



## HP Indigo Technology Helps Small Wineries on Limited Budgets

At the 2007 Unified Wine & Grape Symposium, attendees will get to see one sponsor's contribution before they even step in the convention center. This year's hotel room cards are courtesy of HP who will be introducing their Indigo digital printing to the wine industry.

HP will be demonstrating their Indigo digital printing which adds character and creativity to labels. With HP Indigo technology, label converters can print small to medium runs of limited edition reserve labels, private labels or labels for special events or gifts.

"We recognized that in the competitive world of small and boutique wineries, a bottle label can make or break a sale," said Vince Pentella, HP's National Business Manager for Labels and Packaging. "A label requires as much character as the wine itself so we wanted a way to demonstrate this and saw no better place of doing this than during the Unified Wine & Grape Symposium."

HP is a proud Diamond Sponsor of the Unified Wine & Grape Symposium and encourages you to investigate the state-of-the-art label converters who have adopted digital technology.



## Well Established Favorites

Two familiar favorites will once again make an appearance at the 2007 Unified Wine & Grape Symposium - Wednesday's wine tasting and Thursday's lunch buffet.

On Wednesday from 4:00 p.m. – 6:00 p.m. wine associations from around the country will be pouring their finest wines at locations throughout the trade show floors. A map will be included in the on-site program to help you seek out those treasures.

Then on Thursday from 11:30 a.m. – 1:00 p.m., the hosted buffet luncheon will take center stage featuring a host of delights plus great assortment of wines from our wine donors.



## Virtual Event Planning

If you haven't already done so, you might like to visit the Unified Symposium Web site to help make the best use of your time during the three day event.

The Web site has a complete rundown of the program and speakers, a list of all the exhibitors, information on hotels and parking and a host of other information to help you make the most of the 2007 Unified Wine & Grape Symposium.

Visit [www.unifiedsymposium.org](http://www.unifiedsymposium.org) for all your pre-event planning needs.

## Breakout Sessions

Is global warming going to affect your bottom line? What about new lab procedures? Or how about some tips on selling more wine?

These are just a few topics featured during the afternoon breakout sessions that represent our industry's focus for the future. For a complete schedule of all the sessions, go to [www.unifiedsymposium.org](http://www.unifiedsymposium.org).



## Miss Any Sessions?



If you haven't mastered the art of being in two places at the same time, don't worry.

All the sessions are available as audio recordings. Since 1997, all the sessions have been recorded and can be purchased through the Unified Symposium Web site. Just click on "Audio Recordings" to browse the list of available recordings on cassette, CD or new for 2007 as MP3s, and to place your order.

We are pleased to continue to offer recordings for our prior years through Tree Farm Communications, and our upcoming sessions through a new recording contractor, All Star Media.

## Important Bits

- Once again, parking with shuttle service from Raley Field will be available during trade show hours on Wednesday and Thursday.
- Start times for General Sessions at the Hyatt are: Tuesday – 9:00 a.m., Wednesday - 8:30 a.m., Thursday – 9:00 a.m.
- Nearly 500 exhibitors will be at the event so be sure to use the Web site to search by name and/or product so you can meet those who can supply you with what you need to succeed.

## Our Sponsors

We'd like to extend a special thanks to this year's Diamond and Head-quarter Hotel Room Keycard Sponsor, Hewlett-Packard, Inc. and our Silver Sponsors, ETS Laboratories and Bank of the West. The Unified Symposium would also like to thank WineJobs.com for sponsoring Tuesday's General Session, Wine Business Monthly for sponsoring Wednesday's General Session and to Wines & Vines for sponsoring Thursday's General Session.

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