



# Take Part In The Largest Beer Festivals In Maryland ...and Now Virginia, Too!

TWO DAYS! NATIONAL HARBOR, MD • SEPTEMBER 25TH & 26TH  
TIMONIUM, MD • OCTOBER 9TH  
NEW! RICHMOND, VA • OCTOBER 16TH

## REACH 35,000 BEER LOVERS!

In 2008 we brought Germany home to tens of thousands of consumers in Maryland who enjoyed the WUNDERBAR festival atmosphere and free flowing beer gardens of Das Best Oktoberfests! Our participants and consumers have helped us build these events into the BIGGEST BEER FESTIVALS IN MARYLAND and THE BIGGEST BEER FESTIVALS IN THE MID-ATLANTIC drawing in excess of 10,000+ people per day. Das was SO FUN... we've decided to bring the magic of these festivals to Richmond, Virginia in the Fall of 2010.

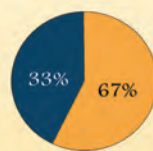
Imagine that you are in Munich at the height of Oktoberfest: hear the oompah bands, see the fun people in costume, smell the cinnamon roasted nuts while you taste your pretzel... this is what Das Best Oktoberfest is all about. The events that TRIGGER AGENCY creates and executes are dedicated to bringing festival guests a fun, exciting atmosphere where they can taste lots of new alcoholic and non-alcoholic beverages in a unique setting. This environment offers YOU the opportunity to reach out and actually interact with YOUR current and future customers. Join your customers and Drink. Eat. Relax.

## DO YOU...

- have a new food / drink item coming on the market?
- need to say "Thank You" to your existing / current clients?
- have a new restaurant?
- have a firm offering services to 30 - something professionals?
- sell hot sauces / mixes / cooking tools?

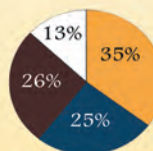
## THE AUDIENCE:

Male/ Female



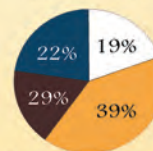
■ Male  
■ Female

Education



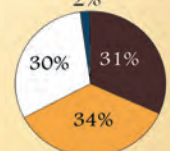
■ High School Grad  
■ College Grad  
■ Some College  
■ Post College

Income Level



■ 0-\$40K  
■ \$40K-\$60K  
■ \$61K-\$60K  
■ \$81K and up

Age Breakdown



■ 21-34  
■ 35-44  
■ 45-54  
■ 55 and up

[www.dasbestoktoberfest.com](http://www.dasbestoktoberfest.com)



## HERE'S HOW THE EVENT WORKS:

As show guests pay an entrance fee they receive a souvenir 5oz tasting glass. The event is structured as an All-You-Care-To-Taste extravaganza where guests roam the show floor tasting over 150 beers and other fun German foods.

Other show features include: Live Music Stage, a Cigar Bar, and a Tasting Theater with seminars. We welcome in a select few commercial, artist, memorabilia, and spice / sauce exhibitors. It is structured as a fun, relaxed atmosphere.

## BENEFITS FOR YOU AND YOUR BRAND...

- **LIVE MUSIC & LOTS OF SEATING.** In each market we hire the hottest local and regional bands for the Main Stage to drive attendance and give people a good reason to hang out – and buy your products and services.
- **FUN CONTESTS.** Excitement, chuckles and bragging rights are the goals for each contest we host. Whether it is the Best Beer Belly Competition or Best Beer, the added bonus is the media exposure and keeping your brand in the spotlight long before and after the event is over.
- **BRAND AND FLAVOR VARIETY.** Over one hundred and fifty brews will be flowing on-site. Forty premium wines will be ready to sip. The best German foods to munch. Features or Benefits?... you choose. Guests can't find this type of tasting opportunity anywhere else.
- **GOOD TRAFFIC FLOW.** Each show offers a food court, lounge area and an ample floorplan that blends exhibitors, breweries and distilleries which allow the perfect traffic flow to each and every booth.
- **STRONG PROMOTIONS AND ADVERTISING.** We research the market so you don't have to. Trigger Agency utilizes the best group of radio stations, television stations and champion publications in each market to sponsor and advertise our events. We do not rely upon donated media like many other events do.

OUR MEDIA PLANS ARE TYPICALLY A MINIMUM OR THE FOLLOWING:

- \$75,000 overall value of the media plan and promotions
- Three month run in specialty beer and biz publications
- Two–three week run in daily newspapers
- Two-three week run in weekly newspapers
- Three-four station deep with radio schedules
- 10 Day run of over 250 television spots on pertinent stations
- Extensive social networking through targeted portals & web communities
- Several email blasts to our protected, exclusive email database
- Direct mail including postcards to the thousands of show attendees
- Poster and flyers through hundreds of different outlets

## WHATEVER THE REASON – EXHIBIT TODAY.

Booths Are Limited and Most Shows SELL OUT. Exhibit Categories are also Closed Out on a First-Come–First-Served Basis. Call **800-830-3976** to reserve your space!

[www.dasbestoktoberfest.com](http://www.dasbestoktoberfest.com)



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**TRIGGER AGENCY**  
events • promotions

*drink. eat. relax.*