



2027 Sponsorship & Advertising Package.

Connect with 10,000+ wine and grape industry professionals at the largest industry gathering in the Western Hemisphere.

RESERVE BY

Dec 4, 2026

ARTWORK DUE

Dec 18, 2026



Benefits Included with Every Sponsorship.

STANDARD RECOGNITION AT EVERY LEVEL, FROM BENEFACTOR TO DIAMOND



Website

Hyperlinked company logo on the Unified Symposium website

Printed Directory

Full-color logo on the back cover of the printed Program & Exhibit Directory

On-Site Signage

Full-color logo on onsite sponsor signage



E-NEWS

Hyperlinked logo in Unified E-NEWS



Badge Ribbon

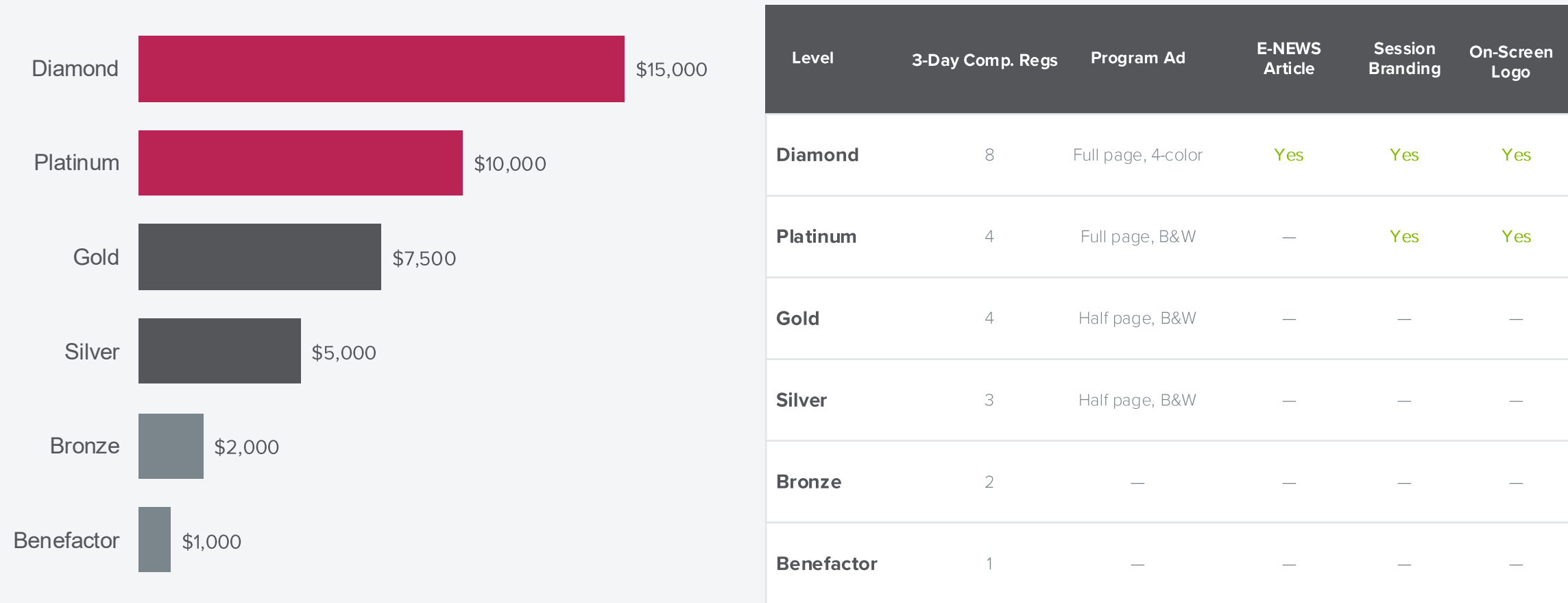
Sponsor badge ribbon for pre-registered sponsor representatives

Respond by December 4, 2026

to be included in pre-event promotional recognition. Artwork is due December 18, 2026.

General Sponsorship Levels at a Glance.

INVESTMENT BY TIER AND WHAT EACH LEVEL INCLUDES



All levels also receive the standard benefits included with every sponsorship.

Exclusive Sponsorships.

ONE SPONSOR PER OPPORTUNITY - RESERVED FIRST-COME, FIRST-SERVED

Program & Exhibit Directory \$10,000

Includes a full-color logo on the Program & Exhibit Directory front cover, 4 complimentary 3-Day registrations, a full-page B&W ad, and presentation-screen recognition.

Networking Lounge \$10,000

Includes exclusive branding of the Ballroom A Foyer Networking Lounge with signage, literature placement, and a 20' x 12' banner, plus 4 complimentary 3-Day registrations, a full-page B&W ad, and presentation-screen recognition.

Tote Bag \$10,000

Includes co-branded tote bags supplied by the sponsor, 4 complimentary 3-Day registrations, a full-page B&W ad, and presentation-screen recognition.

