

2018  DIRECT TO CONSUMER  
WINE SYMPOSIUM

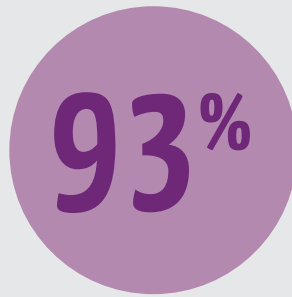
JANUARY 17-18, 2018 HILTON CONCORD HOTEL, CONCORD, CA

THE WINE  
INDUSTRY SUMMIT  
ON DTC SALES  
& MARKETING

TRADE  
SPONSORSHIP  
PACKAGE



“Made me excited about  
going back to my job!”

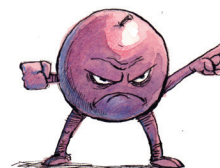


2017 Attendees  
Recommend the DTCWS



“Great, diverse and  
relevant programming”

REGISTER TODAY AT  
[DTCWINESYMPIUM.COM](http://DTCWINESYMPIUM.COM)



PRESENTED BY  
FREE THE GRAPES!

## 2017 HIGHLIGHTS



### Sold Out

366 paid registrants,  
491 total attendees



### Positive Feedback

93% of 2017 survey respondents  
recommend the event



### Diverse Registrants

Small, medium and large  
wineries from 15 states



### Returning Sponsors

25 sponsors, many back for 8th, 9th  
and even 10th consecutive year



### More Programming

6 Workshop Sessions, 6 Sponsor  
Sessions, 2 Town Halls, 4 Keynotes



### Dynamic Speakers

21 experts and thought leaders  
from within and outside the industry

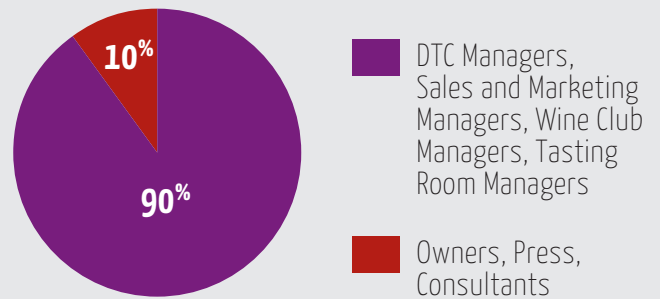


### Video Content

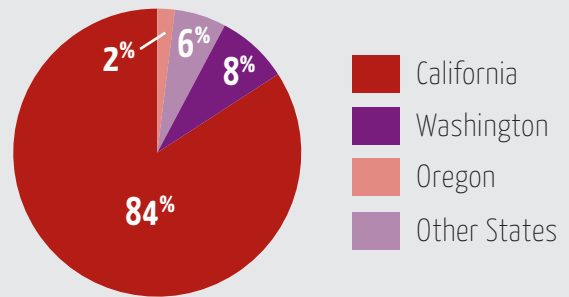
Session presentations available  
at no charge to registrants

## STATISTICS ON 2017 ATTENDEES

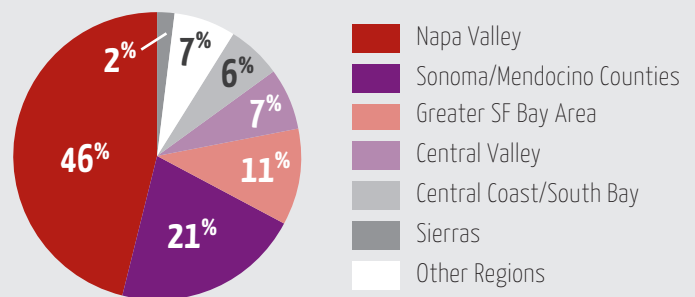
### Function



### US States Represented



### California Regions Represented



DTCWS  
2018

# SPONSOR INFORMATION

**THE DTC WINE SYMPOSIUM IS THE WINE INDUSTRY'S ANNUAL SUMMIT ON DIRECT MARKETING AND SALES.** Now in its 11th year, the summit attracts winery DTC managers, marketing directors, club and tasting room managers, owners and DTC thought leaders. Each January, wineries are finalizing their annual strategy and supplier partners; the DTC Wine Symposium is geared to connect buyers and sellers at this important time of the year, and to fund a cause that helps grow all our businesses.

