



How To Maximize Your Zephyr Conferences Sponsorship

Please reference your sponsorship agreement for exact details on your particular sponsorship benefits; not all sponsors receive all benefits below. In general, your Zephyr Conferences marketing investment is an *opportunity* that you now need to maximize. Here are some suggestions for how you can do so.

Attend and Interact

- One of the best things sponsors can do is actually attend the conference and participate throughout the weekend, not just for the event you are taking part in or sponsoring. This allows you to make connections with attendees and not just provide your sales pitch. Attendees who see sponsor reps in attendance throughout the conference will be impressed.
- Conference sponsors should not expect an immediate return on their marketing investment.
- Sponsors should plan on creating relationships with the influencers they determine might be their best advocates.
- Many sponsors will contract with the attending influencers that include sponsored posts or other marketing benefits that the influencer can offer their brand
- Be sure to have a set staff member fully engaged on social media during the conference

Sponsored Blog Posts

Sponsored posts offer you the opportunity to write a post that will reach not just conference attendees but thousands of bloggers, writers and industry members through a News Post on our website, RSS feed to several hundred people, and support via all of our social media channels. Here are some guidelines:

- Your deadline for submitting a blog post to us is 30 days before the conference unless otherwise noted. If you submit a post after the due date, we will publish it at some point but it will be the featured post on our site for much less time since we have many blog posts that need to get published as we get close to the conference.
- Include a preferred title. We reserve the right to edit your title and blog post for clarity.
- Post should be no less than 500 words and no more than 1000 words.
- Post should include at least one image and no more than four. Images should be approximately 700 pixels in width. We reserve the right to change the sizes of your images to ensure they fit within the content.
- You have the option to include video. The best way to include video is to provide a link to YouTube or embed code.
- Zephyr Conferences will publish your blog post based on our own editorial calendar and any guidelines that may be outlined in your agreement. If you send us your post within the two weeks preceding the conference, it will be hard for us to get it up in time and if we do, it won't be up for long, so send us your post(s) as soon as possible.
- **The content of your post is important.** If you just write about who you are and why you are great, people will deem it as promotional. If you write about why you decided to sponsor the



conference or what you plan to do at the conference (with your sponsored meal, event, session, etc) it will be more interesting. If you have news to report, it will be more interesting still.

Social Media

Your engagement on social media is critical as it gives Zephyr Conferences and the conference attendees a reason to engage. If you post on Twitter using a conference hashtag or include a conference account we are able to retweet that post. If you post on our Facebook page, we'll be able to interact with you there too. If you are attending the conference, you can join our Facebook Group for attendees. Remember to not self-promote but, instead, engage!

Zephyr Conferences will support sponsors via its own social media. Sponsors should reference their agreement for specific efforts that may go beyond what we have outlined below as our standard.

- Zephyr Conferences will email all conference attendees a list of all sponsors along with those sponsor's contact information once following each conference.
- Zephyr Conferences will announce each sponsorship (except sponsors of Live Blogging) with at least three tweets and one Facebook Page post via the sponsored conference's Twitter and Facebook Page accounts.
- Zephyr Conferences will promote sponsored blog posts with at least three tweets, one Facebook Page post, and one Facebook Group post.

Zephyr Conferences sites and social media accounts include:

Wine Media Conference

- www.winemediaconference.org
- Twitter: [@WineMediaCon](https://twitter.com/WineMediaCon)
- Hashtag: #WMC(last two digits of the conference year)
- Facebook Page: <https://www.facebook.com/WineMediaConference/>
- Facebook Group: <https://www.facebook.com/groups/WBCAttendees/>

Wine Marketing & Tourism Conference

- <http://winetourismconference.org/>
- Twitter: [@WineTourismConf](https://twitter.com/WineTourismConf)
- Hashtag: #WMTC(last two digits of the conference year)
- Facebook Page: <https://www.facebook.com/winetourismconference>
- Facebook Group: <https://www.facebook.com/groups/WineTourismConference/>

International Food Blogger Conference

- www.foodbloggerconference.org
- Twitter: [@IFBC](https://twitter.com/IFBC)
- Hashtag: #IFBC(last two digits of the conference year)
- Facebook Page: <https://www.facebook.com/groups/IntlFoodBloggersCon>
- Facebook Group: <https://www.facebook.com/groups/IntlFoodBloggersCon>





- Pinterest: <https://www.pinterest.com/FoodBlogConf/>
- Instagram: <https://www.instagram.com/foodbloggerconference/>

Beer Now Conference

- www.beernow.org
- Twitter: [@BeerBloggers](https://twitter.com/BeerBloggers)
- Hashtag: #BeerNow(last two digits of the conference year)
- Facebook Page: <https://www.facebook.com/BeerNowConference/>
- Facebook Group: <https://www.facebook.com/groups/BeerNowConference>
- Instagram: https://www.instagram.com/zephyr_beer/

Beer Marketing & Tourism Conference

- <http://bmtcon.com/>
- Twitter: [@BeerMktgCon](https://twitter.com/BeerMktgCon)
- Hashtag: #BMTC(last two digits of the conference year)
- Facebook Page: <https://www.facebook.com/BMTCon>
- Facebook Group: <https://www.facebook.com/groups/BMTCon/>
- Instagram: https://www.instagram.com/zephyr_beer/

Zephyr Conferences

- www.ZephyrConferences.com
- Twitter: [@Zephyr_Con](https://twitter.com/Zephyr_Con)
- Facebook: <https://www.facebook.com/zephyrcon/>

Zephyr Conferences will provide a summary of the social media stats generated from each conference to sponsors upon request. Zephyr Conferences uses HootSuite to generate their summaries. Zephyr Conferences recommends that sponsors also track their own social media stats related to their sponsorship during and following the conference for the best results.

Excursion Hosts

At our three media conference we always offer pre-conference and post-conference excursions that allow attendees to engage with the local wine, beer, and food industries. Excursions are essentially like media “fam” or familiarization tours. Like any fam tour, local organizers are tempted to pack in as much as possible, with visit after visit to local producers, restaurants, and highlights. But our conference participants much prefer a more leisurely pace that allows them to ask in-depth questions, take notes, post on social media, and truly get to know the area. Read about a perfect excursion [here](#). We’ve attended almost every excursion and here are some tips to make your excursion a smashing success:

1. Don’t over schedule. It is better to have a limited number of in-depth encounters.
2. Provide access to key people, ideally those who are interesting and engaging.
3. Account for individual eating restrictions.





4. Communicate! We suggest emailing your list of attendees at least twice in advance of the excursion to make sure they are attending and know all the logistics. We also suggest a follow-up email immediately after and another one three to six months later.
5. Provide photos. You don't need to pay for a professional photographer. But it is nice to have someone there taking photos and providing access to the top 5 – 10 photos after the trip.
6. Provide social media handles, both yours and your meal and tour providers, in advance of and during the excursion.
7. Most importantly, remember these are professionals who know their stuff. Challenge them with advanced information and expect great questions in return.

Rogue Events

What is *counter-productive* is to sponsor the conference in a small way, attend, and then host a “rogue” or unofficial event to save money on sponsorship costs. One of the biggest complaints we receive from sponsors and attendees is about unofficial events. Sponsors hate them because they draw attendees away from official events. Attendees hate them because some people are not invited and feel excluded. Please do everyone a favor and avoid organizing any rogue events.