

**LLC Managing Committee Meeting Agenda
Monday, August 3, 3:00 PM**

Conference Call & GoToMeeting

Dial-In: 1-800-831-3695; Passcode: 900770#

GoToMeeting Login: Please join the meeting from your computer, tablet or smartphone.
<https://global.gotomeeting.com/join/702365629>

(excerpt from LLC Operating Agreement)

The Managing Committee will ordinarily make decisions involving:

- **company policy;**
- **company strategic planning;**
- **authorize and revise annual budgets for the Company;**
- **make decisions as to accounting protocol or policies;**
- **annual review of event contractors and delegation of authority to Executive Director of ASEV and/or to the President of CAWG to execute contracts within the scope of the annual budget;**
- **providing input and final approval of the content, format, template and selection of speakers for the trade show and program for each Unified Wine & Grape Symposium;**
- **authorize compensation of Members;**
- **declaring and paying distributions to Members;**
- **delegating responsibility for day to day operations of the Company to ASEV, CAWG, independent contractors and/or committees on all other decisions**

Committee Members (8):

Bill Pauli (CAWG Past Chair), Chair (January-December 2015)

John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Board 1st Vice President), Dan Howard (ASEV Executive Director), Jim Kennedy (ASEV Past President), Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

LLC Managing Committee Meeting Agenda

1. Call to Order
2. Approval of August 3 Agenda
3. Approval of June 29 Meeting Minutes*
4. Old Business
 - a. Tuesday Keynote Speaker Status. Fred Franzia's acceptance and how to proceed.
 - b. State of the Industry Speaker Update
5. New Business
 - a. 2016 Unified Wine & Grape Symposium budget review*
 - b. Possible additional grapegrowing sessions
6. Next Meeting Date and Time.
7. Adjournment.

**documents attached*

**LLC Managing Committee Meeting Agenda
Monday, June 29, 2:30 PM**

Conference Call

Committee Members

Bill Pauli (CAWG Past Chair), Chair (January-December 2015), John Aguirre (CAWG President), Tom Collins (ASEV Director), Nichola Hall (ASEV Board 2nd Vice President), Dan Howard (ASEV Executive Director), Jim Kennedy (ASEV Past President), Carson Smith (CAWG Director-at-Large)

Others Present

Jenny Devine-Smith (CAWG Staff)

LLC Managing Committee Meeting

1. **Call to Order.** Bill Pauli called the meeting to order at 2:35 PM.
2. **Approval of June 29 Agenda.** Nichola Hall moved to approve the June 29 agenda as submitted, second by Jim Kennedy. Motion was approved.
3. **Approval of May 18 Meeting Minutes.** Nichola Hall moved to approve the May 18 meeting minutes as submitted, Jim Kennedy second. Motion was approved.
4. **Old Business**
 - a. **Tuesday Keynote Speaker.** Nichola Hall stated that she was recently in a meeting with Fred Franzia, and he is very flattered to be invited. He would like to run the invitation by the other partners, however he does not foresee any issues. The timeline is as soon as possible and she expects a response back from him in the next few days. The committee doesn't have any further questions or comments.
5. **New Business**
 - a. **State of the Industry Speaker Line-Up.** John Aguirre provided the committee with an update.
 - i. **Line-Up.** Aguirre stated that during a conference call with Dan Howard, Tom Collins, Jenny Devine-Smith, it was agreed to move forward with inviting Jon Fredrikson, Nat DiBuduo, and Mike Veseth to speak once again on the State of the Industry Panel. The group also discussed bringing back a broker to the panel based on feedback.
 - ii. **Transition Planning.** Nichola Hall asked what the status is with Nat DiBuduo and Jeff Bitter. Aguirre stated that Bitter filled in for DiBuduo last year due to issues he was dealing with at that time. He continued to state that DiBuduo is back and he will be the speaker. There is still concern for future planning and transition. The good news is that Bitter is involved in DiBuduo's presentation, which provides for a strong back up. The committee does need to be prepared if Jon Fredrikson decides not to speak again in the future. The committee needs to quietly start thinking about names and Aguirre will prepare a list of potential back-up speakers.
 - iii. **Addition of a Broker.** Bill Pauli asked that the committee should give serious consideration with inviting a broker pack on the panel, for the bulk and international wine. Nichola Hall agreed and stated that this balances out the panel, and she has heard disappointment from several large producers when we took this piece out. Steve Fredricks, Turrentine, spoke in

2012, Glenn Proctor, Ciatti, spoke in 2013, and there was not a broker on the 2014 or 2015 panel. Based on the past practice of alternating between brokers, Turrentine would be the next broker to invite.

