



**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Tuesday, August 1, 2023
2:00 PM

Committee Members (8):

Bill Pauli (CAWG Past Chair), Chair (July 1, 2023 – June 30, 2024)
Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG President), Tom Collins (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 1st Vice President), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of August 1 Meeting Agenda**
3. **Approval of June 20 Meeting Minutes***
4. **Old Business**
 - a. Keynote Speaker: Invitation to Secretary Ross and Governor Newsom
 - a. State of the Industry: Speaker Update
 - i. Moderator: Mike Veseth, The Wine Economist, Washington (Confirmed)
 - ii. Speakers:
 1. Jeff Bitter, Allied Grape Growers, California (Confirmed)
 2. Danny Brager, Brager Beverage Alcohol Consulting, California (Confirmed)
 3. Steve Fredricks, Turrentine Brokerage, California (Confirmed)
 4. 4th Speaker TBD
 - b. 2024 Program Development Committee Update
5. **New Business**
 - a. Welcome Reception & CSWA
 - b. 30th Anniversary & Partnership Video*
 - c. 2024 Unified Budget Review*
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*



LLC Managing Committee Meeting Minutes Zoom Meeting

Tuesday, June 20, 2023
3:00 PM

Committee Members Present

Jim Harbertson (ASEV Technical Program Director), Chair (July 1, 2022 - June 30, 2023)
Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG President), Tom Collins (ASEV Past President), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 2nd Vice President), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair)

Others Present

Jenny Devine, CAWG Staff, Jen Smalley, ASEV Staff

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Jim Harbertson called the meeting to order at 3:02 PM.
2. **Approval of June 20 Meeting Agenda.** Anita Oberholster moved to approve the June 20 meeting agenda. Mike Boer second, motion was approved.
3. **Approval of May 22 Meeting Minutes.** Natalie Collins moved to approve the May 22 meeting minutes. Tom Collins second, motion was approved.
4. **Old Business**
 - a. **2024 Program Development Committee Update.** Jenny Devine and Natalie Collins provided an update on where the committee stands with the program. Each sub-committee has met at least twice and are well underway with developing the overall program. The Thursday General session has been finalized, and will focus on wine industry game changers, the future of wine and how we got here. The moderator for the session will be Elaine Chukan Brown, PDC member and wine writer, and the speakers will include Carole Meredith, American grape geneticist and retired professor, Cathy Corison, Corison, and Theodora Lee, Theopolis Vineyards. We are very excited for this year's program and the content the committee is currently developing.
 - b. **Keynote Speaker Discussion**
 - i. **Status of Jancis Robinson.** Unfortunately, Jancis Robinson is not available to speak at the 2024 Unified. She was requesting an honorarium and a business class ticket in order to travel to the U.S. but is looking at cutting back her travel due to time.
 1. **Discussion.** Should we start look at paying an honorarium for key speakers at Unified, if we want to start going after executive or high-level industry leaders. If we want to attract that level of a speaker, we need to discuss the option to pay more than the normal reimbursement expenses for speakers.
 - ii. **Additional Names**
 1. Is there someone within our industry who can represent the 30-year history of Unified?
 - a. Could this be a two-part format: Someone who can talk about the 30 years of Unified, Secretary Ross, and then moved into a keynote. She could tee up the conversation, talk about Unified's history and then introduce the keynote speaker.



- b. **Keynote Speaker Option #1:** Governor Newsom. The governor could touch on his views on water and water supply, views on farming, ag and wine and sustainability and the supporting programs. He is getting out and in front of people, he has been focusing on several initiatives within our industry and he owns a winery. With the secretary involved and asking the questions, we can keep it ag focused and not a political speech.
 - c. **Keynote Speaker Option #2:** Dusty Baker. We were very close at confirming him in 2023 and started the dialogue. He also attended Unified, so he understands the format. We can try one last time for 2024, give him a deadline and then we move on if we do not hear back or if he cannot commit. Give him a month and half to decide, possibly to the next meeting.
 - d. **Keynote Speaker Option #3:** Annette Alvarez-Peters, wine consultant, <https://www.linkedin.com/in/annette-alvarez-peters-a045581aa/>
2. **Motion:** Tom Slater made a motion to invite Governor Newsom to be the keynote speaker for the 30th Anniversary, with Secretary Ross as moderator. Mike Boer second, motion was approved.
 3. **Second Motion:** Anita Oberholster made a second motion to move forward with Dusty Baker if the governor declines our invitation. Tom Collins second, motion was approved.
- c. **Next LLC Managing Committee Chair.** Natalie Collins provided an update to the committee, Bill Pauli will be the next chair, starting on July 1, 2023, and thanked Jim Harbertson for his service.

5. New Business

- a. **State of the Industry Format for 2024**
 - i. **Moderator:** Mike Veseth, The Wine Economist, Washington
 - ii. **Speakers:**
 1. Jeff Bitter, Allied Grape Growers, California
 2. Danny Brager, Brager Beverage Alcohol Consulting, California
 3. Steve Fredricks, Turrentine Brokerage, California
 4. 4th Speaker TBD
 - iii. **Discussion**
 - **Confirmed Invitations**
 - Steve Fredricks will be the broker in 2024.
 - We will invite Mike Veseth back as moderator.
 - We will also invite back Jeff Bitter and Danny Brager.
 - **Fourth Speaker**
 - Dr. Thach was an excellent addition in 2023, and she could be a potential replacement for Mike Veseth as moderator in the future, when he plans on retiring.
 - We need to find the appropriate speaker to address the current issues within the industry; where the industry is as a whole currently, where it is going to go, how are we going to handle the lack of growth within the industry due to consumption, direct to consumers, the three tier issues we are facing, how are



the smaller and mid-size wineries thriving and what is their future, and what are the next opportunities and programs within the industry to move forward.

