



Bourbon
WOMEN[®]

SIPSIUM 2026

AUGUST 12-16, 2026 | LOUISVILLE MARRIOTT EAST HOTEL | PARTNERSHIP OPPORTUNITIES

CONTACT US

BRITTANY ALLISON

BRITTANY.ALLISON@BOURBONWOMEN.ORG

EMILY TRUMAN

EMILY.TRUMAN@BOURBONWOMEN.ORG

PEGGY NOE STEVENS

PSTEVEN@PEGGYNOESTEVEN.COM



SIPOSIUM CONFERENCE

LOCAL, NATIONAL AND GLOBAL REACH

Join us in supporting the nation's ONLY female whiskey consumer conference. The SIPosium Conference showcases and celebrates whiskey education and industry trends to 400+ women from across the nation.

Through exciting excursions, compelling seminars and unique experiences, your brand will reach these affinity influencers.

OUR VISION - BUILDING A COMMUNITY OF SPIRITED WOMEN ONE SIP AT A TIME

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

SIPOSIUM 2025

BY THE NUMBERS

450+ OVER 400 ATTENDEES

200+ EXPRESSIONS POURED

50+ OVER 50 SPONSORS

30+ OVER 30 SPEAKERS

17

EXCURSIONS AND
OFFSITE EVENTS

18

WORKSHOPS AND
PRESENTATIONS

95%

95% OF ATTENDEES
ARE WOMEN

100K+

SOCIAL MEDIA
IMPRESSIONS





WHO WE ARE

Our members and attendees come from all age groups. Many are well-established in their careers, with a passion for whiskey and money to spend. **75% spent more than \$200 each at distilleries during SIP.**

- 21-34 21%
- 35-54 39%
- 55-65+ 40%

Distillery spend by attendees:

- 70% spent \$100+
- 45% spent \$200+
- 25% spent \$350+

Our members are passionate about bourbon and act as bourbon advocates in their communities on a regular basis.

35%
TOOK HOME
5+ BOTTLES

WE ARE SOCIAL MEDIA ROCK STARS!

SIP 2025 created a huge digital ripple! Our social media reach surged to **415,000+** in just two weeks surrounding the conference!

- 100 New Facebook followers
- +293% Increase in Facebook page reactions (1,500+)
- +234% Instagram profile reach (46K+)
- 423 New Instagram followers
- +156% increase in LinkedIn page impressions
- #BWSIP25 and related hashtags used 250+ times
- Over 1,200 UGC photos and videos shared!



BEYOND THE NUMBERS

This isn't a meeting. It's a movement.

Named one of the top ten standout bourbon festivals by Garden & Gun Magazine!

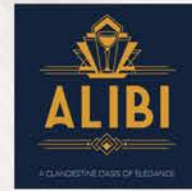
SIPosium is attended by:

- Whiskey influencers
- Podcast hosts
- Spirits writers
- Industry ambassadors
- Whiskey experts
- Content creators

You're not just reaching your audience... you're reaching the women and people they listen to and follow.



SIP 2025 SPONSORS



ANGELS ENVY

BARDSTOWN
BOURBON COMPANY™



BIG NOSE
KATE™
WESTERN WHISKEY

THE BLENDING
HOUSE



BUFFALO TRACE
DISTILLERY

Buzzard's
ROOST
sipping whiskeys



CRUISE PLANNERS
YOUR CRUISE & VACATION EXPERTS

Dandelion
BevEd



FERMENTIS
ACADEMY

GONZO
WHISKEY

GREEN
RIVER
KENTUCKY STRAIGHT BOURBON WHISKEY

HARD
TRUTH
DISTILLING CO.

HEAVEN
HILL
BRANDS

J. Mattingly
1845

J.P.
WISER'S
LOT 40

JAMES B. BEAM
DISTILLING CO.