- iv. **Presentation Timing.** Tom Collins stated that we need to pay attention to the presentation time and look at the allotted time for each speaker.
 - v. **Speaker Invitations.** CAWG will take the lead of inviting each speaker to participate on the State of the Industry Panel. CAWG will also reach out to Glenn to inform him of the decision and the rotation of the broker. The 2016 State of the Industry line-up will be:
 1. Moderator: Mike Veseth
 2. Speakers
 - a. Jon Fredrikson
 - b. Nat DiBuduo
 - c. Turrentine (Steve Fredricks)
6. **Other Business.**
- a. Bill Pauli requested an update on the Joint Wine Tasting session. Tom Collins and Jenny Devine-Smith provided an update. The Joint Wine Tasting committee has decided to focus on Chardonnay Across Five Regions. The planning is going very well and it will have more of a grower focus.
7. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place via conference call and will focus on the budget review. The next conference call will take place on Tuesday, July 28 at 10:00 AM.
8. **Adjournment.** Bill Pauli adjourned the meeting at 3:08 PM.



Unified Wine & Grape Symposium 2016 Budget - **DRAFT**

Proposed to LLC Managing Committee August 3, 2015

Highlights of Significant Changes

INCOME	
Exhibits Line #4	<ul style="list-style-type: none"> • 2016 Budget increase of \$77,320 from 2015 Actual due to \$100 increase for 2016 10' x 10' booth. • 2016 rate is \$2,100 for 10' x 10' booth. • Managing Committee will need to set booth fee rate for 2017. • No increase for 2017 is proposed.
Advertising Program Line #6	<ul style="list-style-type: none"> • Proposed 5% increase on all printed program ads. • Additional \$2,060 for 2016 • Last increase was in 2008.
Registration General Line #12	<ul style="list-style-type: none"> • Proposed 5% increase on General 3-Day and 1-Day Registration. • 3-Day Member rate would go from \$299 to \$315. • Additional \$22,733 for 2016 • Last increase was in 2012.
Registration Exhibits Only Line #13	<ul style="list-style-type: none"> • Proposed \$5 increase pre-reg and \$10 increase on-site. • Fee would go from \$30 to \$35 and \$60 to \$70 • Additional \$12,965 for 2016 • Last increase was in 2009
Sponsorship Line #17	<ul style="list-style-type: none"> • Proposed \$5,000 less from 2015 Actual

EXPENSE	
Program/Sessions A/V Line #41	<ul style="list-style-type: none"> • 2016 Budget includes additional \$2,500 for Spanish Session (breakout) translation equipment.
Program/Sessions Speaker Reimb Line #53	<ul style="list-style-type: none"> • Reduced estimated speaker reimbursement from 35% to 25% of total if all speakers submit for reimbursement.
Public Relations Advertising Line #58	<ul style="list-style-type: none"> • 2015 Actual lower than 2015 Budget due to discounts • 2016 Budget increase from 2015 Budget due to increase in WBM ad rates.
Other Operating Accounting Line #79	<ul style="list-style-type: none"> • Lower fee for 2016 Budget as there is a review for FYE2015 instead of full audit. • Next audit is scheduled for FYE 2017
Other Operating Bank Charges Line #80	<ul style="list-style-type: none"> • 2016 Budget is approx. \$9,500 more than 2015 Actual due to accounting posting error in previous fiscal year. Approx. \$10,000 of bank charges were posted in previous fiscal year in error. As a result, 2015 expenses appear to be lower than they should have been. They should have been approx. \$91,500. • UW&GS has changed credit card processor from B of A to UMS Banking. Initial analysis shows savings.