- We should take this information back to Mike Veseth and ask for his feedback and if he has any suggestions.
- An academic, economist, or banker would be a good fit. Someone who is articulate and who focuses on the big picture. Anita Oberholster suggested, Dan Sumner, from UC Davis and an ag economist, and has a good reputation. This person could also be a potential replacement for Mike Veseth as well when he retires from moderator.

- Anita Oberholster made a motion to move forward with the slate of speakers proposed above, first asking Mike Veseth to be the moderator, sharing with him the slate of speakers, suggesting Dan Sumner as the potential fourth speaker, and requesting feedback from Mike to see if he has any other suggestions with the fourth speaker. Bill Pauli second, the motion was approved.

6. **Next Meeting Date and Time.** The next LLC Managing Committee Meeting will take place Tuesday, August 1, at 2:00 PM.

7. **Adjournment.** Jim Harbertson adjourned the meeting at 3:52 PM.

5.b. 30th Anniversary and Partnership Video

In an effort to highlight the significance of the Unified Wine and Grape Symposium and its incredible growth over the past 30 years, it is being proposed to produce a video to be shown at the beginning of the State of the Industry.

Part of this video will also highlight CAWG and ASEV, the show organizers, and their roles in the winegrape industry, leveraging the significant representation of the industry present in the room. It is estimated that the video will be between 2-3 minutes and will cost \$6,250 to produce in its entirety. This item is currently included in the budget that you will be presented with but is also open for discussion.

The video will include interviews (4-6 individuals) and a mix of b-roll footage. We are anticipating roughly 2 days of shooting – one for audio held in Sacramento or Davis. And then another for the b-roll video footage (vineyard and winery tasks). Photos and additional videos of the symposium itself will be provided by CAWG and ASEV and used as seen fit.

I received a quote from Angel Cardenas, owner of [Capitol Boy Media](http://www.capitolboymedia.com). The quote includes Angel producing the video and aiding in the script writing.



Proposed to LLC Managing Committee August 1, 2023

Highlights of Significant Changes

INCOME	
Exhibits Line #4	<ul style="list-style-type: none"> Managing Committee will need to set booth fee rate for 2025.
Registration Line #17	<ul style="list-style-type: none"> Proposed increases. See Fee History doc. Last increase was in 2019. Luncheon fee has not changed since 2014.
EXPENSE	
Exhibits Catering (water) Line #27	<ul style="list-style-type: none"> This was previously in Misc. Exp., but due to the increased fees, it is now separated out and in own category.
Exhibits Convention Center Exhibit Space Line #28	<ul style="list-style-type: none"> Includes Ballroom B and planned 5% rental fee.
Exhibits Luncheon Line #29	<ul style="list-style-type: none"> Approx. 8% F & B. increase.
Exhibits Regional Wine Tasting Line #33	<ul style="list-style-type: none"> Approx. 8% F & B. increase.
Exhibits Misc. Line #36	<ul style="list-style-type: none"> Decrease total for 2024 budget as water is no longer included in Misc.
Program/Sessions A/V Line #40	<ul style="list-style-type: none"> Increase due to larger/higher screens for General Sessions and labor increases.
Program/Sessions Catering Line #41	<ul style="list-style-type: none"> Approx. 8% F & B. increase. Includes \$7,500 for Thursday morning light breakfast.
Program/Sessions Keynote Luncheon Line #44	<ul style="list-style-type: none"> Approx. 5% F & B.
Program/Sessions Misc. Line #51	<ul style="list-style-type: none"> Includes \$6,250 for General Session video.
Public Relations Brown-Miller Line #56	<ul style="list-style-type: none"> 40% increase. Last increase was 10 years ago.
Public Relations Graphics Lines #57	<ul style="list-style-type: none"> New graphics for 2024.

Proposed to LLC Managing Committee August 1, 2023

Highlights of Significant Changes

Registration Temp Staff Lines #68	• 6% increase
Registration Accounting Lines #77	• Increase in general fees and additional \$10,000 for audit. Audit is currently every three years.
Other Operating LLC Franchise Tax Line #91	• 2023 actual includes balance due of \$3,500 for 2022. Estimate was based on 2021 (virtual conference). Will be \$6,800 moving forward.
Other Operating Website Line #101	• Includes \$21,230 for new website.
Other Operating Welcome Reception (Tuesday) Line #102	• 6% F & B increase.
Other Operating Misc. Line #103	• 2023 included \$5,400 for Epistemix.

