The Unified Symposium is an ideal opportunity — a rare chance to tie your company to the industry’s premier gathering!

In today’s fast paced world, businesses expect results.

Our sponsorship and advertising program offers just that. Banners and signs proclaim your presence. Print ads showcase your product. Item specific sponsorships increase your brand visibility.

Sponsorship creates an immediate and unforgettable experience for attendees. Contact us to discuss how to make an impact at the 2013 Unified Wine & Grape Symposium and get results!

Have an immediate and lasting impact at the industry’s premier show:

- The Unified Wine & Grape Symposium is North America’s largest wine and grape industry trade show and symposium
- In 2012, over 12,400 industry professionals attended the Symposium
- Many of our attendees include purchasing decision-makers
- Increase your company’s product/service visibility with all attendees
- Many attendees have noted that this is the wine & grape industry show to attend — a can’t miss!
These exciting opportunities are limited. This allows you to maximize your marketing dollars and exposure!

All sponsors receive the following benefits:

- Full color logo on back cover of the printed Program & Exhibit Directory
- Full color logo on on-site signage
- Badge ribbon for pre-registered sponsors

Additional benefits are listed within each sponsorship opportunity.

**Tote Bag Sponsor — $30,000 (one available)**

- One-color UW&GS and sponsor logo printed on approximately 8,500 attendee tote bags distributed at exhibit entrances
- Acknowledgment in pre-event promotions
- Recognition in the Registration & Program Guide
- Five complimentary 3-Day registrations
- Full page color advertisement in the printed Program & Exhibit Directory
- Hyperlinked logo on event website homepage and sponsor page

**Lanyard Sponsor — $25,000 (one available)**

- One-color alternating UW&GS and sponsor logo printed on approximately 12,000 attendee lanyards distributed at registration
- Acknowledgment in pre-event promotions
- Recognition in the Registration & Program Guide
- Five complimentary 3-Day registrations
- Full page color advertisement in the printed Program & Exhibit Directory
- Hyperlinked logo on event website homepage and sponsor page

**Program & Exhibit Directory — $20,000 (one available)**

Have your company name and logo tied to the printed Program & Exhibit Directory distributed to all attendees (over 12,000) as the reference resource, including all information about sessions, schedules and exhibitors. This is a great way to end up “in the hands” of thousands of attendees.

- Full color logo on front cover of the printed Program & Exhibit Directory
- Acknowledgment in pre-event promotions
- Recognition in the Registration & Program Guide
- Five complimentary 3-Day registrations
- Full page color advertisement in the printed Program & Exhibit Directory
- Hyperlinked logo on event website homepage and sponsor page

**Registration & Program Guide — $20,000 (one available)**

Reach all potential attendees by being the official sponsor of the Registration & Program Guide, distributed to over 20,000 industry professionals.

- Full color logo on last page of the Registration & Program Guide
- Acknowledgment in pre-event promotions
- Five complimentary 3-Day registrations
- Full page color advertisement in the printed Program & Exhibit Directory
- Hyperlinked logo on event website homepage and sponsor page

**Website & Electronic Communications — $12,000 (one available)**

Be the exclusive sponsor of the Unified Wine & Grape Symposium website and UW&GS eNewsletter distributed to approximately 20,000 industry professionals.

- Recognition in the Registration & Program Guide
- Acknowledgement in pre-event promotions, including recognition as sponsor of UW&GS E-NEWS
- Two complimentary 3-Day registrations
- Hyperlinked logo on event website homepage and sponsor page

**Concierge Suite — $10,000 (five available)**

This extremely valuable category provides your company with one 3-hour window of your choice as offered below to access the VIP Room, overlooking the First Floor of the Sacramento Convention Center, to host targeted sales meetings with customers. All food and beverage must be purchased through the convention center caterer and are not included in this opportunity. The sponsorship will include the following:

- Recognition in the Registration & Program Guide
- Two complimentary 3-Day registrations
- Hyperlinked logo on event website homepage and sponsor page

**Concierge Suite (VIP Room) Availability**

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, 1/29</td>
<td>12 noon – 3 pm</td>
</tr>
<tr>
<td>Wednesday, 1/30</td>
<td>9 am – 12 noon</td>
</tr>
<tr>
<td>Thursday, 1/31</td>
<td>9 am – 12 noon</td>
</tr>
</tbody>
</table>

**General Session Coffee Breaks ($5,000/day) (three available)**

- Recognition in the Registration & Program Guide
- Acknowledgment in pre-event promotions
- Two complimentary 3-Day registrations
- Quarter page b&w advertisement in the printed Program & Exhibit Directory
- Full color logo on signage in the coffee break area
- Hyperlinked logo on event website homepage

**Regional Wine Tasting Wine Glass Sponsor**

Reach over 10,000 attendees by placing your company name and logo on the wine glasses for the Regional Wine Tasting. Sponsor is required to provide 10,000 wine glasses.

