

ONE PLACE. ONE TIME. ALL THE ANSWERS!

Unified

WINE & GRAPE
SYMPOSIUM®
PRESENTED BY ASEV & CAWG



BY THE INDUSTRY | FOR THE INDUSTRY

JANUARY 24 – 26, 2017

EXHIBITS: January 25 & 26
Sacramento Convention Center
Sacramento, California

UNIFIEDSYMPOSIUM.ORG

**SPONSORSHIP & ADVERTISING
OPPORTUNITIES**

Unified

WINE & GRAPE
SYMPOSIUM®
PRESENTED BY ASEV & CAWG

**The Unified Symposium
is an ideal opportunity
to promote your company
at the wine and grape
industry's premier
gathering!**

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

Our varied sponsorship and advertising program offers just that. Banners and signs proclaim your presence. Print and online ads showcase your product. Item specific sponsorships increase your brand visibility. Sponsorship and advertising create an immediate and unforgettable experience for attendees. Contact us to discuss how to promote your brand and stand above the competition at the 2017 Unified Wine & Grape Symposium.

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 2016, over 13,800 industry professionals attended the Symposium*
- *Our attendees include key leaders and purchasing decision-makers*
- *Increase your company's product/service visibility with all attendees*
- *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:

- Hyperlinked logo on UW&GS website
- Full color logo in the Registration & Program Guide (PDF)
- Full color logo on back cover of the printed Program & Exhibit Directory
- Full color logo on on-site signage
- Hyperlinked logo in E-NEWS
- Badge ribbon for pre-registered sponsors

Additional benefits are listed within each sponsorship opportunity.

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 14,000) 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
- Five complimentary 3-Day General Registrations
- Full page color advertisement in the printed Program & Exhibit Directory

Tote Bag Sponsor – \$10,000 (one available)

- Sponsor to supply tote bags (approx. 10,000) with approval from UW&GS
- Two complimentary 3-Day General Registrations
- One color UW&GS logo at a minimum printed on tote bags with sponsor’s logo

Lanyard Sponsor – \$10,000 Sold

- Sponsor to supply lanyards (approx. 14,000) with approval from UW&GS
- Two complimentary 3-Day General Registrations
- One color UW&GS logo at a minimum on lanyards with sponsor’s logo

Website & Electronic Communications – \$10,000 (one available)

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

- Recognition as sponsor of UW&GS E-NEWS
- Two complimentary 3-Day General Registrations

VIP Suite – \$10,000 (four available)

This is your opportunity to host targeted sales meetings with customers! This extremely valuable category provides your company with one 3-hour window of your choice to use the convention center VIP Room as your own private suite. This over 500 sq. ft. room overlooks the First Floor exhibits and includes a conference table and chairs, couches, service bar, and private bathroom. All food and beverages must be purchased through the convention center caterer and are not included in this opportunity. Set-up and materials must be preapproved by the Sacramento Convention Center and UW&GS.

- Two complimentary 3-Day General Registrations

VIP Suite Availability

Wednesday, 1/25	Sold	
Thursday, 1/26	9 am – 12 noon	2 pm – 5 pm

General Session Coffee Breaks (\$5,000/day One available)

- Two complimentary 3-Day General Registrations
- Quarter page b&w advertisement in the printed Program & Exhibit Directory
- Full color logo on signage in the coffee break area

Regional Wine Tasting Wine Glass Sponsor Sold

Reach thousands of 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 to wine glass stations
- Full color logo on signage at exhibit exits

Regional Wine Tasting Sponsor – \$2,000 (multiple available)

- Logo signage in the areas where glassware is available for attendees
- Two complimentary 3-Day General Registrations

General/Breakout Session or Custom Sponsorships

There are several other sponsorship opportunities available such as a custom sponsorship, the General and Breakout Session Sponsorships. Please contact Jenny Devine-Smith at 916-379-8995 or jenny@cawg.org for more details.

These exciting opportunities are limited. This allows you to maximize your marketing dollars and exposure!

All sponsors receive the following benefits:

- Hyperlinked logo on UW&GS website
- Full color logo in the Registration & Program Guide (PDF)
- Full color logo on back cover of the printed Program & Exhibit Directory
- Full color logo on on-site signage
- Hyperlinked logo in E-NEWS
- Badge ribbon for pre-registered sponsors

Additional benefits are listed within each sponsorship opportunity.

Tuesday Keynote Speaker Luncheon

Be the exclusive sponsor or a table sponsor of the Unified Wine & Grape Symposium's exciting sponsorship opportunity, the Keynote Luncheon. Attendees will have the opportunity to enjoy a sit down lunch, with wine, and listen to the knowledge and insights of a high-profile speaker.