DRAFT
Confidential



Unified Wine & Grape Symposium
2024 Budget (Draft)

Proposed to LLC Managing Committee August 1, 2023

	2023 Budget	2023 Actual	2024 Budget	% of '24 Budget
	11/01/22 Through 10/31/23	Estimated Through 10/31/23	11/01/23 Through 10/31/24	
INCOME				
Exhibits	\$2,154,000	\$2,355,535	\$2,322,000 A	74.61%
Exhibitor Appointed Contractors (EAC)	\$2,700	\$3,000	\$3,000	0.10%
Virtual Booth Upgrades	\$1,150	\$2,200	\$2,200	0.07%
Advertising				
Program	\$30,332	\$35,530	\$35,530	1.14%
Online	\$13,311	\$6,750	\$6,750	0.22%
On-site	\$57,500	\$48,500	\$48,500	1.56%
Advertising Total	\$101,143	\$90,780	\$90,780	2.92%
Registration				
Keynote Presentation (Tuesday)	\$19,225	\$23,025	\$25,900 B	0.83%
General (Tuesday - Thursday)	\$311,120	\$383,710	\$405,410 B	13.03%
Exhibits Only	\$49,455	\$58,590	\$66,960 B	2.15%
Exhibits Only Guest Passes	\$15,495	\$7,050	\$7,050 B	0.23%
Registration Total	\$395,295	\$472,375	\$505,320 B	16.24%
Directory	\$18,835	\$27,873	\$27,873	0.90%
Sponsorship	\$110,000	\$126,000	\$126,000	4.05%
Interest	\$10,000	\$13,825	\$30,000	0.96%
Miscellaneous	\$5,000	\$5,000	\$5,000 *	0.16%
Total Income	\$2,798,123	\$3,096,588	\$3,112,173	99.83%
EXPENSE				
Exhibit				
Catering	\$0	\$9,189	\$10,000	0.48%
Exhibit Space	\$239,760	\$201,800	\$254,660	12.16%
Luncheon	\$150,000	\$155,976	\$168,500	8.05%
Online Exhibit Sales	\$11,000	\$11,000	\$11,000	0.53%
On-site Signage Design	\$2,500	\$1,801	\$2,600	0.12%
Printing & Postage	\$40,000	\$36,507	\$40,000	1.91%
Regional Wine Tasting (Catering)	\$63,000	\$60,884	\$68,000	3.25%
Security/Door Monitors	\$45,000	\$44,248	\$45,000	2.15%
Virtual Trade Show	\$5,995	\$5,995	\$5,995	0.29%
Miscellaneous	\$5,500	\$925	\$3,500	0.17%
Exhibit Total	\$562,755	\$528,325	\$609,255	29.09%
Program/Sessions				
A/V	\$70,000	\$76,040	\$83,000	3.96%
Catering	\$19,000	\$23,835	\$33,500	1.60%
Keynote Presentation (Tuesday)				
A/V	\$7,700	\$7,595	\$8,000 C	0.38%
Plated Lunch	\$20,625	\$28,614	\$30,005 C	1.43%
Sub Total	\$28,325	\$36,209	\$38,005 C	1.81%
Meeting Room - Door Monitors	\$3,000	\$1,526	\$3,000	0.14%
On-site Signage Design	\$2,500	\$1,801	\$2,600	0.12%
Printing (incl program layout)	\$18,000	\$17,335	\$20,000	0.96%
Program Development	\$6,400	\$6,104	\$6,500	0.31%
Speaker Reimbursement	\$38,963	\$36,587	\$39,725 D	1.90%
Miscellaneous	\$3,500	\$2,234	\$9,750	0.47%
Program/Sessions Total	\$189,688	\$201,671	\$236,080	11.27%
Public Relations				
Advertising (includes ad layout)	\$82,000	\$79,757	\$87,585	4.18%
Brown-Miller	\$64,350	\$64,350	\$90,090	4.30%
Graphics	\$11,975	\$11,909	\$16,110	0.77%
E-Newsletter	\$6,825	\$8,500	\$8,500	0.41%
Miscellaneous	\$3,500	\$2,835	\$3,500	0.17%
Public Relations Total	\$168,650	\$167,351	\$205,785	9.83%
Registration				
Computer Equipment (networking)	\$7,000	\$4,904	\$7,000	0.33%
On-site Signage Design	\$2,500	\$1,801	\$2,600	0.26%
Printing & Postage (incl brochure layout)	\$23,000	\$15,281	\$23,000	1.10%
Security	\$2,500	\$2,184	\$2,500	0.12%
Service Contractor (CMR)	\$140,000	\$140,000	\$140,000	6.69%
Staff (Temp)	\$40,000	\$35,572	\$42,400	2.02%
Supplies	\$22,000	\$10,458	\$22,000	1.05%
Miscellaneous	\$3,500	\$2,872	\$3,500	0.17%
Registration Total	\$240,500	\$213,072	\$243,000	11.60%



Unified Wine & Grape Symposium
2024 Budget (Draft)