- One-color or etched UW&GS logo specifically on the bowl and one-color or etched sponsor logo anywhere on each glass
- Full color logo on signage next wine glass stations
- Full color logo on signage at exhibit exits
- Recognition in Registration & Program Guide
- Hyperlinked logo on event website homepage and sponsor page

**Regional Wine Tasting Sponsor — $2,000 (multiple available)**

- Recognition in the Registration & Program Guide
- Logo signage in the areas where glassware is available for attendees
- Two complimentary 3-Day registrations
- Hyperlinked logo on event website homepage and sponsor page

**General/Breakout Session or Custom Sponsorships**

There are several other opportunities available such as the General & Breakout Session Sponsorships, Convention Center Stair Mural, and a Banner on the Convention Center Mezzanine ivy. Please contact Jenny Devine at 916-379-8995 or jenny@cawg.org for more details.
**Diamond — $20,000**
- Full color logo on back cover of the printed Program & Exhibit Directory
- Acknowledgement in pre-event promotions
- Feature article in Unified Wine & Grape Symposium e-newsletter
- Introduction at general sessions
- Six complimentary 3-Day registrations
- Full page color advertisement in the printed Program & Exhibit Directory
- Logo on on-site registration kiosks
- Hyperlinked logo on event website homepage and sponsor page
- 8’x8’ banner in the first floor exhibit hall *(furnished by UW&GS)*
- Logo on presentation screens in general session rooms prior to the start of each session

**Platinum PLUS — $15,000**
- Recognition in the Registration & Program Guide
- Acknowledgement in pre-event promotions
- Introduction at general sessions
- Full page color advertisement in the printed Program & Exhibit Directory
- Hyperlinked logo on event website homepage and sponsor page
- 8’x8’ banner in the first floor exhibit hall *(furnished by sponsor)*
- Logo on presentation screens in general session rooms prior to the start of each session

**Platinum — $10,000**
- Recognition in the Registration & Program Guide
- Acknowledgement in pre-event promotions
- Introduction at general sessions
- Full page b&w advertisement in the printed Program & Exhibit Directory
- Hyperlinked logo on event website homepage and sponsor page
- Logo on presentation screens in general session rooms prior to the start of each session

**Gold — $7,500**
- Recognition in the Registration & Program Guide
- Acknowledgement in pre-event promotions
- Full page b&w advertisement in the printed Program & Exhibit Directory
- Hyperlinked logo on event website homepage and sponsor page

**Silver — $5,000**
- Recognition in the Registration & Program Guide
- Acknowledgement in pre-event promotions
- Three complimentary 3-Day registrations
- Quarter page b&w advertisement in the printed Program & Exhibit Directory
- Hyperlinked logo on event website homepage and sponsor page

**Bronze — $2,000**
- Recognition in the Registration & Program Guide
- Two complimentary 3-Day registrations
- Recognition on event website homepage and sponsor page

**Benefactor — $1,000**
- One complimentary 3-Day registration
- Recognition on event website homepage and sponsor page

* The Premium Sponsorship categories are *not* exclusive/the number of participants is not limited.
Escalator Decals — $8,000 (one available)
Size: please contact for size and other details.
Clear decals positioned on the glass sides of the convention center escalators leading to the 3rd floor attendee registration area from the main lobby.

Escalator Mezzanine Free Standing Banner — Sold
Size: 12’ x 20’
Capture the eyes of attendees as they ride the convention center escalators to and from the exhibit halls and registration areas. A free standing banner on the mezzanine is a great way for you to reach out to participants in a highly visible way.

You Are Here Maps — $5,000 (one available)
- Your logo placed on top banner of “You Are Here” freestanding sign units
- Your company logo and booth called out on the map provided on the unit

Self-Registration Kiosks — $5,000 per bank of kiosks
Located in the attendee and exhibitor registration areas, tying your company name and logo allows for great visibility with all of the participants at the Unified Wine & Grape Symposium.