KENTUCKY
PEERLESS
DISTILLING CO.
MAKERS OF FINE BOURBON & RYE WHISKEY

Kroger



LOUISVILLE
EST. 1778



Lockett & Farley
Architecture | Engineering | Interior Design



Lythgoe
BOURBON™

Maker's
Mark



Moët Hennessy
GLENMORANGIE
Ardbeg



NAPA VALLEY
WINE ACADEMY



PRESERVATION
distillery + farms

SAGAMORE
SPIRIT
RYE

SPEARHEAD
GLOBAL

STARLIGHT
DISTILLERY

OLD
STEELHOUSE
DISTILLERY

STO
STOELZLE GLASS GROUP

TRUE
STORY
WHISKEYS

Vendome
COPPER
& BRASS WORKS
INCORPORATED



WHISKEY
THIEF
DISTILLING
CO. 20002





SIP 2026 PARTNERSHIP OPPORTUNITIES

Every SIP Partnership includes the following benefits:

- **NEW THIS YEAR:** Product walk-in at no charge (ABC Law 243.260)
- **NEW THIS YEAR:** Comp parking | set-up | storage
- Opportunity to sell your product(s) on site during your sponsored event (if properly licensed in the state of KY)
- Logo on event signage, materials, eblasts & website
- Exposure on BW social media platforms
- Consideration for “call for workshop presentations”
- Opportunity to include branded items in SIP tote bag



PRESENTING PARTNER (1 AVAILABLE)	WELCOME TOAST AND KEYNOTE; CUSTOMIZABLE, COMPLETE AND IMMERSIVE PRESENTATION OF YOUR BRANDS. INCLUDES LOCAL EXCURSION TO YOUR BRAND EXPERIECE; ANCHOR TASTING TABLE AT BAR-A-RAMA; ANNUAL SPONSORSHIP WITH QUARTERLY EVENTS THROUGHOUT THE COUNTRY HOSTED BY BW MEMBERSHIP BRANCHES.	INCLUDES 2 FULL CONFERENCE TICKETS	\$35,000
SIGNATURE WOW EVENT (1 AVAILABLE)	FEATURE YOUR PRODUCTS AND YOUR STORY AT THIS MIND BLOWING OPENING NIGHT EVENT FOR ALL 450 SIP GUESTS. THIS THEMED EXPERIENTIAL COCKTAIL RECEPTION WILL HAVE AN INTERNATIONAL TWIST. PROGRAMMING IS CUSTOMIZABLE TO HIGHLIGHT YOUR BRAND PERSONALITY AND ELEVATE FUN.	INCLUDES 2 FULL CONFERENCE TICKETS	\$25,000
16 CITY BRANCH AMBASSADOR RECEPTION (1 AVAILABLE)	ENGAGE WITH A PASSIONATE GROUP OF LEADERS FROM ACROSS THE COUNTRY – THE BOURBON WOMEN BRANCH AMBASSADORS. THANK THE GROUP, OFFER A TASTING, SPECIALIZED COCKTAILS AND GIVE AWAY SWAG FOR OUR BEST CONSUMER REPRESENTATIVES.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$5,000
SPEAKEASY LOUNGE (1 AVAILABLE)	BRAND THE SPEAKEASY LOUNGE WITH SECRECY AND GATSBY GRANDEUR. FEATURE YOUR PRODUCTS AND YOUR STORY IN THIS POPULAR THEMED SPACE.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$5,000
SELFIE STATION (1 AVAILABLE)	ONE OF THE MOST POPULAR STATIONS! YOUR LOGO WILL APPEAR ON ALL SELFIES FROM THE BOOTH! SELFIE STATION PROVIDED. SPONSOR-BRANDED STEP AND REPEAT, PROPS, AND BOTTLES WELCOME.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$5,000
HAIR OF THE DOG BREAKFAST (2 AVAILABLE)	BE THE FIRST BRAND SAMPLED BY GUESTS AS THEY KICK OFF THEIR BUSY DAY. BRANDED TABLE TAKE-AWAY SWAG WELCOME. FEATURE SPECIALIZED PRODUCTS AT THE BREAKFAST BAR	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$5,000 EACH PLUS PRODUCT
BOURBON BOUND LUNCH (2 AVAILABLE)	PROVIDE LUNCH AND A MEALTIME TOAST, GUIDED TASTING OR STORYTELLING PRESENTATION WHILE GUESTS DINE BETWEEN SESSIONS AND EXCURSIONS.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$5,000 EACH PLUS PRODUCT

