



Embarking on its seventh year, Top Drop is a unique, consumer and trade event, bringing together international, wineries, craft breweries, cideries, gastronomy & more.

We are focused on terroir-driven, handcrafted wines, and the people behind them. We believe in the importance in farming one's own fruit and/or being constantly engaged with grape-growers to ensure sustainability and a high standard of viticultural practices. We believe in wines that reflect their vintage, and wines that aren't suffocated by vinicultural trickery. We believe in decisions that are made by a winemaker, and not by a board of directors or marketing team. We believe in those who take chances.

We would like to offer regional associations the opportunity to showcase unique, hand-crafted, terroir-driven wines to both the trade and consumers. To increase the value of participation, rather than an area devoted to regional tables, we will be integrating them throughout the room, intermingled with wineries. We are also requesting each regional table pair up with a local sommelier, to assist with everything from wine-selection, to being a presence (and a draw for fellow trade) at each table. We're happy to coordinate a sommelier for you to work with. We are also looking to do a few satellite events with various regions between Top Drop 2020 & 2021, your participation in Top Drop's Main Event allows your association to be eligible for these TBA events.

We invite you to fill out the application to participate [via this online form](#), where we ask for a clearly-defined table theme, and suggested wines to be poured. Please note regional table participation & wine selections will be subject to approval by Top Drop. Once approved, we will coordinate with your organization to secure your wines for the event.

TOP DROP VANCOUVER 2020 MAIN EVENT | Wednesday, June 24

Wednesday, June 24th will be the day of The Main Event tasting, a trade and media afternoon edition and an evening consumer edition.

Where: Roundhouse Community Arts & Recreation Centre, 181 Roundhouse Mews, Vancouver
When: Trade Session: 1:00 - 4:30 p.m | Consumer Session: 7:00 - 9:30 p.m.
Capacity: Trade 200 | Consumer 300
Charity Partner: B.C. Hospitality Foundation
Table Fee per Table: \$1500 (plus GST) per table | 10 wines per table Maximum | Multiple tables welcome

TOP DROP CALGARY 2020 MAIN EVENT | Friday, June 26

Friday, June 26th will be the day of The Main Event tasting, a trade and media afternoon edition and an evening consumer edition.

Where: Hotel Arts- 119 12 Ave SW
When: Trade Session: 1:00 - 4:30 p.m | Consumer Session: 7:00 - 9:30 p.m.
Capacity: Trade 200 | Consumer 200
Charity Partner: Mealshare
Table Fee per Table: \$1000 (plus GST) per table | 10 wines per table Maximum | Multiple tables welcome



TOP DROP VICTORIA | Friday, June 26

Where: The Atrium Building, 800 Yates St, Victoria, B.C.

When: Trade Session: 1:00 - 4:30 p.m | Consumer Session: 7:00 - 9:30 p.m.

Capacity: Trade 100 | Consumer 200

Charity Partner: B.C. Hospitality Foundation

Table Fee per Table: \$250 (plus GST) per table | 10 wines per table Maximum | Multiple tables welcome

We anticipate full participation (trade and consumer) in Top Drop's Main Event, requiring half a case (6 x 750ml) per sku, to a maximum of 10 wines offered. A table, linens, ice and signage will be provided. In keeping with event aesthetics and branding, additional banners and linens are not permitted, though collateral is allowed on your table. Your logo will be present on our website, along with three social media blasts devoted solely to your association.

Trade Attendees

A highly curated and focused assembly of key restaurant/hotel/retail buyers, sommeliers and influencers. Key, high-profile media whose integrity, outlets and engagement matches that of wineries involved. We are not allowing access to the trade tasting to non-accredited members of the wine trade.

Consumer Attendees

Marketing and PR focus will be on young-to-middle-aged professionals across a wide range of backgrounds with disposable income, are brand conscious, find it important to know where their food (and wine) comes from, and are active on social media.

To apply on behalf of your regional association, [please click here](#).

We look forward to hearing from your association, and potentially working together at this year's Top Drop Vancouver, Calgary, and/or Victoria. Please reach out with any questions or more information at AgentInquiries@TopDrop.ca or Kurtis@TopDrop.ca