Daily Schedule At-A-Glance — $5000/unit (three available)
Each free standing three panel unit will be placed in prominent locations throughout the Sacramento Convention Center: 1 in the J Street Lobby, and 1 in the Attendee Registration area.
- Your logo placed on the top banner of Schedule At-A-Glance freestanding sign units

Press Conference — $5,000 (available in 1 hour increments)
This will allow for your company or organization to hold an exclusive press conference in the press room. The schedule is based on a first come, first served basis and provides companies with access to the media in a substantive manner. Please contact us for more details.

Floor Directional Decals — $5,000 for 40 (one available)
Size: 16” x 16”
Sometimes you just want people to walk all over you! These highly visible floor decals are a great way for attendees to have the chance to see your company over and over again as they walk the halls of the Sacramento Convention Center going to and from the trade show and registration area.

Column Wrap in SCC J St. Lobby — $3,000
Size: approx. 3’ x 9’ – 4 sided
This prominently placed 4-panel column wrap is located in the main lobby of the convention center at the base of the escalators leading to and from the attendee registration area and right outside a main entrance to the first floor exhibit hall. This column provides opportunity on each of the four panels.

Hotel Key Cards — Sold
Quantity: 1,600 Key Cards
Reach all attendees who are staying in the two UW&GS Headquarter Hotels, Sheraton Grand Sacramento and Hyatt Regency Sacramento, by placing your name and logo on the hotel key cards.
- Full color customized on front of the key card.
- Advertiser will provide artwork per key card manufacturer’s specifications by designated deadline.
- Artwork provided by advertiser must not advertise any event in conflict with UW&GS scheduled events. Artwork must be approved by UW&GS and the two headquarter hotels prior to production.
- UW&GS will provide proof copy of key card for advertiser approval prior to production and advertiser will respond and provide approval by designated approval deadline.
- UW&GS is not held responsible for any incorrect usage of hotel room key cards by headquarter hotels and is not responsible for any errors made by hotel personnel in distributing key cards.

Interactive Floor Plan Online Ads

Rotating Banner Ad (ten available) — $800
360 x 45 pixel banner ad on every web page of the interactive floor plans are hosted. Banners (2 per page) rotate every six seconds. Banner ads direct attendees to your listing on the floor plan or link to your website.

Floor Plan & Facility Pages Box Ad (one available) — Sold
One exclusive (250 x 250 pixel) box ad available on the interactive floor plan and facilities pages (displayed on the upper right portion of the page on a white background). Ad will print anytime the hall is printed. Ad will direct attendees to your listing on the floor plan or link to your website.

Splash Page Banner Ad (one available) — $1,600
One exclusive 900 x 800 pixel banner ad position available. Banner ad is prominently displayed on the menu “splash” screen of the interactive floor plan. Banner ads direct attendees to your listing on the floor plan or your website.

Printed Program & Exhibit Directory Advertising

The Program & Exhibit Directory is the definitive source for information during the conference. In 2012, over 12,000 copies of the program were distributed to attendees with a wealth of information on the Symposium educational program, exhibitors, and schedules of special events. The program contains details of sessions including speakers, descriptions and sponsorships. The program also acts as a guidebook for the Symposium and trade show including maps of the trade show floor and booth numbers to identify exhibitors. As an advertiser, you have the opportunity to reach attendees numerous times throughout the show and beyond, as people often use the program as a reference for sessions and speakers after the show.

Estimated Distribution: 12,000
Finished Size: 5.5’w x 8.5’h

Advertising Deadline: December 26, 2012

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>DIMENSION</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front or back covers</td>
<td>5.5”w x 8.5”h allow for ⅛” bleed</td>
<td>Sold</td>
</tr>
<tr>
<td>Inside full-page</td>
<td>4.5”w x 7.5”h</td>
<td>$2,450 (four-color)</td>
</tr>
<tr>
<td>Full-page</td>
<td>4.5”w x 7.5”h</td>
<td>$1,000 (b&amp;w)</td>
</tr>
<tr>
<td>Half-page</td>
<td>4.5”w x 3.5”h</td>
<td>$ 750 (b&amp;w)</td>
</tr>
<tr>
<td>Quarter-page</td>
<td>4.5”w x 1.5”h</td>
<td>$ 600 (b&amp;w)</td>
</tr>
</tbody>
</table>

 Reserve your advertising space today by completing the enclosed form. Artwork can be e-mailed to info@unifiedsymposium.org or mailed to:
Unified Wine & Grape Symposium
P.O. Box 1855
Davis, CA 95617-1855 USA

For questions about format and printing specifications, please call us at 916-379-8995.