## **THE DTC WINE SYMPOSIUM IS THE MAIN FUNDRAISER FOR FREE THE GRAPES!**

It is an opportunity to support the organizations that have helped your business by increasing legal wine direct shipping. **Free the Grapes!**, the presenting organization, has worked tirelessly with industry lobbyists, the now-retired Coalition for Free Trade, and winery associations to increase the number of legal winery shipping states from 17 to 44, which represent 94% of the US population. In sum, the DTC Wine Symposium has played a key role in creating and streamlining a \$2+ billion sales channel.

**SO WHAT'S NEW FOR 2018?** We are expanding programming to create a two-day conference. This allows us to grow attendance, and to provide sponsors more time for networking and interactions with prospects and customers.

**SIGNUP IS EASY.** Just complete the online sponsorship form and we'll send you a deposit invoice. Sponsorship levels and preferred Trade Show floor spaces are first come, first served and assigned based on receipt of your deposit.

On behalf of the Steering Committee, thank you for your involvement and financial support!



**Stephanie Friedman, 2018 Chair**  
Estate Director, Seghesio Winery



**Jeremy Benson, Executive Director**  
Free the Grapes!

Additional Steering Committee Members: Kamyn Asher, Meghan Ainsworth, Brian Baker, Karen Barnes, Ingrid Cheng, Barbara Gorder, Angela Hernandez, Sandra Hess, Ray Johnson, Kathy Kelly, Laura Larson, Ronald Phillips, Adrienne Stillman, Laila Subaie.

**REGISTER TODAY AT [DTCWINESYMPOSIUM.COM](http://DTCWINESYMPOSIUM.COM)**

**FOLLOW US!**



[@DTCWS](https://twitter.com/DTCWS)



[#DTCWS18](https://twitter.com/DTCWS)

## 2018 SPONSORSHIP LEVELS

	Platinum Sponsor	Association Sponsor	Lanyard Sponsor	Wireless Sponsor	Trade Show Premium Sponsor	Session Workshop Sponsor	Trade Show Booth
<b>Fee</b>	\$20,500	\$15,000/\$2500	\$6,000	\$6,000	\$5,000	\$4,000	\$2,750
<b>Limit</b>	2	2	1	1	2	4	12
<b>Trade Show Space</b>	20'x6'	Lobby 8'x8'	8'x8'	8'x8'	10'x10' Center	8'x8'	8'x8'
<b>2-Day Registrations</b>	4	3	2	2	2	1	1
<b>Free WiFi, Electrical Hookup, 1 Draped Table</b>	✓	✓	✓	✓	✓	✓	✓
<b>Banner for Booth, Website Listing, Logo on Loop Between Presentations</b>	✓	✓	✓	✓	✓	✓	✓
<b>Registration Guest List*</b>	✓	✓	✓	✓	✓	✓	✓
<b>3-Minute Address</b>	General Session					Workshops	
<b>Event Wireless Sponsorship with Exclusive Branding</b>				✓			
<b>Logo Printed on Event Lanyards</b>			✓				
<b>Acknowledgement in Session PPT Slide</b>						✓	
<b>Sponsor Sessions</b>	✓		✓	✓	✓	\$1,000	\$1,000
<b>\$25 Discount Code (2-day tickets for clients)</b>	✓	✓					

\*Registrants have the option to opt-out

## NOTES ON SPONSOR LEVELS & BENEFITS:

**Sponsor Sessions:** These are optional, 1-hour sessions created, managed and delivered by sponsors. Sponsor Sessions are not guaranteed as part of your sponsorship; they are available on a first come, first served basis requiring receipt of the sponsorship deposit, receiving final approval by the Steering Committee on topics and speakers, and participating in two mandatory rehearsals. A separate Sponsor Session Committee provides guidance and advice to ensure the most relevant content for registrants. Two sponsor levels — the Session Workshop Sponsor level and the Trade Show level — offer an optional Sponsor Session at an additional fee. The 2018 program will include 8 or less Sponsor Sessions.