Lanyard \$10,000

Includes co-branded lanyards supplied by the sponsor, 4 complimentary 3-Day registrations, a full-page B&W ad, and presentation-screen recognition.

Website & Electronic Communication \$5,000

Includes exclusive E-NEWS and website recognition, 3 complimentary 3-Day registrations, and a half-page B&W ad.



Sponsors may select one or multiple breakout sessions for expanded visibility across the program.



Symposium Wine Glass & Custom Sponsorships.

TWO WAYS TO PUT YOUR BRAND IN ATTENDEES' HANDS - PLUS FULLY TAILORED PACKAGES

Wine glasses are used throughout the Symposium, including the Regional Wine Tasting, exhibit hall lunch, and select breakout sessions.

Exclusive In-Kind Sponsor

\$16,500 value

Provide 10,000 wine glasses featuring the Unified Symposium and sponsor logos and receive exclusive recognition throughout the event. 4 3-Day comp registrations; signage at glass stations and exhibit exits.

Supporting Wine Glass Sponsor

\$5,000 each · limit four

If Unified provides the glasses, up to four sponsors receive recognition at wine glass distribution and tasting areas plus standard \$5,000-level benefits. Glasses carry Unified branding.

Custom Sponsorships

Priced to fit

Work with Unified to create a customized opportunity aligned with your goals. Benefits follow the standard framework for the final fee, with your custom activation layered on top.



Premium Sponsorships.

HEADLINE MOMENTS - KEYNOTE, RECEPTION, AND VIP HOSPITALITY

Keynote Luncheon Presenting Sponsor **\$15,000**

Includes 8 complimentary 3-Day registrations, a reserved luncheon table with 8 additional luncheon registrations, a featured E-NEWS article, opportunity to introduce the speaker, full-page color ad, literature table, entrance signage, and on-screen recognition.

Keynote Luncheon Table Sponsor **\$1,500**

Includes 1 complimentary 3-Day registration, a reserved luncheon table with 8 additional luncheon registrations, and sponsor recognition on the table sign.

Welcome Reception Presenting Sponsor **\$10,000**

Includes 4 complimentary 3-Day registrations, 1 complimentary one-day registration, a full-page B&W ad, reception signage, and presentation-screen recognition.

Welcome Reception Hors d'oeuvres Sponsor **\$3,500**

Includes 2 complimentary 3-Day registrations, 1 complimentary one-day registration, a quarter-page B&W ad, and sponsor recognition at food stations.

VIP Suite Sponsor **\$10,000**

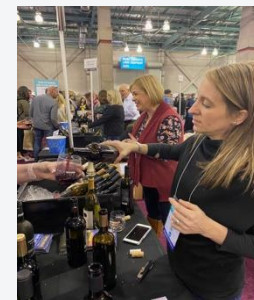
Includes 4 complimentary 3-Day registrations, a full-page B&W ad, one three-hour private suite window, and digital sponsor recognition.

Wednesday Coffee Break Sponsor **\$5,000**

Includes sponsor recognition during the General Session Coffee Break with 1,000+ attendees, 3 complimentary 3-Day registrations, a half-page B&W ad, and coffee break signage.

Regional Wine Tasting Sponsor **\$2,000**

Includes 2 complimentary 3-Day registrations and sponsor logo recognition at wine glass distribution areas.



Premium Sponsorships: Workshops & Breakouts.

REACH TARGETED AUDIENCES IN THE SPANISH WORKSHOP AND REGIONAL WINE TASTING

Spanish Workshop Presenting **\$5,000**

Includes 3 complimentary 3-Day registrations, a half-page B&W ad, literature table, foyer signage, and presentation-screen recognition during the workshop.

Spanish Workshop Copper **\$1,500**

Includes 1 complimentary 3-Day registration and sponsor signage outside the workshop room.

Spanish Workshop Bronze **\$3,500**

Includes 2 complimentary 3-Day registrations, a quarter-page B&W ad, foyer signage, and presentation-screen recognition during the workshop.

Breakout Session **\$3,500**

Includes recognition for one select breakout session with logo recognition on session-room screens, 2 complimentary 3-Day registrations, and a quarter-page B&W ad.



Online Advertising.