Unified Wine & Grape Symposium 2016 Budget - DRAFT

Proposed to LLC Managing Committee August 3, 2015

1	INCOME	2015 Budget		2015 Actual		2016 Budget		% of '16 Budget
		11/01/14 Through 10/31/15		Estimated Through 10/31/15		11/01/15 Through 10/31/16		
4	Exhibits		\$1,641,000		\$1,645,730		\$1,723,050	A 68.58%
5	Advertising							
6	Program		\$36,500		\$41,600		\$43,660	1.74%
7	Online		\$3,600		\$3,300		\$3,300	0.13%
8	On-site		\$30,000		\$40,000		\$40,000	1.59%
9	<i>Advertising Total</i>		\$70,100		\$84,900		\$86,960	3.46%
10	Registration							
11	Keynote Presentation (Tuesday)		\$22,525		\$28,100		\$28,100	1.12%
12	General (Tuesday - Thursday)		\$442,148		\$435,027		\$457,760	18.22%
13	Exhibits Only		\$79,320		\$77,790		\$90,755	3.61%
14	Exhibits Only Vouchers		\$12,220		\$14,885		\$14,885	0.59%
15	<i>Registration Total</i>		\$556,213		\$555,802		\$591,500	B 23.54%
16	Directory		\$14,500		\$25,694		\$20,000	0.80%
17	Sponsorship		\$81,000		\$90,000		\$85,000	3.38%
18	Interest		\$600		\$802		\$800	0.03%
19	Miscellaneous		\$5,000		\$5,425		\$5,000	* 0.20%
20	Total Income		\$2,368,413		\$2,408,353		\$2,512,310	100.00%
22	EXPENSE							
24	Exhibit							
25	Convention Center Exhibit Space		\$111,840		\$111,840		\$111,840	6.60%
26	Lead Retrieval (TPN)		\$2,200		\$2,083		\$2,200	0.13%
27	Luncheon		\$97,000		\$105,955		\$106,000	6.25%
28	Online Exhibit Sales		\$10,000		\$10,000		\$10,000	0.59%
29	On-site Signage Design		\$1,200		\$667		\$2,000	0.12%
30	Printing & Postage		\$31,500		\$32,399		\$34,000	2.01%
31	(includes exhibit directory)							
32	Regional Wine Tasting (Catering)		\$41,000		\$42,804		\$43,000	2.54%
33	Security/Door Monitors		\$37,000		\$36,421		\$38,000	2.24%
34	Service Contractor (TPN)		\$55,000		\$53,682		\$55,000	3.24%
35	Tent		\$26,500		\$26,093		\$26,500	1.56%
36	Virtual Trade Show		\$3,400		\$3,400		\$3,400	0.20%
37	Miscellaneous		\$3,500		\$1,185		\$3,500	0.21%
38	<i>Exhibit Total</i>		\$420,140		\$426,529		\$435,440	25.68%
40	Program/Sessions							
41	A/V		\$46,500		\$45,548		\$49,000	** 2.89%
42	Catering		\$28,000		\$28,433		\$29,000	1.71%
43	Keynote Presentation (Tuesday)							
44	Speaker Expense		\$5,000		\$0		\$5,000	0.29%
45	Plated Lunch		\$18,600		\$18,855		\$21,700	1.28%
46	<i>Sub Total</i>		\$23,600		\$18,855		\$26,700	C 1.57%
47	Meeting Room - Rental		\$9,660		\$9,660		\$9,660	0.57%
48	Meeting Room - Door Monitors		\$2,200		\$2,200		\$2,500	0.15%
49	On-site Signage Design		\$1,200		\$667		\$2,000	0.12%
50	Printing (incl program layout)		\$12,500		\$12,747		\$13,000	0.77%
51	Program Development		\$9,000		\$8,123		\$9,300	0.55%
52	Speaker Mgmt Contractor (TPN)		\$17,600		\$17,437		\$17,600	1.04%
53	Speaker Reimbursement (25%)		\$32,603		\$18,974		\$27,169	D 1.60%
54	Miscellaneous		\$3,000		\$1,438		\$3,000	0.18%
55	<i>Program/Sessions Total</i>		\$185,863		\$164,082		\$188,929	11.14%
57	Public Relations							
58	Advertising (includes ad layout)		\$64,152		\$56,560		\$66,533	3.92%
59	Brown-Miller		\$64,350		\$64,350		\$64,350	3.79%
60	Graphics		\$2,800		\$4,530		\$10,000	0.59%
61	E-Newsletter		\$3,540		\$4,750		\$4,750	0.28%
62	Miscellaneous		\$3,500		\$3,548		\$3,500	0.21%
63	<i>Public Relations Total</i>		\$138,342		\$133,738		\$149,133	8.79%
65	Registration							
66	Computer Equip/Internet (On-Site)		\$21,000		\$20,622		\$21,000	1.24%
67	On-site Signage Design		\$1,200		\$667		\$2,000	0.24%
68	Printing & Postage (incl brochure layout)		\$23,000		\$21,229		\$23,000	1.36%
69	Security		\$2,000		\$1,617		\$2,000	0.12%
70	Service Contractor (TPN)		\$135,000		\$132,295		\$135,000	7.96%
71	Staff (Temp)		\$36,000		\$32,419		\$36,000	2.12%
72	Miscellaneous		\$3,000		\$1,299		\$3,000	0.18%
73	<i>Registration Total</i>		\$221,200		\$210,148		\$222,000	13.09%