Presenting Sponsor – \$15,000 Sold

- Feature article in a Unified Wine & Grape Symposium eNewsletter
- Introduction of the Keynote Luncheon Speaker
- One table of eight, with a table sign, at the Keynote Luncheon
- Eight complimentary 3-Day General Registrations
- Eight complimentary Tuesday Keynote Luncheon registrations
- Full page color advertisement in the printed Program & Exhibit Directory
- Literature table in press room
- Free standing sign (3' x 8') at the entrance to the Keynote Speaker Luncheon
- Logo on presentation screens in the keynote presentation room prior to the start of the Keynote Luncheon

Table Sponsor – \$1,500 (limited availability)

- Eight complimentary registrations for Tuesday Keynote Speaker Luncheon
- Table sign, with company logo, on sponsor table
- One complimentary 3-Day General Registration

Welcome Reception

Have your company name showcased at the annual UW&GS Welcome Reception, joining the industry in an evening of great food, wine and company. This reception will take place at the Sheraton Grand Sacramento and will be open to all General Registrants and registered exhibitors.

Exclusive Sponsor – \$10,000 (one available)

- Four complimentary 3-Day General Registrations
- Half page b&w advertisement in the printed Program & Exhibitor Directory
- Full color logo on signage at reception

Hors d'oeuvres Sponsor – \$3,500 (three available)

- Two complimentary 3-Day General Registrations
- One complimentary 1-Day General Registration
- Quarter page b&w advertisement in the printed Program & Exhibitor Directory
- Full color logo on signage next to hors d'oeuvres stations

WiFi HotSpot Sponsor – \$2,500 (three available)

This extremely valuable category provides your company with an exclusive opportunity to sponsor the WiFi Hotspot at the Unified Wine & Grape Symposium. WiFi will be available to all attendees in the exhibit area on the 2nd floor near the West Lobby.

- Full color logo on signage in the 2nd floor exhibit area, near the West Lobby
- Two complimentary 3-Day General Registrations

All sponsors receive the following benefits:

- Hyperlinked logo on UW&GS website
- Full color logo in Registration & Program Guide (PDF)
- Full color logo on back cover of the printed Program & Exhibit Directory
- Full color logo on on-site signage
- Hyperlinked logo in E-NEWS
- Badge ribbon for pre-registered sponsors

Additional benefits are listed within each sponsorship opportunity.

Diamond – \$20,000

- Feature article in a Unified Wine & Grape Symposium eNewsletter
- Acknowledgement at general sessions
- Six complimentary 3-Day General Registrations
- Full page color advertisement in the printed Program & Exhibit Directory
- Logo on on-site registration kiosks
- Literature table in press room
- 8' x 8' 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

- Acknowledgement at general sessions
- Five complimentary 3-Day General Registrations
- Full page b&w advertisement in the printed Program & Exhibit Directory
- 8' x 8' banner in the first floor exhibit hall (*banner furnished by sponsor, UW&GS will hang banner*)
- Logo on presentation screens in general session rooms prior to the start of each session

Platinum – \$10,000

- Acknowledgement at general sessions
- Four complimentary 3-Day General Registrations
- Half page b&w advertisement in the printed Program & Exhibit Directory
- Logo on presentation screens in general session rooms prior to the start of each session

Gold – \$7,500

- Four complimentary 3-Day General Registrations
- Quarter page b&w advertisement in the printed Program & Exhibit Directory

Silver – \$5,000

- Three complimentary 3-Day General Registrations
- Quarter page b&w advertisement in the printed Program & Exhibit Directory

Bronze – \$2,000

- Two complimentary 3-Day General Registrations

Benefactor – \$1,000

- One complimentary 3-Day General Registration

* The Premium Sponsorship categories are *not* exclusive/the number of participants is not limited.

Online Ads

The Unified Wine & Grape Symposium website features the official exhibitor directory, floor plan, and show planner attendees use to find new products and services while planning their visit to the show. It is the only complete resource for exhibitor information that is updated in real time before, during, and after the show.

All online ads will be placed online through March 31, 2017, once artwork is received.

Online Directory and Floor Plan

(Click on the name of the Sponsorship below to view it's placement)

Show Highlights Sponsorship (seven available) — \$800

One static 127 x 85 pixel thumbnail located on the home page of the Integrated Directory and Floorplan Search (IDFS). Content Thumbnail will link to the exhibitor's online company listing.

250 x 174 pixel jpeg or png image required for upload

Overall Directory Sponsorship (one available) — \$1,200

One static 180 x 150 pixel banner located on the home page of the IDFS. This banner will link to the exhibitor's online company listing or external website.