DIGITAL PLACEMENTS ACROSS THE UNIFIED WEBSITE AND ONLINE DIRECTORY

Map Your Show Listing Upgrades **\$300 – \$1,500**

Leads & Logo Package \$300 · Enhanced Listing \$750 · Premium Listing \$1,500 (required for certain directory and floor-plan ads)

Online Directory Ads **\$500 – \$4,000**

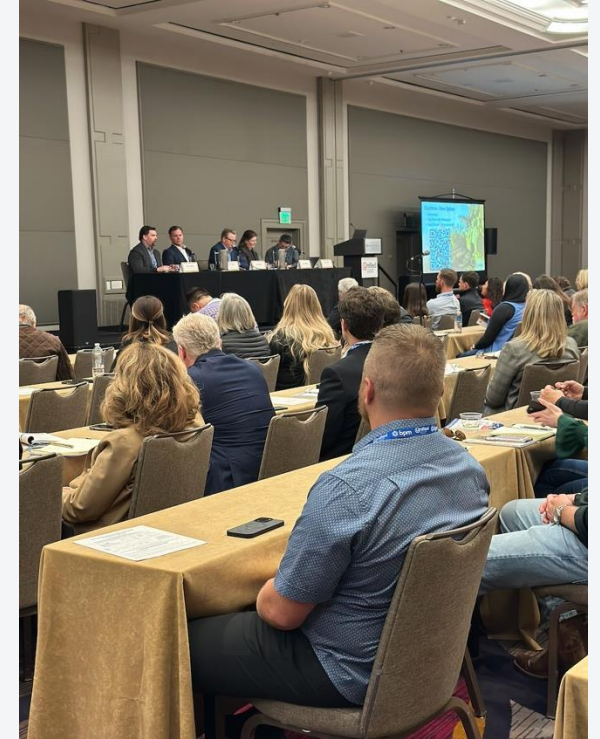
Product Spotlight \$500 per product · Product Category Banner \$500 · Directory Homepage Banner \$4,000 — premium listing required

Floor Plan Ads **\$3,000 each**

Exhibit Hall Banner \$3,000 · Facility Overview Banner \$3,000 — premium listing required

Unified Homepage Website Ad **\$1,800**

Homepage carousel ad, online through March 31, 2027 once artwork is received



Advertising is a separate purchase from sponsorship, though ad value is reflected in sponsorship packages.

Printed Program & Exhibit Directory.

10,000 COPIES DISTRIBUTED · 6"W X 9.25"H FINISHED SIZE

AD SIZE	DIMENSION	COST
Inside front/back cover; inside first/last page	6" x 9.25"	\$3,500 (4-color)
Inside full-page	5" x 8.25"	\$3,000 (4-color)
Full-page	5" x 8.25"	\$1,200 (black and white)
Half-page	5" x 4"	\$900 (black and white)
Quarter-page	5" x 1.75"	\$710 (black and white)

Artwork is due December 18, 2026. All ads are supplied by the advertiser at the finished sizes listed above.



On-Site Signage & Environmental Ads.

HIGH-IMPACT PLACEMENTS THROUGHOUT THE CONVENTION CENTER

Escalator Decals

\$8,000

Two sides available. Offers high visibility throughout all three days of the Symposium, with advertising on both inside escalator walls and the exterior panel.

Stair Murals

\$8,000

One available. Prominent branding along the main entrance stairwell leading attendees to the second-floor education and General Session areas.

Free-Standing Banner

\$7,000

Two available. Prominent 20' W x 12' H banner placement near the escalators, connecting the Trade Show exhibit halls with the second-floor breakout session areas.

Wall Clings

\$7,000

One available. High-visibility 20' W x 12' H wall cling positioned at the main entrance, directing attendees toward Hall A and registration.

Foyer Glass Decal Ad

\$7,000

One available. High-visibility branding on both sides of the upper-level lobby and foyer glass panels in a key attendee traffic area.

Column Wrap

\$6,000

Two available. Four-column wraps measuring 38" W x 8' H, prominently positioned outside Ballroom A near registration.

Hotel Key Cards

\$6,000

One available. Put your brand in attendees' hands with 1,600 custom hotel key cards distributed at the Sheraton Grand and Hyatt Regency Sacramento headquarter hotels.

Press Conference

\$5,000

Available in one-hour increments. Includes an exclusive press-room time slot, reserved on a first-come, first-served basis.

Water Station Wraps **\$5,500** **Limit One**

Custom-branded fabric wraps on water stations located throughout the Trade Show, registration areas, and select session spaces, providing repeated brand visibility throughout the Symposium.

Directional Decals **\$2,500 Limit Five**

Includes five 40" x 40" floor decal panels per advertiser, strategically placed to guide attendees between registration, educational sessions, and the Trade Show.

Featured E-NEWS Article **\$2,500 Limit Three**

Includes one featured article in a scheduled Unified E-NEWS, featuring the advertiser's company name/logo and a link to its website.



Key Details & Next Steps.

1

Respond by December 4, 2026

Secures pre-event promotional acknowledgment. Artwork is due December 18, 2026.

2

Submit payment with your form

Full payment is due with the acceptance form. Payments are non-refundable.

3

Reserve space and upload artwork

Sponsorship Form · Advertisement Form · Artwork Submission Form at unifiedsymposium.org/sponsor-advertise

[Reserve Your Sponsorship or Advertisement Here](https://unifiedsymposium.org/sponsor-advertise)



Questions or Custom Packages

Jenny Devine

jenny@cawg.org
916-432-0133

