



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

Bourbon
WOMEN®

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 female-focused 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 bourbon-industry hosts with fabulous sponsors to create a curated dining experience including tastings.

SUNDAY EXCURSIONS

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 to bring and what to expect

Early August

Workshop selection and add-on 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 on-sites. August is HOT in Kentucky.

02

Hydrate

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





U P C O M I N G E V E N T S

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



M O R E I N F O A T
B O U R B O N W O M E N . O R G