Proposed to LLC Managing Committee August 1, 2023

	2023 Budget		2023 Actual		2024 Budget		
EXPENSE (CONTINUED)	11/01/22 Through 10/31/23		Estimated Through 10/31/23		11/01/23 Through 10/31/24		% of '24 Budget
Other Operating							
Accounting Services	\$16,000		\$15,240		\$29,000		1.38%
Bank Charges (cc)	\$90,000		\$91,355		\$95,000		4.54%
Contract Services (ASEV)							
Bookkeeping/Accounting	\$14,777		\$14,892		\$14,892	E	0.71%
Event Management	\$69,300		\$62,108		\$69,300	E	3.31%
Event Coordination	\$94,604		\$111,210		\$111,210	E	5.31%
Trade Show Management	\$150,554		\$123,511		\$150,554	E	7.19%
<i>Contract Svcs (ASEV) Total</i>	\$329,235		\$311,721		\$345,955	E	16.52%
Contract Services (CAWG)							
Program Development	\$74,136		\$73,797		\$74,136	E	3.54%
Sponsorship	\$26,167		\$26,018		\$26,167	E	1.25%
<i>Contract Svcs (CAWG) Total</i>	\$100,303		\$99,815		\$100,303	E	4.79%
Insurance (Liability, D&O, Internet)	\$25,000		\$32,636		\$35,000		1.67%
Legal	\$10,000		\$10,000		\$10,000		0.48%
LLC Franchise Tax	\$6,800		\$10,300		\$6,800		0.32%
LLC Property Tax	\$2,800		\$2,800		\$2,800		0.13%
Managing Member Fee (ASEV)	\$48,993		\$48,993		\$48,993		2.34%
Meetings (Managing Committee)	\$2,000		\$992		\$2,000		0.10%
Parking	\$1,500		\$1,091		\$1,500		0.07%
Postage (office)	\$1,000		\$1,083		\$1,100		0.05%
Sponsorship	\$16,000		\$17,726		\$18,000		0.86%
Supplies	\$3,000		\$3,850		\$4,000		0.19%
Telephone/Utilities	\$11,000		\$9,703		\$11,000		0.53%
On-site Vendor Advertising	\$20,500		\$18,830		\$20,500		0.98%
Website & App	\$7,800		\$7,300		\$28,530		1.36%
Welcome Reception (Tuesday)	\$30,800		\$32,613		\$34,568	F	1.65%
Miscellaneous	\$9,500		\$9,782		\$5,000		0.24%
<i>Other Operating Total</i>	\$732,231		\$725,830		\$800,049		38.20%
Total Expenses	\$1,893,824		\$1,836,249		\$2,094,169		100.00%
Net (Profit/Loss)	\$904,299		\$1,260,339		\$1,018,004		

* \$5,000 Freeman donation per contract
A-F Refer to corresponding lettered categories on attached Worksheet

Note: 90% of estimated profit to be distributed by the end of May 2024 and the remaining balance based on actual to be distributed by the end of Feb 2025 per policy.

Income

A. Exhibits - Based on Sales from 2023

Qty	Description	Price ea.	Total
855	10 x 10 Booths	\$2,400.00	\$2,052,000.00
15,000 sq ft	Large Equipment Booths	\$18.00	\$270,000.00
Total Exhibits Income			\$2,322,000.00

B. Registration - Based on Actual for 2023

Keynote Presentation w/Lunch (Tuesday)

Qty/Yr		Description	Price ea.	Total
2023	2024	Pre-Registration		
157	157	Member (ASEV/CAWG/Exhibitor/Speaker)	\$85.00	\$13,345.00
55	55	Non-Member	\$140.00	\$7,700.00
8	8	ASEV Student Member/Press	\$50.00	\$400.00
		On-Site Registration		
21	21	Member (ASEV/CAWG/Exhibitor/Speaker)	\$85.00	\$1,785.00
18	18	Non-Member	\$140.00	\$2,520.00
3	3	ASEV Student Member/Press	\$50.00	\$150.00
262	262	Total Keynote Presentation		\$25,900.00

General (Tuesday - Thursday)

Qty/Yr		Description	Price ea.	Total
2023	2024	Pre-Registration		
		<i>(3-Day, Tues-Thursday)</i>		
269	269	Member (ASEV/CAWG)	\$365.00	\$98,185.00
136	136	Non-Member	\$600.00	\$81,600.00
17	17	ASEV Student Member	\$50.00	\$850.00
84	84	Exhibitor	\$365.00	\$30,660.00
		<i>(1-Day)</i>		
153	153	Member (ASEV/CAWG)	\$245.00	\$37,485.00
201	201	Non-Member	\$310.00	\$62,310.00
39	39	Exhibitor	\$245.00	\$9,555.00
		On-Site Registration		
		<i>(3-Day, Tues-Thursday)</i>		
18	18	Member (ASEV/CAWG)	\$565.00	\$10,170.00
19	19	Non-Member	\$800.00	\$15,200.00
0	0	ASEV Student Member	\$250.00	\$0.00
7	7	Exhibitor	\$565.00	\$3,955.00
		<i>(1-Day)</i>		
35	35	Member (ASEV/CAWG)	\$445.00	\$15,575.00
54	54	Non-Member	\$510.00	\$27,540.00
14	14	Exhibitor	\$445.00	\$6,230.00

46 **Income (continued)**

47					
48 Spanish Track Only					
49	84	84	Member/Non-member	\$55.00	\$4,620.00
50	1,130	1,130			
51 Misc.					
52	18	18	Cancellations	\$50.00	\$900.00
53	23	23	Lost Badge	\$25.00	\$575.00
54	Total General Registration				\$405,410.00
55					
56 Exhibits Only					
57					
58	2023	2024			
58	718	718	Pre-Reg Member/Non-member	\$40.00	\$28,720.00
59	478	478	On-Site Member/Non-member	\$80.00	\$38,240.00
60	1,196	1,196	Total Exhibits Only		\$66,960.00
61					
62 Exhibit Guest Passes (sold to exhibitors only)					
63					
64	2023	2024			
64	1410	1,410	Vouchers	\$5.00	\$7,050.00
65					
66	Total Registration Income				\$505,320.00

