

2020



DIRECT TO CONSUMER WINE SYMPOSIUM

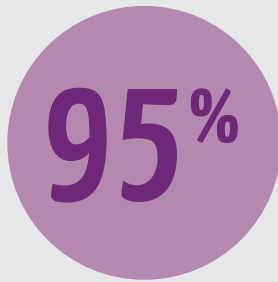
JANUARY 22-23, 2020 HILTON CONCORD HOTEL, CONCORD, CA

THE WINE
INDUSTRY SUMMIT
ON DTC SALES
& MARKETING

**TRADE
SPONSORSHIP
PACKAGE**



“Great tips and tools
to help stay focused
on your goals.”

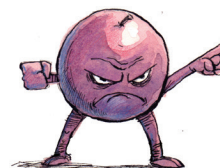


2019 Attendees
Recommend
the DTCWS



“The networking
here is
outstanding.”

**REGISTER TODAY AT
DTCWINE SYMPOSIUM.COM**



**PRESENTED BY
FREE THE GRAPES!**

2019 HIGHLIGHTS



Sold Out

Sold Out 10 Days in Advance:
500 total attendees



Positive Feedback

95% of 2019 survey respondents
recommend the event



Diverse Registrants

Small, medium and large
wineries from 15 states



Returning Sponsors

Sponsorship was Sold-Out
in October



Most Programming

18 Breakout Sessions,
3 Town Halls, 1 Roundtable



Dynamic Speakers

30+ experts from within and
outside the industry

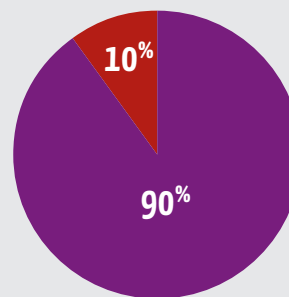


Video Content

Session presentations available
at no charge to registrants

STATISTICS ON 2019 ATTENDEES

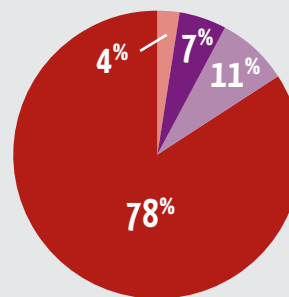
Function



DTC Managers, Club Managers, Tasting Room Managers, Sales and Marketing Managers

Owners, Press, Consultants

US States Represented (15)



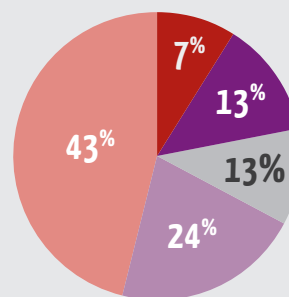
California

Other States

Washington

New York

Winery Case Size



Limited: < 1k cases

Very Small: 1k-5k cases

Small: 5k-50k cases

Medium: 50k-500k cases

Large: 500k+ cases



DTCWS
2020

SPONSOR INFORMATION

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

Now in its 13th year, the summit attracts winery DTC managers, marketing directors, club and tasting room managers, owners and DTC thought leaders. And the timing is right: our goal is to connect buyers and sellers each January, when wineries are finalizing their annual strategies and partners.

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

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 45, which represent 95% of the US population. In sum, the DTC Wine Symposium has played a key role in creating and streamlining a \$3+ billion sales channel.

SO WHAT'S NEW FOR 2020?

The Steering Committee continues to expand programming using breakout sessions, roundtable discussions, demo rooms, Town Halls and more. The goal is quality programming that allows sponsors to network and engage customers and prospects.

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 assigned based on receipt of your deposit.

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!

2020 Steering Committee Members: Stacey Lawrence, Stephanie Wycoff, Tammy Boatright, Brandon Allen, Brian Baker, Leah McNally, Meredith Hayes, Barbara Gorder, Brigid Harris, Adrienne Stillman, Ron Scharman

REGISTER TODAY AT [DTCWINESYMPIUM.COM](https://dtcwinesymposium.com)

FOLLOW US!



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



[#DTCWS20](https://twitter.com/DTCWS)

2020 SPONSORSHIP LEVELS

	Platinum Sponsor	Association Sponsor: Gold	Association Sponsor	Lanyard Sponsor	WiFi Sponsor	Trade Show Premium Sponsor	Trade Show Booth
Fee	\$22,000	\$17,000	\$2,500	\$6,250	\$5,250	\$5,250	\$3,200
Limit	2	2	1	1	1	4	14
Trade Show Space	20'x8'	Lobby 8'x8'	Lobby 8'x8'	10'x10' Center	10'x10' Center	10'x10' Center	8'x8'
2-Day Registrations	4	3	1	3	3	3	2
Trade Show Pass	4	1	1	2	2	2	1
Free WiFi, Electrical Hookup, 1 Draped Table	✓	✓	✓	✓	✓	✓	✓
Booth Sign, Website Listing, Logo on Loop Between Presentations	✓	✓	✓	✓	✓	✓	✓
Registration Guest List*	✓	✓	✓	✓	✓	✓	✓
Logo Printed on Event Lanyards				✓			
Sponsor Sessions	✓			✓	✓	✓	\$1,500
\$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. The Trade Show Booth level sponsor level provides for an optional Sponsor Session, space permitting and for an additional fee. All sponsors electing to deliver a sponsor session agree to purchase all access registrations for their panelists.