360 x 300 pixel jpeg or png image required for upload

Floorplan Overview Sponsorship (one available) — \$1,200

One exclusive 728 x 90 pixel banner ad is prominently displayed on the landing page of the interactive floorplan overview. This banner will link to the exhibitor's online profile or external website.

1456 x 180 pixel jpeg or png image required for upload

Hall Sponsorship (one available) — \$2,400

Increase your company's online presence with this one exclusive 728 x 90 pixel banner ad. This banner ad will be placed in a prominent position on the page for each individual hall in the interactive floorplan. The banner will be seen in five locations; the landing page for the First Floor Exhibit Halls A-E, the First floor West Lobby, the Second Floor Balcony, the Third Floor Ballroom and the Third Floor Tented Pavilion.

1456 x 180 pixel jpeg or png image required for upload

UW&GS Website

UW&GS Homepage Website Ad (three available) — \$1,800

One exclusive 202 x 325 pixel ad on homepage carousel of the UW&GS website. This ad will direct attendees to your website.

Online Ad Specifications

Dimensions: 202 x 325 pixels

DPI: 72

File Types: Raster (.JPG, .PNG, .GIF)

Printed Program & Exhibit Directory Advertising

The Program & Exhibit Directory is the definitive source for information during the conference. In 2016, over 14,000 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: 14,000

Finished Size: 6" w x 9.25" h

Advertising Deadline: December 9, 2016

AD SIZE	DIMENSION	COST
Inside front or back covers	6" w x 9.25" h	\$2,875 (four-color)
Inside first or last page		allow for 1/8" bleed
Inside full-page	5" w x 8.25" h	\$2,575 (four-color)
Full-page	5" w x 8.25" h	\$1,050 (b&w)
Half-page	5" w x 4" h	\$ 790 (b&w)
Quarter-page	5" w x 1.75" h	\$ 630 (b&w)

Custom Advertisements

There are several other advertisement opportunities available such as a stair mural or custom banners. Please contact Jenny Devine-Smith at 916-379-8995 or jenny@cawg.org for more details.

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!

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 and exhibits from the main lobby.

Hotel Key Cards – \$6,000 (one available)

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.
- UW&GS logo on back of card in black and white.
- 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.

Escalator Mezzanine Free Standing Banner – \$6,000 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 – \$5,000/unit (three available)

Each free standing three panel unit will be placed in prominent locations throughout the Sacramento Convention Center: one in the J Street Lobby, and one 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 Sold

Size: 20" x 20"

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 Sold

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.

SPONSORSHIP ACCEPTANCE FORM

2 0 1 7



Yes! We value opportunities and believe in the importance of supporting our industry. We'd like to be a Sponsor of the 2017 Unified Wine & Grape Symposium. The level of our sponsorship is marked below:

Sponsor Listing Information

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

HYPERLINK FOR ONLINE ACKNOWLEDGEMENT

Sponsor 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

Sponsor Authorization

Please Sign Here:

Authorized signature above represents the Sponsor's acceptance of Terms & Conditions as delineated in all pages of the Sponsorship & Advertising Opportunities brochure. This is a binding contract.

PRINT NAME TITLE

To assure proper acknowledgment
in pre-event promotions, please respond by

November 4, 2016.

If you obtain this form after this deadline, sponsorship may still be considered.

Direct sponsorship questions to:
(916) 379-8995

■ Fax/Scan & Email/Mail your response to:

Unified Wine & Grape Symposium
P.O. Box 1855
Davis, CA 95617-1855
Fax: 530-601-5317
Email: info@unifiedsymposium.org

Sponsorship Commitment

(Please mark your desired sponsorship category)

Exclusive Sponsorship Opportunities

- Program & Exhibit Directory \$20,000
- Tote Bag* \$10,000
- Lanyard* **Sold**
- Website & Electronic Communications..... \$10,000
- VIP Suite \$10,000
- Preferred date & time: _____ **Sold**
- General Session Coffee Break \$5,000
- Sold** Thursday
- Regional Wine Tasting Wine Glass* **Sold**
- Regional Wine Tasting \$2,000
- General/Breakout Session and Custom Sponsorships
(please call for details)
- Tuesday Keynote Speaker Luncheon – Presenting (one available).. **Sold**
- Tuesday Keynote Speaker Luncheon – Table Sponsor \$1,500
- Welcome Reception – Exclusive \$10,000
- Welcome Reception – Hors d'oeuvres \$3,500
- WiFi HotSpot \$2,500

Premium 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 16, 2016
- Artwork is due December 9, 2016 for program ads.
- No refunds to or cancellation by sponsor will apply.
- No endorsement or guarantee of any form is inferred.
- There are no additional or exchange of benefits between companies, including for the trade show.
- Sponsor benefits will not be active until a completed Sponsorship Acceptance form and deposit are received.
- 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.
- UW&GS is not liable for power/equipment failure or facility unavailability.
- Sponsorship benefits will not be acknowledged if full payment is not received by December 30, 2016.