68 **Expense**

70 C. Keynote Presentation w/Lunch (Tuesday)					
71		1	A/V	\$8,000.00	\$8,000.00
72		353	Plated Lunches	\$85.00	\$30,005.00
73	Total Keynote Presentation Expense				\$38,005.00

75 D. Speaker - 100 Speakers (Tuesday - Thursday)					
76	Lodging	\$295/night (80 CA Speakers -1 Night)		\$23,600.00	
77	Lodging	\$295/night (10 Out of State Spkrs -2 Nights)		\$5,900.00	
78	Lodging	\$295/night (10 Int'l Speakers - 4 Nights)		\$11,800.00	
79	Ground Transportation	\$100/ea.		\$10,000.00	
80	Meals	\$69/day (77 CA Speakers - 2 Days)		\$10,626.00	
81	Meals	\$69/day (6 Out of State Spkrs - 3 Days)		\$1,242.00	
82	Meals	\$69/day (10 Int'l Speakers - 5 Days)		\$3,450.00	
83	Transportation	10 Int'l @ \$3,500/ea.		\$35,000.00	
84	Transportation	10 Out of State @ \$700/ea.		\$7,000.00	
85	Transportation	10 CA - Airfare @ \$300/ea.		\$3,000.00	
86	Transportation	80 CA - 400 miles @.65/mile		\$20,800.00	
87	Total Speaker Expense				\$132,418.00

88

89 **Note: 30% of Speakers Estimated to Submit for Reimbursement** **\$39,725.40**

90

91 **Expense (continued)**

92

93 **E. ASEV/CAWG Contract Services**

94	Description	Price ea.	Total
95	ASEV		
96	326.00 Bookkeeping/Accounting	\$45.68	\$14,891.68
97	660.00 Event Management	\$105.00	\$69,300.00
98	1,491.75 Event Coordination	\$74.55	\$111,209.96
99	2,019.50 Trade Show Management	\$74.55	\$150,553.73
100	4,497.25 ASEV Total		\$345,955.37
101	CAWG		
102	CAWG		
103	876.00 Program Development	\$84.63	\$74,135.88
104	351.00 Sponsorship	\$74.55	\$26,167.05
105	1,227.00 CAWG Total		\$100,302.93
106	Total ASEV/CAWG Contracted Services Expense		
107			\$446,258.30

108

109 **Note:** Each LLC Managing Member may invoice up to 5% over the total budgeted Contract Service amount
 110 for actual hours incurred (per policy).

111

112 **F. Welcome Reception (Tuesday)**

113	550 Reception w/Wine & Hors d'oeuvres	\$62.85	\$34,567.50
114	Total Welcome Reception Expense		\$34,567.50

Registration, Booth, and Program Ad Fee History

General Registration - 3 Days (\$)

	Pre-Reg			On-site Reg		
	Member	Non-Mem	Student	Member	Non-Mem	Student
2024	\$365	\$600	\$50	\$565	\$800	\$250
2023	\$345	\$565	\$50	\$545	\$765	\$250
2022	\$345	\$565	\$50	\$545	\$765	\$250
2021	\$250	\$470	\$50	\$250	\$470	\$50
2020	\$345	\$565	\$50	\$545	\$765	\$250
2019	\$345	\$565	\$50	\$545	\$765	\$250
2018	\$315	\$515	\$50	\$515	\$715	\$250
2017	\$315	\$515	\$50	\$515	\$715	\$250
2016	\$315	\$515	\$50	\$515	\$715	\$250
2015	\$299	\$489	\$50	\$499	\$689	\$250
2014	\$299	\$489	\$50	\$499	\$689	\$250
2013	\$299	\$489	\$50	\$499	\$689	\$250
2012	\$299	\$487	\$50	\$499	\$687	\$250
2011	\$295	\$480	\$50	\$495	\$680	\$250
2010	\$295	\$480	\$50	\$495	\$680	\$250
2009	\$295	\$480	\$50	\$495	\$680	\$250
2008	\$275	\$450	\$30	\$475	\$650	\$230
2007	\$275	\$450	\$30	\$475	\$650	\$230
2006	\$250	\$400	\$30	\$350	\$500	\$130
2005	\$250	\$400	\$30	\$350	\$500	\$130
2004	\$225	\$350	\$15	\$325	\$450	\$115
2003	\$225	\$350	\$15	\$275	\$400	\$65
2002	\$210	\$310	\$15	\$260	\$360	\$65
2001	\$210	\$310	\$15	\$260	\$360	\$65
2000	\$210	\$295	\$15	\$210	\$295	\$15
1999	\$165	\$180	\$45	\$165	\$180	\$45
1998	\$165	\$180	\$45	\$165	\$180	\$45
1997	\$165	\$180	\$45	\$165	\$180	\$45
1996	\$165	\$180	N/A	\$165	\$180	N/A
1995	\$180	\$180	N/A	\$180	\$180	N/A

General Registration - 3 Days (%)

