

LUXEHOME

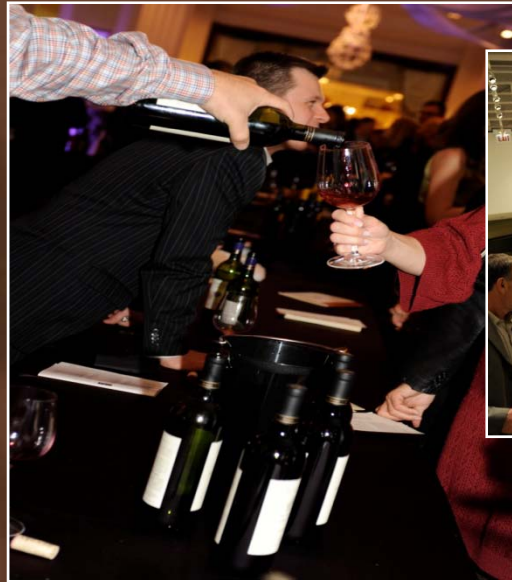


November 10, 2011



*An International  
Wine & Culinary Event*

AT THE MERCHANDISE MART ~ CHICAGO



# CHILL: *An International Wine and Culinary Event Overview*

LUXEHOME

## ■ Introduction:

LuxeHome, the world's largest collection of premier boutiques for home building and renovation, presents the Fifth Annual Chill Event in partnership with Wine Spectator Magazine. Chill is an International Wine & Culinary Event featuring wines from winemakers worldwide, spirits and beer paired with cuisine from distinguished chefs throughout the LuxeHome boutiques, all to raise money for charity.

## ■ Event Date & Times:

### ■ Thursday, November 10, 2011

- 5:00-6:00pm: VIP Tasting Reception | Tickets \$175 each
- 6:00-8:30pm: Main Event & Silent Auction | Tickets \$85 each
- Attendees: 2,500+ Affluent Homeowners

## ■ Event Location:

- LuxeHome, First Floor, The Merchandise Mart, Chicago

## ■ Charity Partners:

- Since 2007, the event has raised over \$250,000 for charity.
- Charities include:
  - Respiratory Health Association of Metropolitan Chicago
  - Chicago Youth Symphony Orchestras
  - The Lynn Sage Foundation

## ■ Promotional Program Includes:

- Your name featured in a FULL PAGE color ad in Wine Spectator Magazine
- Promotional ads in the Chicago Tribune including a 4-Color Cover advertisement.
- Access to 2,500+ Chill event attendees. (Target audience is Affluent Home Owners ages 45-64.)
- Your company name / logo featured:
  - On the official Chill website
  - On the event invitation mailed to more than 30,000 affluent households
  - In on-site signage
  - In the take home program book given to all attendees



LUXEHOME

Wine Spectator

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tribune media group

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