TOURISM BUREAU (1 AVAILABLE)	HIGHLIGHT LOCAL BARS AND RESTAURANTS WITH MATERIALS DISTRIBUTED TO ALL GUESTS. PARTICIPATE IN THE HOSTING OF MEDIA PARTNERS ATTENDING THE CONFERENCE. INTERACT DIRECTLY WITH GUESTS AT STRATEGIC LOUNGE AND REGISTRATION AREAS.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$5,000
BAR-A-RAMA LOUNGE (1 AVAILABLE)	EXPAND YOUR FOOTPRINT TO BEST SHOWCASE YOUR BRAND PERSONALITY AS YOU SAMPLE YOUR PRODUCTS AT BAR-A-RAMA. FEATURE COCKTAILS AND/OR POURS OF UP TO 1 OZ SERVED BY YOUR BRAND REPRESENTATIVES.	1 PASS TO BAR-A-RAMA	\$3,500 PLUS PRODUCT
FEATURED TRAVEL AGENCY	SET UP SHOP IN OUR BOURBON BREATHER LOUNGE AND SPEAK DIRECTLY WITH CONSUMERS ABOUT YOUR TRAVEL SERVICES AND PACKAGES.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$3,500
VIP LAUNCH PARTY (1 AVAILABLE)	HOST 50-75 VIP TICKET HOLDERS ONSITE AT YOUR VENUE FOR A VIP TOUR AND DINNER/RECEPTION. SERVE AND SELL SPECIALIZED PRODUCTS. SPECIAL BOTTLE SIGNING AND SWAG GIVEAWAYS WELCOME. SPONSOR TO COVER TOUR, TASTING, EXPERIENCE AND FOOD COSTS	INCLUDES 1 FULL CONFERENCE TICKET	\$3,000 PLUS PRODUCT
SAFETY & TRANSPORTATION (1 AVAILABLE)	REACH A CAPTIVE AUDIENCE WHILE THEY TRAVEL TO ALL OTHER CONFERENCE EVENTS. FEATURE YOUR BRAND WITH PROMINENT PLACEMENT INSIDE (AND OUTSIDE IS PEGASUS AGREES TO MAGNET) ALL BUSES. OPTION TO ENTERTAIN GUESTS WITH REMARKS ON EACH BUS BEFORE DEPARTURE AND PROVIDE BRANDED TAKE-AWAY.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$3,000
SIGNAGE (1 AVAILABLE)	BE VISIBLE TO ALL GUESTS ON SIGNAGE FOR WORKSHOPS, BREAKOUTS SESSIONS, AND SMALL GROUP EVENTS, THROUGHOUT THE ENTIRE WEEKEND.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$3,000
BOURBON BREATHER LOUNGE (1 AVAILABLE)	FEATURE YOUR BRAND AND INTERACT WITH GUESTS DIRECTLY IN THE BOURBON BREATHER LOUNGE, WHERE GUESTS COME TO CHARGE THEIR ELECTRONICS AND THEIR BODIES.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$3,000

HOTEL KEY CARD (1 AVAILABLE)	REMIND GUESTS OF YOUR BRAND EVERY TIME THEY ENTER THEIR HOTEL ROOM BY FEATURING YOUR LOGO ON ALL HOTEL KEYS.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$3,000
SILENT AUCTION BID PAGE (1 AVAILABLE)	FEATURE YOUR BRAND LOGO IN THE SILENT AUCTION CONFERENCE AREA AND ON THE SILENT AUCTION APP USED BY CONFERENCE GUESTS AND THE PUBLIC TO BROWSE AND BID FOR ITEMS.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$2,500
EXCURSION (14 AVAILABLE)	PROVIDE AN IN-DEPTH VIP TOUR/LEARNING EXPERIENCE, AND TASTING FOR 50-100 GUESTS. DEPARTING FROM THE HOTEL 10AM AND ARRIVING BACK BY 4PM. BRANDED GIVEAWAYS AND SPECIAL BOTTLE SALES WELCOME. FOOD SERVICE OPPORTUNITIES CONTINGENT UPON EVENT TIMING.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$2,500 EACH
AFTER PARTY SPOT (2 AVAILABLE)	CREATE A MEMORABLE EXPERIENCE ON OR OFF SITE FOR ATTENDEES TO CELEBRATE AND PARTY TOGETHER. SPONSOR TO COORDINATE EVENTS AND COVER ALL EXPENSES INCLUDING TRANSPORTATION IF APPLICABLE. DOES NOT INCLUDE THE PRODUCT.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$2,500 EACH
BOTTLES & PACKAGING (1 AVAILABLE)	PROVIDE AN EDUCATIONAL SESSION ON PACKAGING AND THE DEVELOPMENT PROCESS FOR INTERESTED GUESTS. FEATURE YOUR SAMPLES AND YOUR STORY.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$2,500
HOTEL LOBBY FLOOR DECAL	BE THE FIRST BRAND GUESTS SEE WHEN THEY ARRIVE AT THE HOTEL AND EVERY TIME THEY PASS THROUGH THE LOBBY. GUIDE THEIR WAY WITH A LIT LOGO AND IGNITE THEIR EXCITEMENT.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$2,500
BOURBON BUDGET FINANCIAL PLANNER (1 AVAILABLE)	ENGAGE IN MEANINGFUL NETWORKING AMONG 450 DYNAMIC WOMEN OVER BOURBON WITH BRAND VISIBILITY.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$2,500