	Pre-Reg			On-site Reg		
	Member	Non-Mem	Student	Member	Non-Mem	Student
2024	6%	6%	0%	4%	5%	0%
2023	0%	0%	0%	0%	0%	0%
2022	38%	20%	0%	118%	63%	400%
2021	-28%	-17%	0%	-54%	-39%	-80%
2020	0%	0%	0%	0%	0%	0%
2019	10%	10%	0%	6%	7%	0%
2018	0%	0%	0%	0%	0%	0%
2017	0%	0%	0%	0%	0%	0%
2016	5%	5%	0%	3%	4%	0%
2015	0%	0%	0%	0%	0%	0%
2014	0%	0%	0%	0%	0%	0%
2013	0%	0%	0%	0%	0%	0%
2012	1%	1%	0%	1%	1%	0%
2011	0%	0%	0%	0%	0%	0%
2010	0%	0%	0%	0%	0%	0%
2009	7%	7%	67%	4%	5%	9%
2008	0%	0%	0%	0%	0%	0%
2007	10%	13%	0%	36%	30%	77%
2006	0%	0%	0%	0%	0%	0%
2005	11%	14%	100%	8%	11%	13%
2004	0%	0%	0%	18%	13%	77%
2003	7%	13%	0%	6%	11%	0%
2002	0%	0%	0%	0%	0%	0%
2001	0%	5%	0%	24%	22%	333%
2000	27%	64%	-67%	27%	64%	-67%
1999	0%	0%	0%	0%	0%	0%
1998	0%	0%	0%	0%	0%	0%
1997	0%	0%	0%	0%	0%	0%
1996	-8%	0%		-8%	0%	
1995						

General Registration - 1 Day (\$)

	Pre-Reg		On-site Reg	
	Member	Non-Mem	Member	Non-Mem
2024	\$245	\$310	\$445	\$510
2023	\$230	\$290	\$430	\$490
2022	\$230	\$290	\$430	\$490
2021	\$165	\$240	\$165	\$240
2020	\$230	\$290	\$430	\$490
2019	\$230	\$290	\$430	\$490
2018	\$210	\$265	\$410	\$465
2017	\$210	\$265	\$410	\$465
2016	\$210	\$265	\$410	\$465
2015	\$199	\$249	\$399	\$449
2014	\$199	\$249	\$399	\$449
2013	\$199	\$249	\$399	\$449
2012	\$177	\$228	\$377	\$428
2011	\$175	\$225	\$375	\$425
2010	\$175	\$225	\$375	\$425
2009	\$175	\$225	\$375	\$425
2008	\$165	\$210	\$365	\$410
2007	\$165	\$210	\$365	\$410
2006	\$150	\$190	\$250	\$290
2005	\$150	\$190	\$250	\$290
2004	\$135	\$175	\$235	\$275
2003	\$135	\$175	\$185	\$225
2002	\$125	\$160	\$175	\$210
2001	\$125	\$160	\$175	\$210
2000	\$125	\$125	\$125	\$125
1999	\$100	\$100	\$100	\$100
1998	\$100	\$100	\$100	\$100
1997	\$100	\$100	\$100	\$100
1996	\$100	\$100	\$100	\$100
1995	N/A	N/A	N/A	N/A

General Registration - 1 Day (%)

	Pre-Reg		On-site Reg	
	Member	Non-Mem	Member	Non-Mem
2024	7%	7%	3%	4%
2023	0%	0%	0%	0%
2022	39%	21%	161%	104%
2021	-28%	-17%	-62%	-51%
2020	0%	0%	0%	0%
2019	10%	9%	5%	5%
2018	0%	0%	0%	0%
2017	0%	0%	0%	0%
2016	6%	6%	3%	4%
2015	0%	0%	0%	0%
2014	0%	0%	0%	0%
2013	12%	9%	6%	5%
2012	1%	1%	1%	1%
2011	0%	0%	0%	0%
2010	0%	0%	0%	0%
2009	6%	7%	3%	4%
2008	0%	0%	0%	0%
2007	10%	11%	46%	41%
2006	0%	0%	0%	0%
2005	11%	9%	6%	5%
2004	0%	0%	27%	22%
2003	8%	9%	6%	7%
2002	0%	0%	0%	0%
2001	0%	28%	40%	68%
2000	25%	25%	25%	25%
1999	0%	0%	0%	0%
1998	0%	0%	0%	0%
1997	0%	0%	0%	0%
1996				
1995				

Registration, Booth, and Program Ad Fee History

Keynote Luncheon

	Pre-Reg			On-site Reg		
	Member	Non-Mem	Student	Member	Non-Mem	Student/ Press
2024	\$85	\$140	\$50	\$85	\$140	\$50
2023	\$75	\$125	\$50	\$75	\$125	\$50
2022	\$75	\$125	\$50	\$75	\$125	\$50
2021	n/a	n/a	n/a	n/a	n/a	n/a
2020	\$75	\$125	\$50	\$75	\$125	\$50
2019	\$75	\$125	\$50	\$75	\$125	\$50
2018	\$75	\$125	\$50	\$75	\$125	\$50
2017	\$75	\$125	\$50	\$75	\$125	\$50
2016	\$75	\$125	\$50	\$75	\$125	\$50
2015	\$75	\$125	\$50	\$75	\$125	\$50
2014	\$75	\$125	\$50	\$75	\$125	\$50

