

2019  DIRECT TO CONSUMER
WINE SYMPOSIUM

JANUARY 23-24, 2019 HILTON CONCORD HOTEL, CONCORD, CA

THE WINE
INDUSTRY SUMMIT
ON DTC SALES
& MARKETING

**TRADE
SPONSORSHIP
PACKAGE**



"I truly appreciate
how much opportunity
this provides."

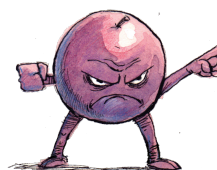


2018 Attendees
Recommend
the DTCWS



"One of the best
industry events
out there."

REGISTER TODAY AT
DTCWINESYMPIOSIUM.COM



PRESENTED BY
FREE THE GRAPES!

2018 HIGHLIGHTS



Sold Out

355 paid registrants
500 total attendees



Positive Feedback

96% of 2018 survey respondents
recommend the event



Diverse Registrants

Small, medium and large
wineries from 19 states



Returning Sponsors

25 sponsors, many back for 9th, 10th
and even 11th consecutive year



More Programming

7 Workshop Sessions, 7 Sponsor
Sessions, 2 Town Halls, 5 Keynotes



Dynamic Speakers

33 experts and thought leaders
from within and outside the industry

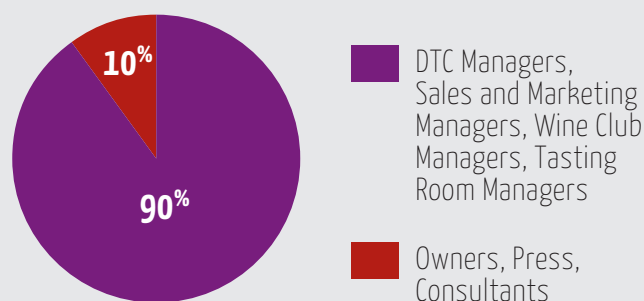


Video Content

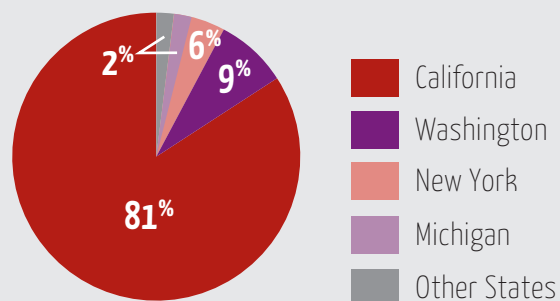
Session presentations available
at no charge to registrants

STATISTICS ON 2018 ATTENDEES

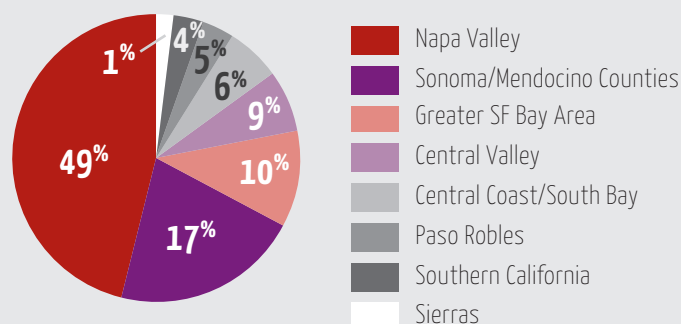
Function



US States Represented (19)



California Regions Represented



DTCWS
2019

SPONSOR INFORMATION

THE DTC WINE SYMPOSIUM IS THE WINE INDUSTRY'S ANNUAL SUMMIT ON DIRECT MARKETING AND SALES.

Now in its 12th 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 (45 once Oklahoma opens in October 2018), 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 2019? We've expanded 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. Once your deposit has been received, sponsorship levels and preferred Trade Show floor spaces will be assigned.

On behalf of the Steering Committee and the Board of Directors at Free the Grapes!, thank you for your involvement and financial support.



Jeremy Benson, Executive Director
Free the Grapes!

2019 Steering Committee Members: Brian Baker, Tammy Boatright, Barbara Gorder, Brigid Harris, Meredith Hayes, Angela Hernandez, Laura Larson, Stacey Lawrence, Leah McNally, Ron Scharman, Adrienne Stillman, Stephanie Wycoff

REGISTER TODAY AT DTCWINESYMPOSIUM.COM

FOLLOW US!