MEDIA HOST	GREET MEDIA PERSONALLY AND PROVIDE THEM WITH AN OVERVIEW OF ACTIVITIES AND EXPERIENCES FOR THE WEEKEND. ATTEND A PRIVATE MEDIA DINNER. RECEIVE ACCESS TO FULL MEDIA ATTENDANCE LIST.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$2,500
HYDRATION & RECOVERY STATION (1 AVAILABLE)	OFFER ATTENDEES NON-ALCOHOLIC BEVERAGES AND / OR NUTRITIONAL PRODUCTS THROUGHOUT THE CONFERENCE. SPONSOR TO PROVIDE THE PRODUCT.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$2,000
DO NOT DISTURB SIGNS	MAKE SURE OUR ATTENDEES REST EASY DURING THEIR STAY WITH A BRANDED 'DO NOT DISTURB UNLESS IT'S BOURBON" SIGN.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$2,000
SIP AND SURVEY (2 AVAILABLE)	FOCUS GROUP UP TO 3 OF YOUR PRODUCTS AMONG THE INFORMED AND ENGAGED BOURBON WOMEN MEMBERSHIP. A FEEDBACK SURVEY WILL BE COLLECTED FROM THOSE THAT SAMPLE AND THE RESULTS WILL BE PROVIDED TO YOUR BRAND TEAM FOLLOWING THE SIP CONFERENCE	50% OFF 1 DAY PASS - DAY OF CHOICE	\$2,000 EACH PLUS PRODUCT
EDUCATION FOUNDATION SIP SCHOLAR RECEPTION (1)	OFFER A CONGRATULATORY TOAST TO SCHOLARSHIP RECIPIENTS. PROVIDE DONATED PRODUCTS FOR COCKTAILS AND/OR TASTINGS. BRANDED TAKE-AWAYS WELCOME. OPTION TO PROVIDE EDUCATION SESSIONS BEFORE OR AFTER THE SIP CONFERENCE.	INCLUDES 1 DAY PASS - DAY OF CHOICE	\$2,000 PLUS PRODUCT
BAR-A-RAMA TABLE (20 AVAILABLE)	BRAND YOUR 6' TABLE SPACE FOR THIS SIGNATURE EVENING WHISKEY SHOW AND INVITE GUESTS TO SAMPLE YOUR PRODUCTS AND PURCHASE BOTTLES. FEATURE COCKTAILS AND/OR POURS OF UP TO 1 OZ SERVED BY YOUR BRAND REPRESENTATIVES DIRECTLY TO THE BEST CONSUMER GROUP IN THE WORLD.	INCLUDES 1 PASS TO BAR-A-RAMA	\$2,000 EACH PLUS PRODUCT
ROOM DROP (3 AVAILABLE)	SURPRISE AND DELIGHT GUESTS WITH A SPECIAL BRANDED TREAT IN THEIR HOTEL ROOM.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$2,000 PLUS ROOM DROP ITEMS