Keynote Luncheon (%)

	Pre-Reg			On-site Reg		
	Member	Non-Mem	Student	Member	Non-Mem	Student/ Press
2024	13%	12%	0%	13%	12%	0%
2023	0%	0%	0%	0%	0%	0%
2022	0%	0%	0%	0%	0%	0%
2021	n/a	n/a	n/a	n/a	n/a	n/a
2020	0%	0%	0%	0%	0%	0%
2019	0%	0%	0%	0%	0%	0%
2018	0%	0%	0%	0%	0%	0%
2017	0%	0%	0%	0%	0%	0%
2016	0%	0%	0%	0%	0%	0%
2015	0%	0%	0%	0%	0%	0%
2014	0%	0%	0%	0%	0%	0%

Exhibits Only (\$)

	Pre-Reg	On-site Reg
	Member/Non-Mem	Member/Non-Mem
2024	\$40	\$80
2023	\$35	\$70
2022	\$35	\$70
2021	\$0	\$0
2020	\$35	\$70
2019	\$35	\$70
2018	\$35	\$70
2017	\$35	\$70
2016	\$35	\$70
2015	\$30	\$60
2014	\$30	\$60
2013	\$30	\$60
2012	\$30	\$60
2011	\$30	\$60
2010	\$30	\$60
2009	\$30	\$60
2008	\$25	\$50
2007	\$25	\$50
2006	\$25	\$40
2005	\$25	\$40
2004	\$25	\$40
2003	\$25	\$25
2002	\$15	\$15
2001	\$15	\$15
2000	\$15	\$15
1999	\$0	\$0
1998	\$0	\$0
1997	\$0	\$0
1996	\$20	\$20
1995	N/A	N/A

Exhibits Only (%)

	Pre-Reg	On-site Reg
	Member/Non-Mem	Member/Non-Mem
2024	14%	14%
2023	0%	0%
2022	0%	0%
2021	-100%	-100%
2020	0%	0%
2019	0%	0%
2018	0%	0%
2017	0%	0%
2016	17%	17%
2015	0%	0%
2014	0%	0%
2013	0%	0%
2012	0%	0%
2011	0%	0%
2010	0%	0%
2009	20%	20%
2008	0%	0%
2007	0%	25%
2006	0%	0%
2005	0%	0%
2004	0%	60%
2003	67%	67%
2002	0%	0%
2001	0%	0%
2000	-25%	-25%
1999	N/A	N/A
1998	N/A	N/A
1997	-100%	-100%
1996	N/A	N/A
1995		



Registration, Booth, and Program Ad Fee History

Booth Fees (\$)						
	Single 10'x10' Booth		Large Vineyard Equipment Areas		Large Winery Equipment Areas	
			Discount	Per Sq/Ft	Discount	Per Sq/Ft
2025	\$2,500		25%	\$18.75	25%	\$18.75
2024	\$2,400		25%	\$18.00	25%	\$18.00
2023	\$2,400		25%	\$18.00	25%	\$18.00
2022	\$2,400		25%	\$18.00	25%	\$18.00
2021	\$1,200		N/A	N/A	N/A	N/A
2020	\$2,250		25%	\$16.88	25%	\$16.88
2019	\$2,250		25%	\$16.88	25%	\$16.88
2018	\$2,250		25%	\$16.88	25%	\$16.88
2017	\$2,100		25%	\$15.75	25%	\$15.75
2016	\$2,100		25%	\$15.75	25%	\$15.75
2015	\$2,000		25%	\$15.00	25%	\$15.00
2014	\$2,000		25%	\$15.00	25%	\$15.00
2013	\$2,000		25%	\$15.00	25%	\$15.00
2012	\$2,000		25%	\$15.00	25%	\$15.00
2011	\$1,950		25%	\$14.63	25%	\$14.63
2010	\$1,900		35%	\$12.35	25%	\$14.25
2009	\$1,850		45%	\$10.18	25%	\$13.88
2008	\$1,800		55%	\$8.10	25%	\$13.50
	Pre-Sales	Post-Sales	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.
2007	\$1,500	\$1,700	\$5.25	\$5.95	\$11.25	\$12.75
2006	\$1,500	\$1,700	\$5.25	\$5.95	\$11.25	\$12.75
2005	\$1,400	\$1,600	\$3.50	\$4.00	\$10.50	\$12.00
2004	\$1,400	\$1,600	\$3.50	\$4.00	\$10.50	\$12.00
2003	\$1,300	\$1,500	\$3.25	\$3.75	\$9.75	\$11.25
2002	\$1,300	\$1,500	\$3.25	\$3.75	\$9.75	\$11.25
2001	\$1,300	\$1,500	\$1.05	\$1.20	N/A	N/A
2000	\$850	\$1,000	\$0.80	N/A	N/A	N/A
1999	N/A	\$850	N/A	\$0.80	N/A	N/A
1998	N/A	\$800	N/A	\$0.75	N/A	N/A
1997	N/A	\$750	N/A	\$0.6875	N/A	N/A
1996	N/A	\$700	N/A	\$0.50	N/A	N/A
1995	N/A	\$320	N/A	N/A	N/A	N/A