Advertising space is limited – reserve yours today!
Take 5 minutes to complete this brief form, return it by fax and Unified staff will prepare for you a menu of customized event-marketing solutions to consider, no obligation.

- Reinforce your image as a major player in the industry
- Create mass awareness of company/product
- Increase traffic to booth
- Garner face time with customers/target audience within industry
- Affirm commitment to the industry
- Showcase product as visibly as possible

Please check the following objectives that might apply to your marketing goals for this show:

- Reinforce your image as a major player in the industry
- Create mass awareness of company/product
- Increase traffic to booth
- Garner face time with customers/target audience within industry
- Affirm commitment to the industry
- Showcase product as visibly as possible

Please put your marketing goals and objectives in your own words:

________________________

What is your marketing budget for the 2013 Unified Wine & Grape Symposium?

________________________ (if specific amount)

- Under $5,000
- $5,000 – $10,000
- $10,000 – $15,000
- $15,000 – $20,000
- $20,000 – $25,000
- Over $25,000

Lastly, if you could design your own sponsorship package, what would it be?

________________________

Will you be launching a new product at the show?

- Yes
- No

If so, and you are at liberty to tell us what product/service, please list as appropriate:

________________________

Who are the most important targets for you at this show?

(Who are you trying to reach?)

A) ___________________________

B) ___________________________

C) ___________________________

- Grower/Vineyard Manager
- Winemaker
- Other

Please fax or scan and email this form to:

Fax: (916) 379-8999 (no cover page needed); Email: jenny@cawg.org

OR contact Jenny Devine at (800) 241-1800

We will contact you within three business days

Thank you for helping us better understand your needs!
Yes! We value opportunities and believe in the importance of supporting our industry. We’d like to be a financial sponsor of the 2013 Unified Wine & Grape Symposium. The level of our sponsorship is marked below:

Listing Information

COMPANY NAME (FOR SIGNS, PROGRAM, AND PRINTED MATERIALS)

HYPERLINK FOR ONLINE SPONSOR LOGO

Contact Information

The contact regarding sponsorship ACTIVITIES is:

NAME

COMPANY

ADDRESS

CITY

STATE

ZIP

COUNTRY

PHONE

FAX

E-MAIL

The contact regarding sponsorship PAYMENT is:

☐ Check here if the same as above

NAME

COMPANY

ADDRESS

CITY

STATE

ZIP

COUNTRY

PHONE

FAX

E-MAIL

Authorization

Please Sign Here:

Authorized Signature represents acceptance of Terms & Conditions as delineated in this sponsorship material. This is a binding contract.

Sponsorship Commitment

(Please mark your desired sponsorship category and sign below)

Exclusive Sponsorship Opportunities

☐ Tote Bag Sponsor* ................................................................................... $30,000
☐ Lanyard Sponsor* ................................................................................... $25,000
☐ Program & Exhibit Directory ................................................................. $20,000
☐ Registration & Program Guide ............................................................... $20,000
☐ Website & Electronic Communications .................................................. $12,000
☐ Concierge Suite ...................................................................................... $10,000

Preferred date & time: _________________________

☐ General Session Coffee Break ................................................................ $5,000
☐ Tuesday □ Sold ☐ Thursday □ Sold

☐ Regional Wine Tasting Wine Glass Sponsor* ....................................... $2,000

☐ General/Breakout Session Sponsorships and Custom Sponsorships (please call for details) ________________

Premier Sponsorship Opportunities

☐ Diamond .................................................................................................... $20,000
☐ Platinum PLUS ................................................................. $15,000
☐ Platinum ............................................................................................... $10,000
☐ Gold ........................................................................................................ $7,500
☐ Silver ...................................................................................................... $5,000
☐ Bronze .................................................................................................... $2,000
☐ Benefactor .............................................................................................. $1,000

Terms & Conditions

☐ *Proof reviewed by UW&GS by December 19, 2012
☐ Artwork is due by December 26, 2012
☐ No refunds to or cancellation by advertiser will apply.
☐ No endorsement or guarantee of any form is inferred.
☐ There are no additional or exchange of benefits, including for the trade show.
☐ Sponsor and Unified Wine & Grape Symposium, LLC agree to indemnify and hold each other harmless from and against all claims, actions, and liabilities including attorney’s fees which may be asserted by third parties in connection with sponsor’s or UW&GS’ performance in regard to obligations as identified.