CIGAR PATIO (1 AVAILABLE)	EDUCATE GUESTS ON CIGAR PURCHASES AND PAIRINGS IN A BRANDED OUTDOOR PATIO SPACE. STAFF AND FACILITATE YOUR OWN POINT OF SALE WITH SELECT PRODUCTS FOR GUESTS TO PURCHASE AND ENJOY THROUGHOUT THE WEEKEND	50% OFF 1 DAY PASS - DAY OF CHOICE	\$2,000
TOTE BAG (1 AVAILABLE)	SEE YOUR LOGO CARRIED THROUGHOUT THE CITY ON BRANDED TOTE BAGS. ALL CORPORATE MEMBER ITEMS GO IN THIS TOTE BAG TO BE GIFTED TO GUESTS AS THEY ARRIVE. SPONSOR PROVIDES TOTES	50% OFF 1 DAY PASS - DAY OF CHOICE	\$1,500 PLUS TOTE BAGS
WORKSHOP PRESENTER (18 AVAILABLE)	SAMPLE YOUR PRODUCTS AND TELL YOUR STORY IN AN INTIMATE EDUCATIONAL CLASSROOM STYLE FORMAT PROGRAM.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$1,500 EACH
CONFERENCE APP BANNER	FEATURE YOUR BRAND LOGO VISIBLE ON A SPLASH SCREEN ON THE CONFERENCE MANAGEMENT APP USED DAILY BY ALL GUESTS.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$1,500
BOURBON WOMEN BADGE (1 AVAILABLE)	PROVIDE BRANDED LANYARDS TO FIT BW ATTENDEE BADGES. INTERACT WITH GUESTS AS THEY ARRIVE AND SELECT THE ALWAYS POPULAR PERSONAL FLAIR RIBBONS TO ADD TO THEIR NAME BADGE.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$1,500
INFINITY BOTTLE (1 AVAILABLE)	BRAND THE POPULAR EMPTY INFINITY BOTTLE USED BY ATTENDEES TO CREATE THEIR OWN CUSTOM SIP BLENDS.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$1,500 PLUS BOTTLES
SIP T-SHIRT (1 AVAILABLE)	SPONSOR LOGO WILL BE PRINTED ON THE OFFICIAL SIP T-SHIRT.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$1,500

HYDRATE AND HEAL	MAKE A WAY FOR GUESTS TO HYDRATE + HEAL EACH MORNING AT AN INSTRUCTOR WELLNESS SESSION SUCH AS YOGA. WELCOME GUESTS WITH YOUR BRAND MESSAGE AND SWAG. PROVIDE TREATMENTS OR HEALTH SERVICES FOR HEALING AND RECOVERY.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$1,500
FEATURED LUXURY CAR	SHOWCASE YOUR LUXURY VEHICLES FOR GUEST EXPLORATION AND PHOTO OPPORTUNITIES. OPTION TO PROVIDE A SIGNATURE CHARITY RIDE OR GIVE AWAY IN A WEEKEND LONG RAFFLE PROMOTION AMPLIFIED EACH DAY TO RAISE MONEY FOR THE BOURBON WOMEN EDUCATION FOUNDATION.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$1,000
NON-ALCOHOL BEVERAGE	OFFER ATTENDEES NON-ALCOHOLIC BEVERAGES OR NUTRITIONAL PRODUCTS THROUGHOUT THE CONFERENCE. SPONSOR TO PROVIDE THE PRODUCT.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$1,000
FEATURED MIXERS	FEATURE YOUR PRODUCTS IN CUSTOMIZABLE PROGRAMMING SURROUNDING SIGNATURE COCKTAIL OFFERINGS THROUGHOUT THE WEEKEND. EDUCATE GUESTS ABOUT HOW BEST TO USE YOUR PRODUCTS IN A BRANDED WORKSHOP.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$1,000
FEATURED SALON & SPA	FEATURE YOUR SERVICES IN THE POPULAR BOURBON BREATHER LOUNGE. GUESTS UTILIZE THIS SPACE TO CHARGE PHONES, COMPUTERS AND THEIR BODIES. SAMPLE YOUR SERVICES AND SELL MINI SESSIONS LIKE A MAKE-UP RETOUCH OR SHOULDER RUB.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$1,000
SOCIAL MEDIA MOMENT SPONSOR (3 AVAILABLE)	SPONSOR TO CREATE A SMALL, BRANDED SPACE WITH INSTAGRAMMABLE PROPS AND IDEAS FOR ATTENDEES TO TAKE PICTURES WITH AND SHARE ON THEIR SOCIAL CHANNELS BETWEEN AND BEFORE EVENTS.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$750
FEATURED COCKTAIL BLOG POST	SPONSOR CREATES BLOG POST AND COCKTAIL HIGHLIGHTING SPONSOR PRODUCT TO BE SHARED ON BW WEBSITE AND SOCIAL MEDIA CHANNELS.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$750