Booth Fees (%)						
	Single 10'x10' Booth		Large Vineyard Equipment Areas		Large Winery Equipment Areas	
			Per Sq/Ft	Per Sq/Ft	Per Sq/Ft	Per Sq/Ft
2025	4%		4%		4%	
2024	0%		0%		0%	
2023	0%		0%		0%	
2022	100%		7%		7%	
2021	-47%		N/A		N/A	
2020	0%		0%		0%	
2019	0%		0%		0%	
2018	7%		7%		7%	
2017	0%		0%		0%	
2016	5%		5%		5%	
2015	0%		0%		0%	
2014	0%		0%		0%	
2013	0%		0%		0%	
2012	3%		3%		3%	
2011	3%		18%		3%	
2010	3%		21%		3%	
2009	3%		26%		3%	
2008	6%		36%		6%	
	Pre-Sales	Post-Sales	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.
2007	0%	0%	0%	0%	0%	0%
2006	7%	6%	50%	49%	7%	6%
2005	0%	0%	0%	0%	0%	0%
2004	8%	7%	8%	7%	8%	7%
2003	0%	0%	0%	0%	0%	0%
2002	0%	0%	210%	213%	N/A	N/A
2001	53%	50%	31%	50%	N/A	N/A
2000	N/A	18%	N/A	N/A	N/A	N/A
1999	N/A	6%	N/A	7%	N/A	N/A
1998	N/A	7%	N/A	9%	N/A	N/A
1997	N/A	7%	N/A	38%	N/A	N/A
1996	N/A	119%	N/A	N/A	N/A	N/A
1995						

Program Ad Fees (\$)					
	B & W			Color	
	Full Page	Half Page	Qtr Page	Inside Full Page	Covers Full Page
2024	\$1,100	\$830	\$330	\$2,700	\$3,010
2023	\$1,100	\$830	\$330	\$2,700	\$3,010
2022	\$1,100	\$830	\$330	\$2,700	\$3,010
2021	N/A	N/A	N/A	N/A	N/A
2020	\$1,100	\$830	\$660	\$2,700	\$3,010
2019	\$1,100	\$830	\$660	\$2,700	\$3,010
2018	\$1,050	\$790	\$630	\$2,575	\$2,875
2017	\$1,050	\$790	\$630	\$2,575	\$2,875
2016	\$1,050	\$790	\$630	\$2,575	\$2,875
2015	\$1,000	\$750	\$600	\$2,450	\$2,750
2014	\$1,000	\$750	\$600	\$2,450	\$2,750
2013	\$1,000	\$750	\$600	\$2,450	\$2,750
2012	\$1,000	\$750	\$600	\$2,450	\$2,750
2011	\$1,000	\$750	\$600	\$2,450	\$2,750
2010	\$1,000	\$750	\$600	\$2,450	\$2,750
2009	\$1,000	\$750	\$600	\$2,450	\$2,750
2008	\$1,000	\$750	\$600	\$2,450	\$2,750
2007	\$800	\$600	\$400	\$1,800	\$2,200
2006	\$800	\$600	\$400	N/A	N/A
2005	\$800	\$600	\$400	N/A	N/A
2004	\$800	\$600	\$400	N/A	N/A
2003	\$500	\$400	\$300	N/A	N/A
2002	\$500	\$400	\$300	N/A	N/A
2001	\$500	\$400	\$300	N/A	N/A
2000	\$200	\$100	\$75	N/A	N/A
1999	\$200	\$100	\$75	N/A	N/A
1998	\$200	\$100	\$75	N/A	N/A
1997	N/A	N/A	N/A	N/A	N/A
1996	N/A	N/A	N/A	N/A	N/A
1995	N/A	N/A	N/A	N/A	N/A

Program Ad Fees (%)					
	B & W			Color	
	Full Page	Half Page	Qtr Page	Inside Full Page	Covers Full Page
2024	0%	0%	0%	0%	0%
2023	0%	0%	0%	0%	0%
2022	0%	0%	-50%	0%	0%
2021	N/A	N/A	N/A	N/A	N/A
2020	0%	0%	0%	0%	0%
2019	5%	5%	5%	5%	5%
2018	0%	0%	0%	0%	0%
2017	0%	0%	0%	0%	0%
2016	5%	5%	5%	5%	5%
2015	0%	0%	0%	0%	0%
2014	0%	0%	0%	0%	0%
2013	0%	0%	0%	0%	0%
2012	0%	0%	0%	0%	0%
2011	0%	0%	0%	0%	0%
2010	0%	0%	0%	0%	0%
2009	0%	0%	0%	0%	0%
2008	25%	25%	50%	36%	25%
2007	0%	0%	0%	N/A	N/A
2006	0%	0%	0%	N/A	N/A
2005	0%	0%	0%	N/A	N/A
2004	60%	50%	33%	N/A	N/A
2003	0%	0%	0%	N/A	N/A
2002	0%	0%	0%	N/A	N/A
2001	150%	300%	300%	N/A	N/A
2000	0%	0%	0%	N/A	N/A
1999	0%	0%	0%	N/A	N/A
1998	N/A	N/A	N/A	N/A	N/A
1997	N/A	N/A	N/A	N/A	N/A
1996	N/A	N/A	N/A	N/A	N/A
1995	N/A	N/A	N/A	N/A	N/A