



February 28, 2020

Dear Exhibitor

We invite you as a 2020 exhibitor to reserve a booth for 2021. This offer is a benefit extended exclusively to our current year "primary" contracted exhibitors.

Due to the renovation of the Sacramento Convention Center, the 2021 Unified Wine & Grape Symposium will be held January 12 - 14, 2021, at Cal Expo, in Sacramento, California.

Your Company is in pre-sales letter group "A-H." A link to our online pre-sales application/agreement will be emailed to you, as you are the contact on file, on **xx/xx/xxxx**. It will include booth/application instructions, terms and conditions (including insurance requirements), and general symposium information. You will have until 5 pm (PT) on **xx/xx/xxxx** to complete the application.

A 50% deposit will be required at the time the application is completed. The remaining balance will be due on or before July 31, 2020. **Booth locations cannot be confirmed until the 50% deposit has been received.**

If we do not receive your application by the deadline above, you forfeit your place in the pre-sales process and we will proceed with the next group. Booth assignments for applications received after **xx/xx/xxxx** but prior to the end of pre-sales (June 24, 2020), will be processed based on availability.

For your reference, please click here to view a complete list of all companies' points, group letters and application distribution date.

We look forward to your continued participation in our joint efforts for another successful show. If you have any questions, please do not hesitate to call or email me.

Best regards,
Jen

Jen Smalley
Event & Trade Show Manager
American Society for Enology and Viticulture
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