



Request for Information: Sponsor Sessions

2020 Direct to Consumer Wine Symposium
January 22-23, 2020 Hilton Concord Hotel

The Steering Committee allocates 60-minute breakout sessions whose content is created and presented by sponsors. These sessions provide sponsors an opportunity to share their expertise and insights with attendees.

What do Attendees Value?

Our attendees – DTC managers, tasting and club managers – are looking for practical content and useful ideas they can implement immediately. Post-event surveys indicate that attendees want solutions, not generalities or vague recommendations; they value innovative solutions to common challenges. Finally, they are particularly sensitive to sponsors giving a “sales pitch,” which hurts the quality of our conference’s programming and the reputation of the sponsor.

Sponsor Sessions and session topics are not guaranteed as part of your sponsorship; they are available on a first come, first served basis requiring: 1) online registration and receipt of the sponsorship deposit by the DTCWS; 2) receiving final approval by the Steering Committee on topics and speakers; and 3) participation in two mandatory rehearsals; and 4) timely receipt of presentation files and speaker agreements. If any of these conditions are not met the committee has the right to cancel a sponsor session without a reduction in sponsorship fees.

How Do I Sign Up?

Step 1

- **Register online to be a sponsor.** See the Sponsor Package for information on costs and benefits; not all sponsorship levels include a sponsor session benefit.

Step 2

- **Pay your sponsorship deposit.** Your online registration and deposit must be received before our Sponsor Session Committee can discuss your topic ideas.

Step 3

- **Discuss your topic ideas.** Our Sponsor Session committee is here to help you create a win-win for your company and the attendees.

Step 4

- **Submit a session outline(s).** Submit a brief outline of your proposed presentation to the Sponsor Session Committee. Include: session title (keep it snappy!); intended audience (who would benefit most?); 3-5 key takeaways; speaker names, companies and titles.

Step 5

- Participate in 2 “Rehearsals.” These review meetings are conducted to ensure content is not redundant with the Workshop Session topics, and is “on point” with the intended topic area and published takeaways. Again, the Sponsor Session Committee’s role is to help sponsors get the most out of each session. See below for mandatory rehearsal dates.

Step 6

- **Complete a Speaker Agreement:** Upon acceptance by Sponsorship Committee, approved sponsors must complete the Speaker Agreement form online and located here: <https://forms.gle/wo7etDGyXz9KMkxSA>

Step 7

- **Submit PPT File:** Email landscape-formatted PPT files -- not PDFs -- to dtcwinesymposium@gmail.com no later than January 15, 2020. You can use your template or the one for DTCWS. Your PPT file will be pre-loaded at the event venue.

DTCWS SESSION SPEAKER DELIVERABLES & TIMELINE

By September 1, 2019 (Suggested)

- Register and pay your sponsorship deposit. For last year’s event, sponsorships were sold out in October, so we recommend you determine your plans by late summer 2019.

October 15, 2019

- Session outlines are due to the Sponsor Session Committee for review and approvals.

October 31, 2019

- Conference call with member of Sponsor Session Committee to review requirements.

WEEK OF November 11-15, 2019. Final date TBD.

- First Rehearsal: Mandatory onsite or online review of proposed session content. (Rehearsals at Benson Marketing Group office in Napa.)

WEEK OF January 6-10, 2020. Final date TBD.

- Second rehearsal –Mandatory on site or online presentation of final session content with all assigned session speakers.

January 15, 2020

- Email final landscape-formatted PPT presentation file to dtcwinesymposium@gmail.com.

FAQ

What’s the best format? A panel or single presenter?

Generally, our attendees prefer a Q&A panel format over a single presenter. The ideal number of panelists is 2-3; four is too many. If you choose a panel, note that it is the sponsor’s responsibility to pay for a full registration and any travel costs for their panelists. Your panelists are not given complimentary registrations.

How will my sponsor session title refer to my company?

We will use this convention: “How to Sell More Wine Online, presented by XYZ Company.”