

THE FUTURE OF BEVERAGES IS HERE

FEB

26TH - 28TH

PALM BEACH
COUNTY
CONVENTION
CENTER

WEST PALM BEACH,
FLORIDA



VISIT US AT ALTBEVEXPO.COM

OVERVIEW

ALT BEV EXPO IS A 3-DAY, NEXT-GEN BEVERAGE CONVENTION SPOTLIGHTING THE EXPLOSION OF ALTERNATIVE, FUNCTIONAL, AND NON-ALCOHOLIC BEVERAGES. POSITIONED AT THE FOREFRONT OF BEVERAGE CULTURE, THIS EVENT FUSES B2B AND B2C ELEMENTS TO OFFER AN IMMERSIVE AND INNOVATIVE EXPERIENCE FOR BRANDS, BUYERS, AND CONSUMERS.

EACH DAY FEATURES AN OPEN TRADESHOW FLOOR WITH

- BRAND BOOTHS + INTERACTIVE EXPERIENCES
- LIVE SAMPLING + MIXOLOGY DEMOS
- CONCURRENT SPEAKER PANELS AND WORKSHOPS
- EXTENSIVE MEDIA AND INFLUENCER PRESENCE
(CPG, WELLNESS, NIGHTLIFE AND CULTURE)
- CONTENT CAPTURE ZONES AND CREATOR STATIONS
- POST-EVENT MIXERS AND AWARDS



**ALT
BEV
EXPO**
EAST

WHAT TO EXPECT

DATES FEBRUARY 26-28, 2026
(SETUP ON 2/26)

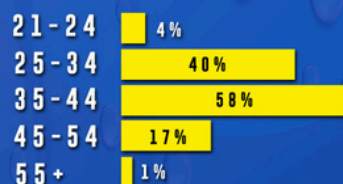
LOCATION PALM BEACH COUNTY CONVENTION CENTER
WEST PALM BEACH, FL

EXPECTED ATTENDANCE 3,000+

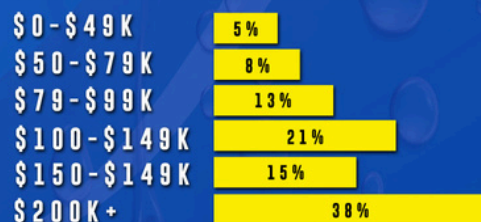
AUDIENCE YOUR SPONSORSHIP WILL CONNECT YOU AND YOUR BRAND TO SOME OF THE MOST INFLUENTIAL INDUSTRY LEADERS AND TASTEMAKES IN THE WORLD. ALTBEV EXPO PROVIDES THE OPPORTUNITY TO NETWORK AND CULTIVATE NEW RELATIONSHIPS IN A FUN, YET REFINED ATMOSPHERE. CONNECT WITH BUYERS, OPERATORS, SUPPLIERS & DISTRIBUTORS FROM ACROSS THE SUPPLY CHAIN, AS WELL AS CONSUMERS.

COUNTIES
PALM BEACH | BROWARD | MIAMI-DADE

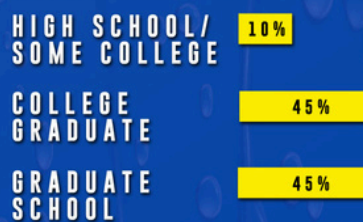
AGE



HOUSEHOLD INCOME



EDUCATION



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SPONSORSHIP OPPORTUNITIES

WE'RE LOOKING FOR THE BEST IN :

- FUNCTIONAL BEVERAGES**
- ENERGY & PERFORMANCE**
- PLANT-BASED MILKS & DAIRY ALTERNATIVES**
- BOTANICAL & HERBAL INFUSIONS**
- TEA-BASED BEVERAGES**
- COFFEE & COFFEE ALTERNATIVES**
- ENHANCED WATERS**
- JUICE-BASED BEVERAGES**
- SOCIAL TONICS & MOCKTAILS**
- INNOVATIVE WELLNESS BEVERAGES**
- NEW PACKAGING & BOTTLING TECH**
- OTHER ANCILLARY SERVICE PROVIDERS**

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TIERS

PRESENTING SPONSOR - \$50K

- CUSTOM PREMIER BOOTH
- "PRESENTED BY" BILLING ACROSS ALL BRANDING
- KEYNOTE SPEAKER + AWARDS PRESENTER
- BUYER LIST ACCESS
- PRESS SPOTLIGHTS
- AND MORE...VISIT SITE FOR FULL DETAILS

PLATINUM SPONSOR - STARTING AT \$20K

ALL PLATINUM TIERS INCLUDE:

- 20X20 PREMIUM BOOTH
- 15 FULL-ACCESS PASSES
- SPEAKING OPPORTUNITY ON EXPERT PANEL
- BRAND LOGO ON SIGNAGE, WEBSITE, MAP, VIDEO, RECAP
- AND MORE...VISIT SITE FOR FULL DETAILS

GOLD SPONSOR - STARTING AT \$12.5K

ALL GOLD TIERS INCLUDE:

- 10X20 PREMIUM BOOTH - PIPE/DRAPE/TABLE/CHAIRS
- 8 FULL-ACCESS PASSES
- PRODUCT PLACEMENT IN ADDITIONAL ACTIVATION ZONE
- BRAND LOGO ON EVENT MAP
- AND MORE...VISIT SITE FOR FULL DETAILS

SILVER SPONSOR - STARTING AT \$4.75K

ALL SILVER TIERS INCLUDE:

- 10X10 BOOTH - PIPE/DRAPE/TABLE/CHAIRS
- 4 FULL-ACCESS PASSES
- SOCIAL MEDIA RECOGNITION
- COMPLIMENTARY ICE
- AND MORE...VISIT SITE FOR FULL DETAILS

HOTEL PARTNERSHIP

STAY STEPS AWAY - BOOK EARLY & SAVE!

WE'VE SECURED A SPECIAL DISCOUNTED ROOM BLOCK AT THE HILTON WEST PALM BEACH, CONVENIENTLY LOCATED ADJACENT TO THE CONVENTION CENTER. ROOMS ARE LIMITED AND EXPECTED TO GO QUICKLY SO **CONTACT US NOW TO GET THE BOOKING LINK AND LOCK IN THE BEST RATE WHILE AVAILABILITY LASTS.**



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CHEERS@ALTBEVEXPO.COM