OCCUPORTUNITIES THAT ARE BIG

2020 SPONSORSHIP & ADVERTISING OPPORTUNITIES

February 4–6, 2020 at Cal Expo in Sacramento.
Exhibits run February 5 & 6.

unifiedsymposium.org
The Unified Symposium is an ideal location to promote your company to over 14,000 industry professionals.

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 2020 Unified Wine & Grape Symposium.

Have an immediate and lasting impact at the industry’s premier show:
• The Unified Wine & Grape Symposium is the largest wine and grape conference and trade show in the Western Hemisphere
• Nearly 14,000 industry professionals around the Earth 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 where you invest in your future and discover new ideas—a can’t miss!
• Exciting new location & new opportunities!
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: $10,000 (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 (one available)

- 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: $5,000 (one available)

Be the exclusive sponsor of the Unified Wine & Grape Symposium website (through February) 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

Regional Wine Tasting Wine Glass Sponsor (one available)

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

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 at (916) 379-8995 or jenny@cawg.org for more details.
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.

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.

Presenting Sponsor: $10,000 SOLD
• Four complimentary 3-Day General Registrations
• Half page b&w advertisement in the printed Program & Exhibit 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

Dedicated Entertaining Space: $10,000 (Three available)
This is your opportunity to host targeted sales meetings or a networking event with customers! This extremely valuable category provides your company with one 3-hour window of your choice to use space within the Clubhouse or Turf Club as your own private space. This space will overlook large machinery equipment or the horse racing track, and includes tables, chairs, and a service bar. All food and beverages must be purchased through the Cal Expo catering service and will be a separate expense. Set-up and materials must be preapproved by Cal Expo and UW&GS.
• Two complimentary 3-Day General Registrations

Available

<table>
<thead>
<tr>
<th>Availability</th>
<th>Wednesday, 2/5</th>
<th>Thursday, 2/6</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOLD</td>
<td>SOLD</td>
<td>9 am–12 noon</td>
</tr>
</tbody>
</table>

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

WiFi Sponsor: $2,500 (three available)
This extremely valuable category provides your company with an exclusive opportunity to sponsor the WiFi at the Unified Wine & Grape Symposium. WiFi will be available to all attendees throughout the Cal Expo area.
• Full color logo on signage at Cal Expo
• Two complimentary 3-Day General Registrations

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

* The Premium Sponsorship categories are not exclusive, but may be limited.
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.

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

Diamond: $15,000
- Feature article in a Unified Wine & Grape Symposium eNewsletter
- Acknowledgment 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 exhibit hall of your choice.
- Logo on presentation screens in general session rooms prior to the start of each session

Platinum: $10,000
- Acknowledgment 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

* The General 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, 2020, once artwork is received.

Online Directory and Floor Plan
(Click on the name of the Sponsorship below to view its placement)

- **Hall Ad (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 Buildings A, B, C, and the Pavilion. 1456 x 180 pixel jpeg or png image required for upload

- **Floorplan Overview Ad (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

- **Overall Directory Ad (one available): $1,200**
  One static 180 x 150 pixel banner located on the exhibitor directory homepage. 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

- **Show Highlights Ad (seven available): $800**
  One static 127 x 85 pixel thumbnail located on exhibitor directory homepage. Content Thumbnail will link to the exhibitor’s online company listing. 250 x 174 pixel jpeg or png image required for upload

UW&GS Website

- **UW&GS Homepage Website Ad (three available): $1,800**
  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 2019, 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 15, 2019

<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>6” w x 9.25” h</td>
<td>$3,010 (four-color) allow for 1/8” bleed</td>
</tr>
<tr>
<td>Inside first or last page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside full-page</td>
<td>5” w x 8.25” h</td>
<td>$2,700 (four-color)</td>
</tr>
<tr>
<td>Full-page</td>
<td>5” w x 8.25” h</td>
<td>$1,100 (b&amp;w)</td>
</tr>
<tr>
<td>Half-page</td>
<td>5” w x 4” h</td>
<td>$ 830 (b&amp;w)</td>
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<tr>
<td>Quarter-page</td>
<td>5” w x 1.75” h</td>
<td>$ 660 (b&amp;w)</td>
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</tbody>
</table>

Custom Advertisements
There are several other advertisement opportunities available such as a stair mural or custom banners. Please contact Jenny Devine 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.
Hotel Key Cards: $6,000 (SOLD)

Quantity: 1,600 Key Cards

Reach all attendees who are staying in the two UW&GS Headquarters 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 deadlines.
- 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.

Self-Registration Kiosks: $5,000 per bank of kiosks

Located in the registration area, tying your company name and logo allows for great visibility with all of the participants at the Unified Wine & Grape Symposium. Artwork must follow the Symposium color scheme. Contact us for details.

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.

Ground Directional Decals: (One available)

Size: 24” x 24”

Sometimes you just want people to walk all over you! These highly visible ground decals are a great way for attendees to have the chance to see your company over and over again as they walk the grounds of Cal Expo, going from the parking lot to registration, registration to the Expo Center and Exhibit Halls, and within the Exhibit Halls. Stickers will be placed approximately every 30’.

