Hand-sell your bottles directly from your stand to your new customers, growing your fanbase in the process. AGDA leaves the selling to you!

BUILD YOUR DATABASE

Bolster your future campaigns by building a strong database including customers, distributors, retailers and venue owners - our events are all about helping to build your brand!

WHAT'S INCLUDED?

PREMIUM MIXERS FROM FEVER-TREE

Our Exclusive Tonic partner Fever-Tree provides mixers to all stand holders. You will place an order for which mixers work best with your products.

YOUR BASIC STAND SET UP

A 1.8 metre trestle table, ice, water jugs, ice tubs, tongs, buckets and spittoons are provided, and you are encouraged to decorate your stand as you choose with pull-up banners and a media wall.

Gin Events staff replenish ice and water and empty spittoons as needed throughout sessions.

YOUR LIQUOR LICENCE

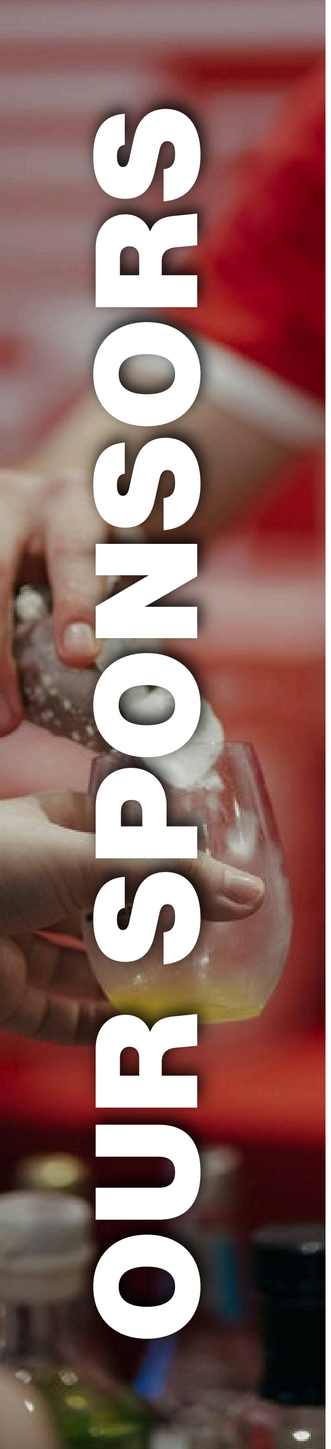
We make all the relevant licence applications on your behalf.

DELIVERY OF YOUR STOCK

We provide assistance in consolidating and delivering your stock to each venue at no cost to you.

SOCIAL MEDIA COVERAGE

We produce strong socials coverage for all festivals to our **27,000+** followers. Follow us on **@ginevents**



A HUGE THANK YOU TO OUR AMAZING SPONSORS FOR THEIR GENEROUS SUPPORT!

molasses

BARE BONES ICE CO SYD

ozewine

TASFREIGHT

EXCLUSIVE TONIC PARTNER

FEVER-TREE

MIX with the BEST

SCHIBELLO COFFEE

BOOK A STAND NOW!

australianginawards.com.au

SEE CURRENT EVENTS:

ginevents.com.au

FESTIVAL ENQUIRIES:

Alex King, Marketing & Events Manager
alex@ginevents.com.au
0405 088 215

GinEvents
LET THE FUN BEGIN

AUSTRALIAN GIN DISTILLERS ASSOCIATION INC.