**Unified Wine & Grape Symposium
2016 Budget - DRAFT**

Proposed to LLC Managing Committee August 3, 2015

	2015 Budget	2015 Actual	2016 Budget	% of '16 Budget
	11/01/14 Through 10/31/15	Estimated Through 10/31/15	11/01/15 Through 10/31/16	
EXPENSE CONTINUED				
Other Operating				
Accounting Services	\$19,630	\$19,630	\$12,590	0.74%
Bank Charges (cc)	\$85,000	\$81,517	\$91,000	5.37%
Contract Services (ASEV)				
Bookkeeping/Accounting	\$10,301	\$9,051	\$9,327	0.55%
Event Management	\$155,390	\$157,522	\$162,094	9.56%
Trade Show Management	\$137,116	\$123,733	\$127,426	7.51%
<i>Contract Svcs (ASEV) Total</i>	\$302,807	\$290,306	\$298,846	E 17.62%
Contract Services (CAWG)				
Program Development	\$66,120	\$66,348	\$68,312	4.03%
Sponsorship	\$22,780	\$23,115	\$23,805	1.40%
<i>Contract Svcs (CAWG) Total</i>	\$88,900	\$89,463	\$92,117	E 5.43%
Event Coordinator (TPN)	\$31,340	\$30,870	\$31,340	1.85%
Food & Beverage Coordinator (TPN)	\$21,000	\$21,000	\$21,000	1.24%
Insurance (Liability, D&O, Internet)	\$32,000	\$28,226	\$32,000	1.89%
Legal	\$10,000	\$10,000	\$10,000	0.59%
LLC Franchise Tax	\$6,800	\$6,820	\$6,800	0.40%
LLC Property Tax	\$2,400	\$2,400	\$2,400	0.14%
Managing Member Fee (ASEV)	\$44,000	\$44,000	\$45,300	2.67%
Meetings (LLC Managing Committee)	\$5,000	\$405	\$2,000	0.12%
Parking	\$500	\$267	\$500	0.03%
Postage (office)	\$3,000	\$382	\$1,000	0.06%
Sponsorship (incl brochure design)	\$4,000	\$4,199	\$4,300	0.25%
Supplies	\$3,000	\$1,911	\$3,000	0.18%
Telephone/Utilities	\$9,000	\$8,612	\$9,000	0.53%
On-site Vendor Advertising	\$10,200	\$10,191	\$10,200	0.60%
Website	\$1,800	\$1,800	\$1,800	0.11%
Welcome Reception (Tuesday)	\$20,000	\$20,218	\$22,000	F 1.30%
Miscellaneous	\$3,000	\$2,941	\$3,000	0.18%
<i>Other Operating Total</i>	\$703,377	\$675,158	\$700,193	41.29%
Total Expenses	\$1,668,922	\$1,609,655	\$1,695,695	100.00%
Net (Profit/Loss)	\$699,491	\$798,698	\$816,615	

A-F Refer to corresponding lettered categories on attached Worksheet

* \$5,000 Freeman donation per contract.

