



INSIDER'S GUIDE TO SIPOSIUM

Learn more about the best weekend in whiskey for women

bourbonwomen.org





OUR VALUES

CONNECTED COMMUNITY
INSPIRING GROWTH
DIVERSE INCLUSION
CELEBRATORY JOY
INSPIRING RECOGNITION



ABOUT US

OUR VISION

We are leaders creating empowering and spirited environments for fearless whiskey women through exceptional adventures and experiences. We blend spirits education, personal development, community and entertainment in our consumer whiskey world.

OUR MISSION

Bourbon Women creates an empowering spirits environment by masterfully blending knowledge, community, fellowship and fun.



Part whiskey conference, part family weekend, part girls' weekend, ALL FUN.



Why Attend SIPosium



Networking:

Connect with over 400 bourbon-loving women from across the country.



Education:

Attend workshops and seminars led by industry experts.



Experience:

VIP tours, dinners, and a chance to meet industry movers and shakers.



Community:

Celebrate women's achievements in the bourbon industry at the WOW awards.



One-of-a-kind:

The ONLY femalefocused consumer whiskey conference in the country.



Industry Access:

Meet the women making the great whiskey you love.



FROM ATTENDEES - IT'S A VIBE.

"As a Bourbon enthusiast, SIP is an opportunity to literally "Meet the Makers" and women from all over the world that love Bourbon! The content of the general sessions, excursions and workshops is second to none! I have been attending educational conferences for more than 30 years in my chosen line of work- and none come close to the content - regardless of bourbon for breakfast, lunch and dinner!"



"You will never find a more welcoming group of bourbon devotees anywhere else!"



"I came as a first-timer thinking I'd learn, have great distillery tours, fun socials, and taste new bourbons. Indeed, I enjoyed all of those and more! But I left knowing this: it's really the WOMEN in Bourbon Women that make the experience most special. I am still blown away by the warmth and kindness—the welcome!"

"SIP is a must attend for any bourbon/whiskey loving woman. I met so many fascinating, strong motivational women. The education about bourbon and life is priceless."

"I truly enjoy interacting with the women who make up this organization. The bourbon is just a huge bonus."



August 15-18th 2024 Louisville, KY

4 days of whiskey fun and fabulous experiences in bourbon country with the most welcoming group in bourbon.



WHAT'S INCLUDED

Your ticket to SIPosium includes events from Thursday evening's opening reception to Sunday morning breakfast. Every attendee has the opportunity to sign up for distillery excursions, workshops, meals, keynotes, and tastings at several different table shows.

Celebrate an awards ceremony unique in bringing together consumers and whiskey industry at the WOW (Women of Whiskey) Awards.



Generous sponsors offer sips and cocktails at every meal, with fun swag and goodies for attendees.

Specially-curated workshops and learning experiences abound to make sure you get the most of every minute you spend at SIPosium.



SIP SCHEDULE EXAMPLE

SIP changes each year. Sponsors change, speakers change, events change, but we always focus on connection, education and fun.

THURSDAY

- Bourbon Nerd Excursions 10-4
- Mix and Mingle Opening Reception
- SIP Scholars Reception and Programming

FRIDAY

- Breakfast/Tasting
- Keynote
- Workshops
- Lunch Tasting
- SIP & Survey
- Distillery off-site excursions
- WOW (Women of Whiskey) Awards reception and program

SATURDAY

- Wellness/Yoga
- Breakfast/Tasting
- Keynote
- Workshops
- Lunch Tasting
- SIP & Survey
- Distillery off-site excursions and in-house workshops
- Bar-A-Rama Tasting
- In a Bourbon House Dinners

SUNDAY

- Wellness/Yoga
- Breakfast/Tasting
- Conference Closing
- Sunday Funday Excursions









About the Extras

Our conference is like no other. Your registration includes most events Thursday evening through Sunday morning, but you have the option to add in specialty events to your ticket.

