

You're Invited to Join Our
Trending Today Preview
a marketplace for
SPECIALTY BEVERAGE

Saturday, March 2

8:00 – 10:00 a.m.

Room S100, South Building, Level 1 McCormick Place

Running concurrently with the New Exhibitor Preview –
Coffee and Continental Breakfast will be served



trending
TODAY
preview!

The **TRENDING TODAY PREVIEW** brings Show buyers and sellers together in a marketplace setting centered around a trending merchandise category: **SPECIALTY BEVERAGE**. Buyers are introduced to a variety of exhibitors focused on this key category while exhibitors get the opportunity to meet and work with retailers directly responsible for buying their product offerings.

Join us with your distinctive and innovative products that support lifestyle routines for coffee and tea drinkers, accessories that heighten the entertaining experience of a craft cocktail from glassware to specialty ice cube trays and products that care for the refined art of mixology.

This pre-Show tabletop event is exclusively for buyers and news media and is free to exhibitors validated within the Specialty Beverage category on a first-come basis.

Space is limited to 60 exhibitors.

SPECIALTY BEVERAGE is a key marketplace product category driven by current consumer lifestyle trends.

Trends include:

- Alcohol-free Flavorings and Carbonation
- Craft Beer
- Craft Cocktails or Mocktails
- Craft Whiskey
- DIY Brew Kits
- Mixology
- Specialty Coffee
- Specialty Tea



Why Participate?

- Meet one-on-one with buyers prior to Show opening. Drive buyer traffic to your booth
- Meet one-on-one with consumer and trade media. All registered media are invited to attend.
- Set your company apart from the 2,200 Show exhibitors. This event is limited to exhibitors in this category only.
- This is a **FREE** event – no participation or product entry fee.
- Nearly 700 buyers and media attend.

IHA will provide each participant:

- One 2' x 6' black covered and skirted table.
- Table sign with company name and booth number.
- Listing in a special Exhibitor Product Catalog given to all buyers and media at the Show. Your product information must be submitted by **January 18, 2019**.



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For more information, contact your sales manager:

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