** Additional \$2,500 for Spanish Session translation equipment.

Note: 90% of estimated profit to be distributed by the end of May, 2016 and the remaining balance based on actual to be distributed by the end of Feb, 2017 per policy.

Income

A. Exhibits (Assumed Sold Out 1st Floor, 2nd Floor Mezzanine, 3rd Floor Ballroom and Tent)				
Qty	Description	Price ea.	Total	
708	10 x 10 Booths	\$2,100.00	\$1,486,800.00	
15,000 sq ft	Large Equipment Booths	\$15.75	\$236,250.00	
Total Exhibits Income			\$1,723,050.00	

B. Registration (Attendance Based on 2015)				
Keynote Presentation w/Lunch (Tuesday)				
Qty/Yr	Description	Price ea.	Total	
Pre-Registration				
212	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$15,900.00	
87	Non-Member	\$125.00	\$10,875.00	
22	ASEV Student Member/Press	\$50.00	\$1,100.00	
On-Site Registration				
3	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$225.00	
0	Non-Member	\$125.00	\$0.00	
0	ASEV Student Member/Press	\$50.00	\$0.00	
324 Total Keynote Presentation			\$28,100.00	

General (Tuesday - Thursday)*				
Qty/Yr	Description	Price ea.	Total	
Pre-Registration				
<i>(Tues-Thursday)</i>				
577	Member (ASEV/CAWG)	\$315.00	\$181,755.00	
152	Non-Member	\$515.00	\$78,280.00	
50	ASEV Student Member	\$50.00	\$2,500.00	
37	Exhibitor	\$315.00	\$11,655.00	
<i>(1-Day)</i>				
261	Member (ASEV/CAWG)	\$210.00	\$54,810.00	
272	Non-Member	\$265.00	\$72,080.00	
27	Exhibitor	\$210.00	\$5,670.00	
On-Site Registration				
<i>(Tues-Thursday)</i>				
20	Member (ASEV/CAWG)	\$515.00	\$10,300.00	
11	Non-Member	\$715.00	\$7,865.00	
0	ASEV Student Member	\$250.00	\$0.00	
2	Exhibitor	\$515.00	\$1,030.00	
<i>(1-Day)</i>				
26	Member (ASEV/CAWG)	\$410.00	\$10,660.00	
30	Non-Member	\$465.00	\$13,950.00	
3	Exhibitor	\$410.00	\$1,230.00	
Spanish Track Only				
90	Member/Non-member	\$55.00	\$4,950.00	
Misc				
16	Cancellations	\$50.00	\$800.00	
9	Lost Badge	\$25.00	\$225.00	
1,583 Total General Registration			\$457,760.00	

*General Registration includes Tuesday welcome reception.

54 **Income (continued)**

55			
56	Exhibits Only		
57	1,193 Pre-Reg Member/Non-member	\$35.00	\$41,755.00
58	700 On-Site Member/Non-member	\$70.00	\$49,000.00
59	1,893 Total Exhibits Only		\$90,755.00
60			
61	Exhibits Only Vouchers (sold to exhibitors only)		
62	2,977 Vouchers	\$5.00	\$14,885.00
63			
64	Total Registration Income		\$591,500.00

66 **Expenses**

67			
68	C. Keynote Presentation w/Lunch (Tuesday)		
69	1 Keynote Expense	\$5,000.00	\$5,000.00
70	350 Plated Lunches	\$62.00	\$21,700.00
71	Total Keynote Presentation Expense		\$26,700.00