@DTCWS



#DTCWS19

2019 SPONSORSHIP LEVELS

	Platinum Sponsor	Association Sponsor: Gold	Association Sponsor	Lanyard Sponsor	WiFi Sponsor	Trade Show Premium Sponsor	Session Workshop Sponsor	Trade Show Booth
Fee	\$21,500	\$16,000	\$2500	\$6,000	\$5,000	\$5,000	\$4,500	\$3,000
Limit	2	2	2	1	1	2	4	12
Trade Show Space	20'x6'	Lobby 8'x8'	Lobby 8'x8'	8'x8'	8'x8'	10'x10' Center	8'x8'	8'x8'
2-Day Registrations	4	3	2	3	3	3	2	1
Free WiFi, Electrical Hookup, 1 Draped Table	✓	✓	✓	✓	✓	✓	✓	✓
Banner for Booth, Website Listing, Logo on Loop Between Presentations	✓	✓	✓	✓	✓	✓	✓	✓
Registration Guest List*	✓	✓	✓	✓	✓	✓	✓	✓
3-Minute Address	General Session						Workshops	
Logo Printed on Event Lanyards				✓				
Sponsor Sessions	✓			✓	✓	✓	\$1,000	\$1,000
\$25 Discount for Clients	✓	✓	✓					

*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 2019 program will include 8 or less Sponsor Sessions.

Discount Codes: This benefit allows our Platinum and Association Gold sponsors to offer their clients/members a unique \$25 discount code on registration.

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 described above.)

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.

SPONSOR INSTRUCTIONS

Step 1: Complete the online Sponsorship Form at www.DTCWineSymposium.com/Sponsorship and an invoice will be emailed to you.

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, 2018.

Questions? Contact Jeremy Benson at 707.254.1107 or 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, 2018, 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.

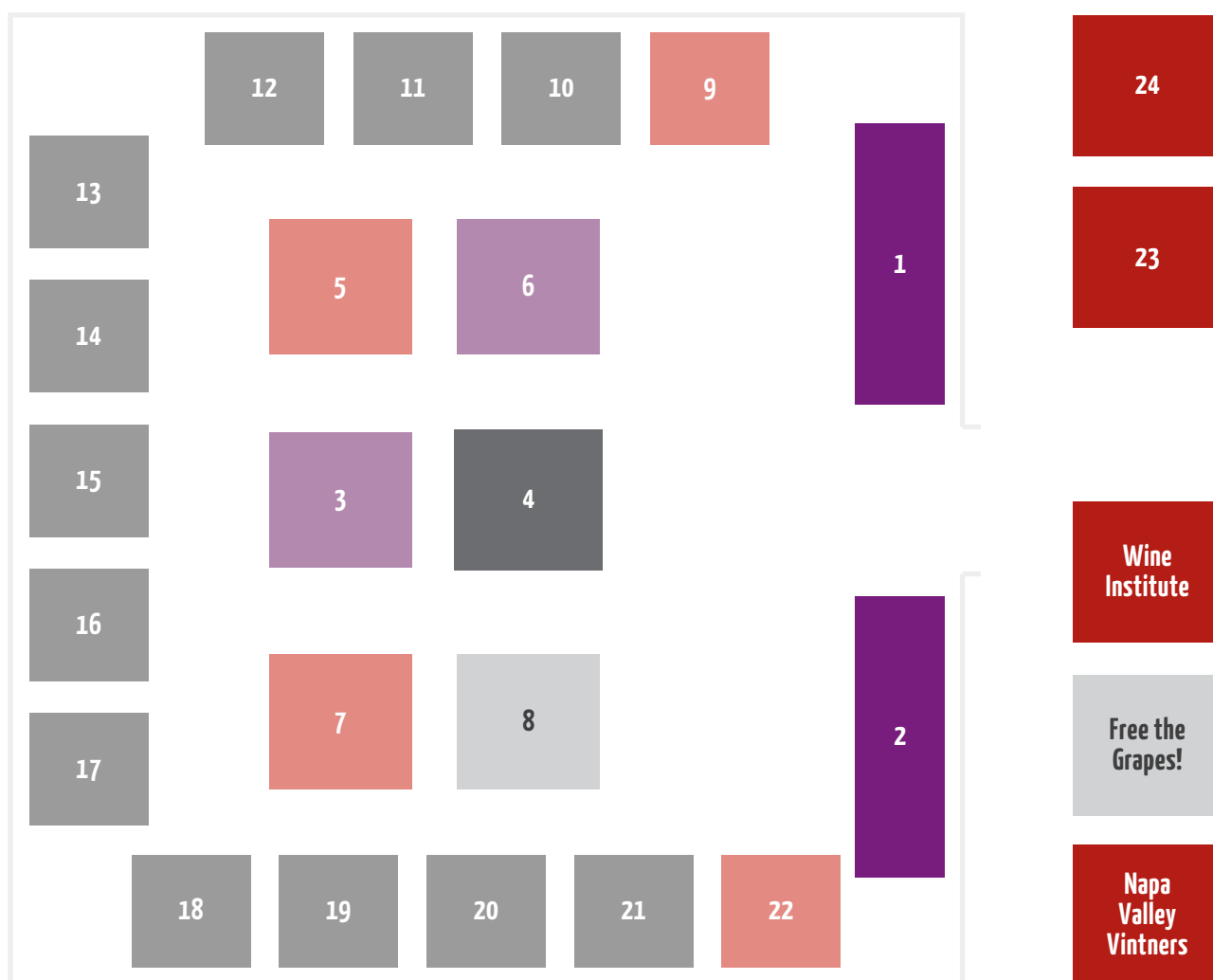
DTCWS
2019

TRADE SHOW FLOOR PLAN

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 complete the online Sponsor Application.