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

Trade Show Premium: This sponsor level is ideal for companies with their own booth that requires a 10x10 footprint. All Trade Show Premium spaces are in the center of the ballroom (not against a wall).

WiFi and Lanyard Sponsorship: One exclusive WiFi sponsorship, plus one exclusive Lanyard sponsorship, will also be assigned a 10x10 space 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.

Complimentary Registrations and Booth Passes Sponsors receive a set number of complimentary registrations providing access to all breakout sessions and keynotes, as well as a set number of Trade Show only badges that only provide access to the Trade Show, not to the breakout sessions and keynotes. If they exceed these limits, Sponsors agree they are responsible for purchasing full registrations in advance, and if available.

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 20, 2019.

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 20, 2019, 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.

TRADE SHOW FLOOR PLAN

- KEY:**
- Platinum Sponsor
 - WiFi Sponsor
 - Association Sponsor
 - Trade Show Premium
 - Lanyard Sponsor
 - Trade Show



Please use the space numbers in this diagram when you complete the online Sponsor Application.



DTCWS 2019

WINERY ATTENDEES

Adelaida Vyds & Winery	Eco Terreno Wines	Lewis Cellars	Scheid family wines
Arkenstone Estate Winery	Ehlers Estate	Long Meadow Ranch	Sequoia Grove Winery
Artesa Winery	Eisele Vineyard Estate	Lorimar Winery	Signorello Estate
Avennia	Eleven Eleven	MacRostie Winery	Somerston Estate
Benovia Winery	Elk Cove Vineyards	Mark Anthony Group	Sonoma-Cutrer Vineyards
Bernardus Winery	Far Niente	Materra Cunat Family Vineyards	Spottswode Estate Vineyard & Winery
Black Stallion Estate Winery	Farmstead	Mathew Bruno Wines	Spring Mountain Vineyard
Boca Roja Baja Wine Adventures	Fetzer Vineyards	McEvoy Ranch	St. Supéry Estate Vineyards & Winery
Boisset Collection	Fidelitas	McGrail Vineyards and Winery	Stag's Leap Wine Cellars
Bouchaine Vineyards	Foley Family Wines	McIntyre Vineyards	Ste. Michelle Wine Estates
Bravante Vineyards	Fontanella Family Winery	Meadowcroft Wines	Stone Edge Farm Winery
Brick Barn Wine Estate	Foppiano Vineyards	Merryvale Family of Wines	Strewn Winery
Bundschu Company	Foundry Vineyards	Michael David Winery	Sullivan Rutherford Estate
Cain Vineyard and Winery	Gary Farrell Winery	Montinore Estate	Summerhill Pyramid Winery
Cakebread Cellars	Ghost Block Estate Wines	NakedWines.com, Inc.	Talisman Wine
Casino Mine Ranch	Gramercy Cellars	Novelty Hill - Januik Wineries	Terlato Wine Group
Cavus Vineyards	Grape Creek Vineyards	Oak Ridge Winery, LLC	Testarossa Winery
Charles Krug Winery	Groth Vineyards & Winery	O'Brien Estate	The Donum Estate
Chateau Montelena	Hagafen Cellars	Paul Hobbs Winery	The Wine Group
Cline Cellars & Jacuzzi Family Vineyards	Hahn Family wines	Peju Winery	Three Sticks Wines
Clos Du Val Winery	Heitz Cellar	Peju Winery	Treasury Wine Estates
Concannon Vineyard	Hestan Vineyards	Planters Ridge Winery	Trefethen Family Vineyards
Constellation Brands	Illesley Estate Wines	Pope Valley Winery	Trinchero Family Estates
Cristom Vineyards	J Vineyards & Winery	Poplar Grove Winery Inc.	Trinitas Cellars
Culmina Family Estate Winery	JAM Cellars	Porter Family Vineyards	Trione Vineyards & Winery
Cuvaision Estate Wines	Jarvis Estate	Quintessential Wines	Troon Vineyard
Daou Vineyards	John Anthony Vineyard	Ramey Wine Cellars	Turley Wine Cellars
Darcie Kent Vineyards	Joseph Phelps Vineyards	Ram's Gate Winery	Turnbull Wine Cellars
Davis Estates	JUSTIN Vineyards and Winery	Rancho Sisquoc Winery	VGS Chateau Potelle
DeLille Cellars	Kenefick Ranch Winery & Vineyards	Record Family Wines	VIADER vineyards & winery
Dion Vineyard	Kenzo Estate	Red Stitch Wine Group	Vintage Wine Estates
Domaine Chandon	Knights Bridge Winery	Robert Young Estate Winery	Wente Family Estates
Donelan Family Wines	Ladera Vineyards	Rombauer Vineyards	Willamette Valley Vineyards
Donelan Family Wines	Landmark Vineyards and Winery	Round Pond Estate	Winc
Duckhorn Wine Company	LangeTwins Winery	Rue 527	Wolff Vineyards
Dunham Cellars	Larkmead Vineyards	Rusty Tractor Vineyards	WX Brands
Duplin Wine Family	L'Ecole No 41	Rusty Tractor Vineyards	
	Leto Cellars		