72			
73	D. Speaker - 93 Speakers (Tuesday - Thursday)		
74	Lodging	\$226/night (77 CA Speakers -1 Night)	\$17,402.00
75	Lodging	\$226/night (6 Out of State Spkrs -2 Nights)	\$2,712.00
76	Lodging	\$226/night (10 Int'l Speakers - 4 Nights)	\$9,040.00
77	Ground Transportation	\$100/ea	\$9,300.00
78	Meals	\$61/day (77 CA Speakers - 2 Days)	\$9,394.00
79	Meals	\$61/day (6 Out of State Spkrs - 3 Days)	\$1,098.00
80	Meals	\$61/day (10 Int'l Speakers - 5 Days)	\$3,050.00
81	Transportation	10 Int'l @ \$3,500/ea	\$35,000.00
82	Transportation	6 Out of State @ \$650/ea	\$3,900.00
83	Transportation	7 CA - Airfare @ \$300/ea	\$2,100.00
84	Transportation	70 CA - 400 miles @ .56/mile	\$15,680.00
85	Total Speaker Expense		\$108,676.00

86

87 **Note: 25% of Speakers Estimated to Submit for Reimbursement** **\$27,169.00**

88				
89	E. ASEV/CAWG Contract Services (Rates Based on Operating Agreement)			
90	Hrs/Yr	Description	Price ea.	Total
91	ASEV			
92	220.75	Bookkeeping/Accounting	\$42.25	\$9,326.69
93	1,662.50	Event Management	\$97.50	\$162,093.75
94	1,846.75	Trade Show Management	\$69.00	\$127,425.75
95	3,730.00	<i>ASEV Total</i>		\$298,846.19
96	CAWG			
97	873.00	Program Development	\$78.25	\$68,312.25
98	345.00	Sponsorship	\$69.00	\$23,805.00
99	1,218.00	<i>CAWG Total</i>		\$92,117.25
100	Total ASEV/CAWG Contracted Services Expense			\$390,963.44

101

102

103

104 **Note: Each LLC Managing Member may invoice up to 5% over the total budgeted Contract Service amount**

105 **for actual hours incurred (per policy).**



Unified Wine & Grape Symposium 2016 Worksheet

107	F. Welcome Reception (Tuesday)		
108	550 Reception w/Wine & Hors d'oeuvres	\$40.00	\$22,000.00
109	Total Welcome Reception Expense		\$22,000.00

Registration, Booth, and Program Ad Fee History

General Registration - 3 Days (\$)

	Pre-Reg			On-site Reg		
	Member	Non-Mem	Student	Member	Non-Mem	Student
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
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%	0%	-8%	0%	0%
1995	0%	0%	0%	0%	0%	0%

General Registration - 1 Day (\$)

	Pre-Reg		On-site Reg	
	Member	Non-Mem	Member	Non-Mem
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
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	0%	0%	0%	0%
1995	0%	0%	0%	0%

Registration, Booth, and Program Ad Fee History

Exhibits Only (\$)		
	Pre-Reg Member/Non-Mem	On-site Reg Member/Non-Mem
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 Member/Non-Mem	On-site Reg Member/Non-Mem
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		

Booth Fees (\$)						
	Single 10'x10' Booth		Large Vineyard Equipment Areas		Large Winery Equipment Areas	
	Pre-Sales	Post-Sales	Discount	Per Sq/Ft	Discount	Per Sq/Ft
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	
	Pre-Sales	Post-Sales	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.
2017	0%	0%	0%	0%	0%	0%
2016	5%	6%	50%	49%	7%	6%
2015	0%	0%	0%	0%	0%	0%
2014	0%	0%	8%	7%	8%	7%
2013	0%	0%	0%	0%	0%	0%
2012	3%	3%	3%	3%	3%	3%
2011	3%	3%	18%	18%	3%	3%
2010	3%	3%	21%	21%	3%	3%
2009	3%	3%	26%	26%	3%	3%
2008	6%	6%	36%	36%	6%	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						

Registration, Booth, and Program Ad Fee History

Program Ad Fees (\$)

	B & W			Color	
	Full Page	Half Page	Qtr Page	Inside	Covers
				Full Page	Full Page
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	Covers
				Full Page	Full Page
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