Opportunities include:
- Main Cal Expo Entrance to Registration: $2,500 (24 stickers)
- Expo Center to Beginning of Exhibit Halls: $2,500 (26 stickers) SOLD
- From Exhibit Hall Buildings A–D and the Pavilion: $5,000 (45 stickers) SOLD

Hanging Banners on Spine: SOLD

Size: 12’ x 6’

This prominently placed double sided five banner signage opportunity is located on “the spine” of the main walkway between Buildings A & B and Buildings C & D, leading the attendees to the Pavilion. The banners will rotate between the Unified Wine & Grape Symposium logo and the sponsor logo.
YES! We value opportunities and believe in the importance of supporting our industry. We’d like to be a Sponsor of the 2020 Unified Wine & Grape Symposium. The level of our sponsorship is marked below:

**Sponsor Listing Information**

<table>
<thead>
<tr>
<th>COMPANY NAME (FOR SIGNS, PROGRAM, AND PRINTED MATERIALS)</th>
</tr>
</thead>
</table>

**HYPERLINK FOR ONLINE ACKNOWLEDGMENT**

**Sponsor Contact Information**

The contact regarding sponsorship ACTIVITIES is:

<table>
<thead>
<tr>
<th>NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPANY</td>
</tr>
<tr>
<td>ADDRESS</td>
</tr>
<tr>
<td>CITY</td>
</tr>
<tr>
<td>COUNTRY</td>
</tr>
<tr>
<td>PHONE</td>
</tr>
<tr>
<td>E-MAIL</td>
</tr>
</tbody>
</table>

The contact regarding sponsorship PAYMENT is:

- [ ] Check here if the same as above

<table>
<thead>
<tr>
<th>NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPANY</td>
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<td>CITY</td>
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<tr>
<td>COUNTRY</td>
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<td>PHONE</td>
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<td>E-MAIL</td>
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</table>

**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**

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**Terms & Conditions**

- Proof reviewed by UW&GS by December 13, 2019.
- Artwork is due December 13, 2019 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 27, 2019.

**Payment Information**

- A 50% deposit must be submitted with this form.
- Any balance must be paid in full by December 27, 2019.
- All payments are due in full by December 27, 2019 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 [ ] MasterCard  [ ] Visa  [ ] American Express

<table>
<thead>
<tr>
<th>CARD NUMBER</th>
<th>SECURITY CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPIRATION DATE</td>
<td>AMOUNT TO BE CHARGED</td>
</tr>
</tbody>
</table>

**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
YES! We value opportunities and believe in the importance of supporting our industry. We’d like to be an Advertiser at the 2020 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 advertising 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 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: ____________________________

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
☐ Hall Ad.......................................................... $2,400
☐ Floorplan Overview Ad...................................... $1,200
☐ Overall Directory Ad......................................... $1,200
☐ Show Highlights Ad........................................ $800

UW&GS Website
☐ UW&GS Homepage Website Ad.......................... $1,800

Printed Program & Exhibit Directory

Inside Covers
☐ Sold Inside Front (four-color 1/8" bleed) - 6" w x 9.25" h $3,010
☐ Sold Inside Back (four-color 1/8" bleed) - 6" w x 9.25" h $3,010

Internal Pages
☐ Full-Page (four-color bleed) First Page - 6" w x 9.25" h $3,010
☐ Full-Page (four-color bleed) Last Page - 6" w x 9.25" h $3,010
☐ Full-Page (four-color) - 5" w x 8.25" h $2,700
☐ Full-Page (b&w) 1.5" w x 8.25" h $1,100
☐ Half-Page (b&w) - 5" w x 4" h $830
☐ Quarter-Page (b&w) - 5" w x 1.75" h $660

Other Advertising Opportunities

SOLD Hotel Key Cards........................................ $6,000
☐ Outside Magnetic Banner................................ $7,500
☐ You Are Here Maps ....................................... $5,000
☐ Self-Registration Kiosks ................................. $5,000
☐ Daily Schedule At-A-Glance .......................... $5,000
☐ Press Conference ......................................... $5,000

SOLD Hanging Banners on Spine........................ $7,500

Ground Directional Decals
☐ Main Cal Expo Entrance to Registration ............ $2,500
☐ Expo Center to Beginning of Exhibit Halls .......... $2,500
☐ Exhibit Hall Buildings A-D and the Pavilion .... $5,000

Terms & Conditions
• Artwork is due November 29, 2019 for banner ads and December 13, 2019 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 27, 2019.

Payment Information
• A 50% deposit must be submitted with this form.
• Any balance due must be paid in full by December 27, 2019.
• All payments are due in full by December 27, 2019 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 ☐ MasterCard ☐ Visa ☐ American Express

Card Number: ____________________________ Security Code: ____________________________
Expiration Date: ____________________________ Amount to be Charged: ____________________________

Please Print Cardholder’s Name: ____________________________
Authorized Signature (Authorizes Charge on Credit Card):

To assure proper placement of your ad in the program, artwork is due by December 20, 2019.
Direct advertising questions to: (916) 379-8995.