Benefits for Wine Vendors

Hosted at a new venue, the annual Synovus Toast of the Town will celebrate its ninth year on March 2, 2018 at the Columbus Georgia Convention and Trade Center. The "Toast" is widely known as one of the premier events in Columbus. Let's face it – who doesn't enjoy great food, beer, wine and spirits!

As a participating Wine Vendor, you have the opportunity to showcase and promote your products in a unique way during one night to 1,000 event guests. In addition, your participation helps the community by supporting the Columbus Symphony Orchestra.

Your participation at the 2018 Synovus Toast of the Town includes the following:

- There is no booth-rental fee for this event
- The event will promote your wines through pre-event advertising
- The event will promote your wines through social media
- Participating vendors will be given a 2018 Synovus Toast of the Town– "Participating Vendor" storefront window sticker to tie-in the pre-event advertising and social media blasts
- Promotional opportunities through the event's website, social media and at the event
- Access to 1,000 guests during the night of the event - to showcase your product and market your brand through décor, promotions and giveaways displayed at the event
- The event will promote your product through post-event advertising
- Access to event guest data throughout the year

As a participating Wine Vendor, the event will provide the following:

- One (1) eight-foot table with cloth for presentation
- Two (2) Vendor Passes per table
- Two (2) Souvenir Synovus Toast of the Town Wine Glasses
- Water pitcher and discard bucket
- Trash can
- Paper napkins
- Vendor signage (but feel free to bring your own too!)

We recognize that the event will only remain a success if our vendors continue to provide an exceptional product and display for event guests. If there is something additional that you need to better promote and showcase your product, please let us know. Our goal is for this event to be a positive and successful experience for everyone!