FEATURED COFFEE	SERVE UP YOUR CAFFEINE AND YOUR STORY IN THE BOURBON BREATHER LOUNGE, WHERE GUESTS COME TO CHARGE THEIR ELECTRONICS AND THEIR BODIES.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$500
HEALTH AND WELLNESS	PROMOTE HEALTHY LIVING WHILE SHOWCASING YOUR PRODUCTS AND SERVICES TO OUR GUESTS. PROVIDE A SAMPLE OF YOUR OFFERINGS TO CONFERENCE GUESTS IN A CUSTOMIZABLE BRANDED PROGRAM.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$500
FITNESS	PROMOTE A LIFESTYLE THAT BALANCES BOURBON, ENTERTAINMENT AND HEALTHY LIVING BY PROVIDING FITNESS PROGRAMS TO OUR CONFERENCE GUESTS THAT HIGHLIGHT YOUR UNIQUE OFFERINGS.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$500
PODCAST	BRAND OUR ONSITE PODCAST STUDIO AND LEAVE FUN INFORMATION MATERIALS IN THE SPACE FOR ALL OUR SOCIAL MEDIA INFLUENCERS AND PODCASTERS TO REFERENCE AS THEY RECORD THEIR PROGRAMS.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$500
POTION SPONSOR	FEATURE YOUR BATH, BODY AND BEAUTY PRODUCTS FOR SALE AND SAMPLE IN THE BOURBON BREATHER LOUNGE. SAMPLES AND GIVEAWAY ITEMS CAN BE INCLUDED IN GIFT BAGS, LOUNGES AND HOTEL RESTROOMS.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$500
FEATURED JEWELRY	SELECT A STRATEGIC MOMENT IN THE CONFERENCE TO SHOWCASE AND SELL YOUR JEWELRY TO 450 SPARKLY WOMEN. OPPORTUNITY TO PROVIDE VISIBLE GIVEAWAYS AND PROMOTIONAL MATERIALS.	50% OFF 1 DAY PASS - DAY OF CHOICE	\$500
BLOOMS & DECORATIONS	SHOW OFF YOUR FLORAL ARRANGEMENTS AND DECOR THROUGHOUT THE CONFERENCE AT KEY EVENTS. OPTION TO PROVIDE A HOSPITALITY THEMED EDUCATIONAL SESSION FEATURING YOUR SKILLS AND YOUR PRODUCTS.	50% OFF 1 DAY PASS - DAY OF CHOICE	IN KIND DONATION

SILENT AUCTION DONATION	DONATE A GIFT BASKET DISPLAYING YOUR BEST MERCHANDISE	50% OFF 1 DAY PASS - DAY OF CHOICE	IN KIND DONATION
SIP SURVIVAL PACK	FEATURE YOUR BRAND IN "SURVIVAL PACKS" FOR EVERY ATTENDEE'S WELCOME TOTE. BE CREATIVE AND GIVE GUESTS THE TOOLS THEY NEED LIKE ASPIRIN, GUM, HAND SANITIZER, SNACK & BRANDED SWAG. ADDITIONAL PLACEMENT AVAILABLE IN VIP LOUNGE.	50% OFF 1 DAY PASS - DAY OF CHOICE	IN KIND DONATION
SWAG BAG DONATION	FEATURE YOUR BRAND IN AN EPIC HIGHLY ANTICIPATED GUEST SWAG BAG. SHARE A SAMPLE OF YOUR PRODUCTS OR PROMOTIONAL MATERIALS WITH 400+ CONSUMERS WITH A PASSION FOR BOURBON, LEARNING, SHOPPING AND COMMUNITY.	50% OFF 1 DAY PASS - DAY OF CHOICE	IN KIND DONATION

CONTACT US

BRITTANY ALLISON
BRITTANY.ALLISON@BOURBONWOMEN.ORG

EMILY TRUMAN
EMILY.TRUMAN@BOURBONWOMEN.ORG

PEGGY NOE STEVENS
PSTEVENS@PEGGYNOESTEVENS.COM



Bourbon
WOMEN®

SIPOSIUM 2026

AUGUST 12-16, 2026 | LOUISVILLE MARRIOTT EAST HOTEL | PARTNERSHIP OPPORTUNITIES