Tickets for the overall conference go on sale in March. Extra experiences and workshops are available for purchase in late May/early June to customize your SIP experience.

THURSDAY EXCURSIONS

Additional Bourbon Nerd Excursions are available on Thursday with deep dives at specific distilleries and locations on all the things a bourbon nerd loves to geek out about.

HOSTED DINNERS

Our In a Bourbon House Dinners pair our bourbonindustry hosts with fabulous sponsors to create a curated dining experience including tastings.

SUNDAY EXURSIONS

For those determined to make the most of their time in bourbon country, our Sunday Funday Excursions continue after the conference closes.



SIP TIMELINE

When things happen

January

SIP Hotel room block opens

March

In late March, general SIP tickets go on sale to members and the public. A limited number of early bird tickets go on sale at a reduced rate

Late May/Early June

Add-ons and Extras like the Bourbon Nerd excursions and Bourbon House Dinners go on sale. Workshop selection occurs

July

Know Before You Go Emails with details on what to pack, what too bring and what to expect

Early August

Workshop selection and addon sales close (if they're not already sold out

Week of SIP

Online Silent Auction opens.
Attendees arrive ready to
celebrate all things bourbon

Late August

We continue to share photos and videos of all the fun had at SIP and start planning SIP25

3 GOLDEN TIPS

We have so much information in our Know Before You Go emails to attendees, but here are three key tips you should know.

01

Pack

Pack closed toed shoes for distillery excursions, layers for the workshops and conference, and cool clothing for onsites. August is HOT in Kentucky.

02

Itydrate

Drink water
throughout the day
and sip responsibly.
We encourage
everyone to drink
responsibly
throughout the
weekend and
partake of every
opportunity to eat
and snack.

03

Bottles

Save room in your bag for bottles you pick up at distilleries and the fun swag from our sponsors.
Some people drive just so they don't have to fly with bottles.









SEE YOU AT SIP



31 likes

brittlpenny The Bourbon Women SIPosium 2022 was a vibe! Had an amazing time and made some awesome new whiskey friends. Can't wait for SIPosium 2023!



120 likes

monica_wolf_ Bourbon Women Siposium 2022 "In a Bourbon House" private dinner! Thank you @lbwicker and @widow_jane for sponsoring. Dinner by my sister @chefcatwolf. Loved hosting these bourbon lovers from around the country for this event. The annual convention was a great weekend filled with excursions, workshops, bourbon and fun!



Liked by bourbonwithbunny and 116 others mother_of_texas_whiskey Sitting here about board a plane heading back to Texas, I can't help but think back on the wonderful weekend that was the @bourbonwomen SIPosium. It was so wonderful

OOA

Thank you to all of the distilleries for giving us a giant Kentucky welcome! A special thanks to Susan Reigler for welcoming us into your home. I can't wait for next

seeing old friends and meeting new ones.



26 likes

OOA

2centsinc The Bourbon Women SIPosium 2022 was PHENOMENAL! Thank you so much for supporting us by selling out the @derbymuseum gift shop wand allowing our Founder & CEO to speak at one of the workshops! Shoutout to @peggynoestevens, @cocktail_contessa, & all the @bourbonwomen for hosting this amazing conference. We can't wait until SIPosium 2023!



29 likes

bourboncousins A room full of sisters (375) sipping bourbon is more than alright, 3-day Bourbon Women 'Siposium just kicked off, Cheers!





charlestownegrl Headed to tour at @buffalotracedistillery with a bus full of great women. #louisvillebourbonbuzz #louisville #bourbon #bourbonwhiskey #bourbontrail #siposium #charleston #charleston #charlestonbourbon





UPCOMING EVENTS

THANK YOU FOR BEING A MEMBER!

We hope to see you soon at an event, either in person or virtual, but in the meantime, connect with us online:

@bourbonwomen









MORE INFO AT BOURBONWOMEN.ORG