Payment Information

- **A 50% deposit must be submitted with this form.**
- Any balance must be paid in full by December 30, 2016.
- All payments are due in full by December 30, 2016 and are non-refundable.
- Checks should be made payable to: Unified Wine & Grape Symposium and may be mailed to the address to the left.
- Credit Card Information:

Pay by

CARD NUMBER SECURITY CODE

EXPIRATION DATE AMOUNT TO BE CHARGED

PLEASE PRINT CARDHOLDER'S NAME

AUTHORIZED SIGNATURE (AUTHORIZES CHARGE ON CREDIT CARD)

ADVERTISING ACCEPTANCE FORM

2017



Yes! We value opportunities and believe in the importance of supporting our industry. We'd like to be an Advertiser at the 2017 Unified Wine & Grape Symposium.

Advertiser 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:

Check here if the same as above

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

Advertiser Authorization

Please Sign Here:

Authorized signature above represents the Advertiser's acceptance of Terms & Conditions as delineated in all pages of the Sponsorship & Advertising Opportunities brochure. This is a binding contract.

PRINT NAME _____ TITLE _____

To assure proper placement of your ad
in the program, artwork is due by
December 9, 2016.

Direct advertising questions to:
(916) 379-8995

- Fax/Scan & Email/Mail your response to:
 Unified Wine & Grape Symposium
 P.O. Box 1855
 Davis, CA 95617-1855
 Fax: 530-601-5317
 Email: info@unifiedsymposium.org

Please notify UW&GS if you would like your company sign or banner back after the symposium.

Advertising Commitment

(Please mark your desired commitment)

- Online Directory and Floorplan**
- Show Highlights Sponsorship \$800
 - Overall Directory Sponsorship \$1,200
 - Floorplan Overview Sponsorship \$1,200
 - Hall Sponsorship \$2,400
- UW&GS Website**
- UW&GS Homepage Website Ad \$1,800
- Printed Program & Exhibit Directory**
- Inside Covers**
- Inside Front (four-color bleed) – 6" w x 9.25" h (allow 1/8" for bleed) **Sold**
 - Inside Back (four-color bleed) – 6" w x 9.25" h (allow 1/8" for bleed) **Sold**
- Internal Pages**
- Full-Page (four-color bleed) First Page – 6" w x 9.25" h **Sold**
 - Full-Page (four-color bleed) Last Page – 6" w x 9.25" h **Sold**
 - Full-Page (four-color) – 5" w x 8.25" h \$2,575
 - Full-Page (b&w) – 5" w x 8.25" h \$1,050
 - Half-Page (b&w) – 5" w x 4" h \$790
 - Quarter-Page (b&w) – 5" w x 1.75" h \$630

Other Advertising Opportunities

- Escalator Decals \$8,000
- Hotel Key Cards \$6,000
- Escalator Mezzanine Banner **Sold**
- You Are Here Maps \$5,000
- Self-Registration Kiosks \$5,000
- Daily Schedule At-A-Glance \$5,000
- Press Conference \$5,000
- Floor Directional Decals **Sold**
- Column Wrap **Sold**

Terms & Conditions

- Artwork is due November 18, 2016 for banner ads and December 9, 2016 for program ads.
- 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 between companies, including for the trade show.
- Advertiser 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 advertiser's or UW&GS' performance in regard to obligations as identified.
- UW&GS is not liable for power/equipment failure or facility unavailability.
- Advertisement will not be printed, displayed, set-up, installed, etc. if full payment is not received by December 30, 2016.

Payment Information

- **A 50% deposit must be submitted with this form.**
- Any balance due must be paid in full by December 30, 2016.
- All payments are due in full by December 30, 2016 and are non-refundable.
- Checks should be made payable to: Unified Wine & Grape Symposium and may be mailed to the address to the left.
- Credit Card Information:

Pay by

CARD NUMBER _____ SECURITY CODE _____
 EXPIRATION DATE _____ \$ _____
 AMOUNT TO BE CHARGED _____
 PLEASE PRINT CARDHOLDER'S NAME _____
 AUTHORIZED SIGNATURE (AUTHORIZES CHARGE ON CREDIT CARD) _____