Payment Information

☐ A 50% deposit must be submitted with this form.
☐ Any balance must be paid in full by December 26, 2012.
☐ All payments are due in full by December 26, 2012 and are non-refundable.
☐ Checks should be made payable to: Unified Wine & Grape Symposium and may be mailed to the address below.

Credit Card Information:

Pay by ☐ MC ☐ VISA ☐ AMEX ☐ DISC ☐ OTHER

CARD NUMBER

SECURITY CODE

EXPIRATION DATE

AMOUNT TO BE CHARGED

PLEASE PRINT CARDHOLDER’S NAME

AUTHORIZED SIGNATURE (AUTHORIZES CHARGE ON CREDIT CARD)

☐ Fax/Scan & Email-Mail your response to:
Unified Wine & Grape Symposium
P.O. Box 1855
Davis, CA 95617-1855
Fax: 530.753.3318
Email: info@unifiedsymposium.org
Yes! We value opportunities and believe in the importance of supporting our industry. We’d like to be an advertiser at the 2013 Unified Wine & Grape Symposium.

Contact Information:
The contact regarding advertisement ACTIVITIES is:

NAME
COMPANY
ADDRESS
CITY
STATE
ZIP
COUNTRY
PHONE
FAX
E-MAIL

The contact regarding advertisement PAYMENT is:

NAME
COMPANY
ADDRESS
CITY
STATE
ZIP
COUNTRY
PHONE
FAX
E-MAIL

Authorization
Please Sign Here:

Authorized Signature represents acceptance of Terms & Conditions as delineated in this material. This is a binding contract.

Print Name
Title

To assure proper placement of your ad
in the program, artwork is due by
December 26, 2012.

Direct advertising questions to:
(530) 753-3142

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Advertising Commitment
(Please mark your desired ad size and sign below)

Interactive Floor Plan
☐ Rotating Banner Ad .......................................................... $800
☐ Floor Plan & Facility Page Box Ad ..................................... $1,600
☐ Splash (Menu) Page Banner Ad ........................................ $1,600

Printed Program & Exhibit Directory
Inside Covers
☐ Inside Front (four-color bleed) – 5.5” w x 8.5” h
(allow 1/8” for bleed) .......................................................... $2,450
☐ Inside Back (four-color bleed) – 5.5” w x 8.5” h
(allow 1/8” for bleed) .......................................................... $2,450

Internal Pages
☐ Full-Page (four-color) – 4.5” w x 7.5” h ............................ $2,450
☐ Full-Page (b&w) – 4.5” w x 7.5” h ................................. $1,000
☐ Half-Page (b&w) – 4.5” w x 3.5” h ................................ $750
☐ Quarter-Page (b&w) – 4.5” w x 1.5” h ........................... $600
☐ Full-Page (four-color) First Page – 4.5” w x 7.5” h........... $2,450
☐ Full-Page (four-color) Last Page – 4.5” w x 7.5” h.......... $2,450

Other Advertising Opportunities
☐ Escalator Decals .............................................................. $8,000
☐ Escalator Mezzanine Banner ........................................... $8,000
☐ You Are Here Maps .......................................................... $5,000
☐ Self-Registration Kiosks .................................................. $5,000
☐ Daily Schedule At-A-Glance ......................................... $5,000
☐ Press Conference ............................................................ $5,000
☐ Floor Decals ................................................................. $5,000
☐ Column Wraps ............................................................... $3,000
☐ Hotel Key Card ............................................................. $3,000

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☐ Checks should be made payable to: Unified Wine & Grape Symposium and may be mailed to the address below.
☐ Credit Card Information:
Pay by ☐ American Express ☐ Visa ☐ MasterCard ☐ Discover

Card Number
Security Code
Expiration Date
Amount to be Charged

Please Print Cardholder’s Name

Authorized Signature (Authorizes Charge on Credit Card)