



Request for Information: Sponsor Sessions

2021 Direct to Consumer Wine Symposium

January 19-22, 2021

Sponsor Sessions are created and presented by sponsors, providing an opportunity to share 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, while our guests are assuming a Sponsor Session will include a review of the company's strengths, they are sensitive to prolonged sales pitches and will score that session poorly.

Sponsor Sessions and session topics are not guaranteed as part of your sponsorship, even if included within the sponsor fee. The number of Sponsor Sessions is limited and they are available on a first come, first served basis requiring: 1) online registration and receipt of the sponsorship payment by the DTCWS; 2) receiving final approval by the Steering Committee on topics and speakers; and 3) participation in mandatory meetings and rehearsals.

<p>If any of these conditions are not met the DTCWS and its Steering Committee has the right to cancel a Sponsor Session without a reduction in sponsorship fees.</p>

Format

This year's virtual conference will include pre-recorded Sponsor Sessions with a maximum length of 30 minutes, plus an additional 10 minutes of live Q&A with the speakers during the conference days, January 19-22, 2021. The Steering Committee will choose the day and time of your Sponsor Session during the event dates. Sponsors may utilize the DTCWS recording schedule and process, or provide their own MP4 video file by the deadline indicated.

IMPORTANT: If you cannot commit to the posted deadlines, and live Q&A, do not sign up for a Sponsor Session.

How Do I Sign Up?

Step 1

- **Register online to be a sponsor.** Read the Sponsor Package for information on costs and benefits; not all sponsorship levels include a sponsor session benefit. Then register at dtcwinesymposium.com/sponsorship

Step 2

- **Pay your sponsorship fee.** Your registration will trigger an invoice to you. Fee payment must be received before our Sponsor Session Committee can discuss your topic ideas.

Step 3

- **Discuss your topic ideas.** Our Sponsor 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?); your 3-5 key takeaways each in 1 sentence; as well as speaker names, their titles and companies. That's all we need!

Step 5

- **Participate in 1 Planning Meeting, 1 Rehearsal** The meeting and rehearsal are conducted to ensure content is not redundant with other Sessions, and to help you get the most benefit out of your Sponsor Session. The final presentation will be recorded. See below for dates.

Step 6

- **Complete a Speaker Agreement:** Upon acceptance by Sponsor Committee, approved sponsors must complete the Speaker Agreement form online and located here: <https://forms.gle/mtK8NYidSJhQuNhT7>

DTCWS SESSION SPEAKER DELIVERABLES & TIMELINE
--

ASAP

- Register at dtcwinesymposium.com/sponsorship, and pay your sponsorship fee. Note that sponsorships sold out in October of 2019 for the January 2020 event.

October 31, 2020

- Submit your Session Outline to dtcwinesymposium@gmail.com for Sponsor Committee review and approvals. See above for requirements of the Steering Committee.

November 3-5: Review Session Outline

- Virtual meeting with members of Sponsor Session Committee to review requirements.

December 1-3: Final Rehearsal

- Mandatory "dress rehearsal" of your full presentation, with a finished PPT. Conducted virtually.

December 15-17: Final Recording

- Your Sponsor Session is recorded live. Little or no editing is expected.
- If you are providing your own MP4 video file, submit by December 17 to dtcwinesymposium@gmail.com.
- Complete Speaker Agreement here: <https://forms.gle/kQdSLszkxb4iB2oW8>

January 19-22, 2021: DTCWS Conference

- Sponsors will participate in live Q&A during and after their pre-recorded Sponsor Session.

FAQ

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

Generally, our attendees prefer a Q&A panel format (2-3 speakers maximum) over a single presenter. If you choose a panel, note that panelists are not given complimentary event registrations; either you should allocate your comps to them or purchase additional registrations for them.

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."

Will my presentation be live or pre-recorded?

All Sponsor Sessions will be pre-recorded in December. Sponsors have the option of working with the Steering Committee and Sponsor Committee to schedule and record your presentation, or, you may submit an MP4 file by the deadline above.

Who can answer my questions? Please contact members of the Sponsor Committee: Leah McNally, leah.mcnally@cask23.com; Meredith Hayes, meredith.hayes@gloriaferrer.com; Jeremy Benson, benson@bensonmarketing.com