**Discount Codes:** This benefit allows eligible sponsors to offer their clients/members a unique \$25 discount code on the 2-day registration price.

**Session Workshop Sponsorship:** This sponsor level allows for one, 3-minute presentation on the sponsor's company at the start of a Workshop Session (1 presentation per Workshop Session). Choose a Workshop subject that concerns your area of expertise (e.g., telemarketing supplier for a Workshop on telemarketing). Audience sizes range from 40-200, depending on the Workshop and size of ballroom. (This sponsor level should not be confused with the Sponsor Session benefit.)

**Trade Show Premium:** This sponsor level is ideal for companies that need a large footprint in the middle of the Trade Show floor.

**Trade Show Booth:** This sponsor level is ideal for companies on a budget. There is no "bad space" on the Trade Show floor; no pillars, no dark corners, etc.

## TRADE SPONSORSHIP APPLICATION FORM

**Step 1:** Complete the online Sponsorship Form at [www.DTCWineSymposium.com/Sponsorship](http://www.DTCWineSymposium.com/Sponsorship)

**Step 2:** Send in Your Deposit Check. Trade Show spaces and Sponsor Sessions are assigned based on date of receipt of your nonrefundable \$2,000 deposit.

**Step 3:** Pay your balance no later than December 31, 2017.

**Questions?** Contact Jeremy Benson at 707.254.1107 or [Benson@BensonMarketing.com](mailto:Benson@BensonMarketing.com).

### Important!

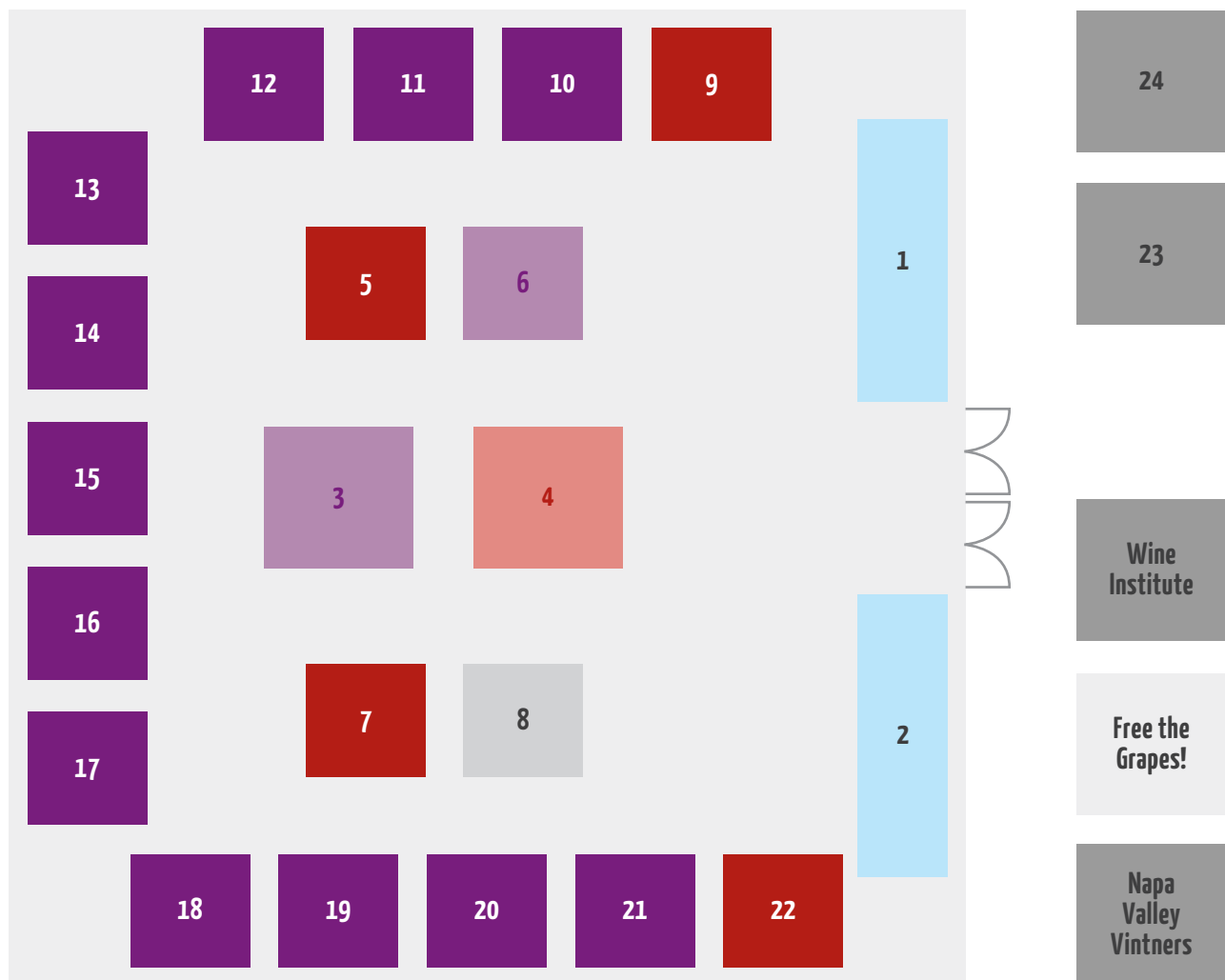
Checks must be made payable to:  
**"Wine Industry Direct Shipping Coalition"**  
(not to "Free the Grapes" or "DTC Wine Symposium")

Please mail checks to:  
**2700 Napa Valley Corporate Drive, Suite H,  
Napa, CA 94558**

If total balance owed is not received by December 31, 2017, the DTC Wine Symposium may reassign your space to a different sponsor. Sorry, we cannot accept credit card payments or trade-outs.

Free the Grapes! is a California trade association 501(c)6 and contributions are not tax deductible.

- KEY:**
- Platinum Sponsor
  - Association Sponsor
  - Lanyard Sponsor
  - Wireless Sponsor
  - Trade Show Premium
  - Session Workshop Sponsor
  - Trade Show



Please use the space numbers in this diagram when you fill out the online Trade Show Sponsor Application