REGISTER TODAY AT DTCWINESYMPOSIUM.COM

FOLLOW US!

@DTCWS

DTCWS19

DTCWS 2018

PREVIOUS WINERY ATTENDEES

2 Lads Winery
4080 Vineyard, LLC
Accendo Cellars
Ackerman Family Vineyards
Acumen Wine
Adelaide Vineyards & Winery
Agajanian Vineyards
Ancient Peaks Winery
Anne Amie Vineyards
Aquilini Brands
Arkenstone Estate Winery
Arterra Wines Canada
Artesa Winery
Avennia
Aver Family Vineyards
Balletto Vineyards
Banshee Wines
Benovia Winery
Benziger Family Winery
Beringer Vineyards
Bernardus Winery
Black Hills Estate Winery
Bluxome Street Winery
Bonny Doon Vineyard
Bouchaine Vineyards
Breathless Wines
Bricoleur Vineyards
Bronco Wine Company
Bundschu Co.
Burrowing Owl Estate Winery
Cakebread Cellars
Calera Winery
CAMi Vineyards
Castoro Cellars
Ceretto Wines
Chappellet Winery
Charles Krug Winery
Chateau Montelena Winery
VGS Chateau Potelle Winery
Cima Collina
Cline Family Cellars
Clos Du Val
Colgin Cellars
Columbia Winery

Community Benchmark
Compli
Constant Wine
Constellation Brands
Crocker & Starr Winery
Cubanisimo Vineyards
Culina Family Estate Winery
Cuvaion Estate Wines
DAOU
Davis Estates Winery
Den Hoed Wine Estates
DigiVino
Dobbles Family Estate
Domaine Chandon
Donelan Family Wines
Double Forte Wine
Dovecote, LLC
Dry Creek Vineyard
Duckhorn Wine Company
E & J Gallo Winery
Early Mountain Vineyards
eDirect Wines
Eisele Vineyard
Eleven Eleven Wines
Fantasca Estate & Winery
Far Niente
Fat Cork
Fess Parker Winery
Fetzer Vineyards
Fidelitas
Foley Family Wines
Foppiano Vineyards
Four Lanterns Winery
Furioso Vineyards
Gallica Wine
Gary Farrell Winery
Gloria Ferrer Caves & Vineyards
Goldeneye Winery
Grgich Hills Estate
Hagafen Cellars
HALL Wines
Hesperian
Hestan Vineyards
Hovey Winery

Hundred Acre / Cherry Pie
J. Lohr Vineyards & Wines
Jacuzzi Family Vineyards
Jamieson Ranch Vineyards
Jarvis Estate
Jeff Gordon Cellars
Joseph Phelps Vineyards
Justin Vineyards and Winery
Kalyra Winery
Lamborn Family Vineyards
Landmark Vineyards
Larkmead Vineyards
Larson Family Winery
Long Meadow Ranch
Luna Vineyards
Mabera Wines
Markham Vineyards
Mattera | Cunat Family Vineyards
Maxville Lake Winery
McIntyre Vineyards
Merryvale Family of Wines
Michael David Winery
Miner Family Winery
Mission Hill Family Estates
Montinore Estate
Morgan Winery
Mount Mary Vineyard
Murrieta's Well
Newlin Associates LLC
Neyers Vineyards
Nickel & Nickel
Noviello Vineyards
O'Connell Family Wines
Old Bridge Cellars
Old York Cellars
Opus One
O'Shaughnessy Estate Winery
Pahlmeyer
Paraduxx Winery
Paul Hobbs Winery
Peju Province Winery
Penrose Hill
Pernod Ricard
Pine Ridge Winery

Pisoni Vineyards & Winery
Priest Ranch
Progeny-O'Shaughnessy
Quady Winery
Quintessential Wines
Robert Biale Vineyards
Robert Craig Winery
Robert Young
Rombauer Vineyards
Saddleback Cellars
Saintsbury
SAMSARA Wine Co.
Scheid Vineyards
Smith Devereux
Sojourn Cellars
Sokol Blosser Winery
Sonoma-Cutrer
Spring Mountain Vineyard
St. Julian Winery
St. Supery Estate Vineyards & Winery
Stag's Leap Wine Cellars
Ste. Michelle Wine Estates
Stewart Cellars
Stone Edge Farm Estate Vineyards and Winery
Taste It Wines
Taub Family Companies
Testarossa Winery
The Walls Vineyards
Thomas Fogarty Winery
Three Sticks Wines
Treasury Wine Estates
Trinchero Family Estates
Trione Vineyards & Winery
Tulloch Wines
Venge Vineyards
Vina Robles
Vineyard 29
Von Mandl Family Estates
Wente Family Estates
Wente Vineyards
Whitehall Lane Winery
Wild Leaf Wine LLC