DTCWS  
2017

# PREVIOUS WINERY ATTENDEES

2 Lads Winery  
Ackley Beverage Group  
Acumen Wine  
Alpha Omega  
Amavi Cellars  
Ancient Peaks Winery  
Anne Amie Vineyards  
Arietta Wine  
Arkenstone  
Balletto Vineyards  
Banshee Wines  
Barnett Vineyards  
Bekkers Wine  
Bell Wine Cellars  
Bennett Lane Winery  
Bernardus Winery  
Black Hills Estate Winery  
Black Stallion Winery  
Blue Mountain Vineyard and Cellars  
Bronco Wine Co.  
Brown Estate  
Burrowing Owl Estate Winery  
Ca' Momi  
Cain Vineyard and Winery  
Carmody McKnight Estate Wines  
Casino Mine Ranch Wines  
Chappellet Vineyard  
Charles Krug Winery  
Chateau Montelena  
Chateau Potelle  
Clif Family Winery  
Clos Du Val  
Clos LaChance Wines  
Colgin Cellars  
Concannon Vineyard  
Conn Creek Winery  
Constellation Brands  
Corison Winery  
Crocker & Starr  
Cuvaision Estate Wines  
DAOU Vineyards and Winery  
Dobbes Family Estate  
Domaine Chandon  
Dry Creek Vineyard  
Duckhorn Wine Co.  
Dunham Cellars  
E. & J. Gallo Winery  
Emeritus Vineyards  
Fairing Vineyard  
Ferrari-Carano Vineyards & Winery  
Fetzer Vineyards  
Fidelitas Wines  
FIGGINS & Toil Oregon  
Foley Family Wines  
Fort Ross Vineyard & Winery  
Foxen Vineyard  
Fresno State Winery  
Garden Creek Ranch  
Vineyards Winery  
Gary Farrell Winery  
Gloria Ferrer Caves & Vineyards  
Goosecross Cellars  
Gramercy Cellars  
Grgich Hills  
Hall Wines  
Hamel Family Wines  
Hanzell Vineyards  
Hartford Family Winery  
Hedges Family Estate  
Hess Collection  
Humanitas Wines  
Hundred Acre  
Hyland Estates Winery/  
NW Wine Company  
Irwin Family Vineyards  
J. Lohr Vineyards & Wines  
Jackson Family Wines  
Jarvis Winery  
John Anthony Family Of Wines  
Joseph Phelps Vineyards  
Jamieson Ranch  
Kelly Fleming Wines  
Kenzo Estate  
Kerloo Cellars  
Kieu Hoang Winery  
King Estate  
Krupp Brothers Wine  
Landmark Vineyards  
LangeTwins Family  
Winery & Vineyards  
Laughing Stock Vineyards  
L'Ecole No 41  
Lede Family Wines  
Leonetti Cellar  
Leto Cellars  
MacRostie Winery & Vineyards  
Marciano Estate  
Mark Anthony Wine & Spirits  
Martin Ray Winery  
Martinelli Winery  
Maryhill Winery  
Matchbook Wine Company  
Mazzocco Sonoma Winery  
Mendocino Wine Co.  
Merryvale Vineyards  
Michael David Winery  
Miner Family Winery  
Mitchella Vineyard & Winery  
Morgan Winery  
Mumm Napa  
Naked Winery  
Napa Wine Company  
Newsome Harlow Wines  
Oceano Wines  
Old York Cellars  
Opus One Winery  
O'Shaughnessy Estate Winery  
Pahlmeyer  
Paul Hobbs Winery  
Peju Province Winery  
Peltier Winery  
Pepper Bridge Winery  
Pernod Ricard USA  
Ponte Winery  
Poseidon Vineyard &  
Obsidian Ridge  
Presqu'ile Winery  
Progeny Winery  
Quady Winery  
Ramey Wine Cellars  
Ridge Vineyards  
ROAR Wines  
Rombauer Vineyards  
Rosenblum Cellars  
Rotie Cellars  
Rutherford Ranch Winery  
Salisbury Creative Group  
Savannah-Chanelle Vineyards  
Scheid Vineyards  
Schweiger Vineyards  
Seal Beach Winery  
Seka Hills  
Sera Fina Cellars  
Signorello Estate  
Silverado Vineyards  
Ste Michelle Wine Estates  
Somerton Wine Co  
Sonoma-Cutrer/Brown-Forman  
Sonoma-Loeb  
Sparkling Pointe  
Vineyards and Winery  
St. Anne's Crossing Winery  
Stone Edge Farm Winery  
Testarossa Winery  
The Wine Group  
Three Sticks Wines  
Tin Barn Vineyards  
Tinhorn Creek Vineyards  
Treasury Wine Estates  
Trefethen Family Vineyards  
Tres Sabores  
Trinchero Family Estates  
Trione Vineyards & Winery  
Twisted Oak Winery  
VIADER Vineyards & Winery  
Vine Cliff Winery  
Von Strasser & Lava Vine Winery  
Wente Family Estates  
Willamette Valley Vineyards  
William Cole Vineyards  
Wilson Artisan Wines  
Yorkville Cellars