

TRADE SPONSORSHIP PACKAGE

THE WINE INDUSTRY SUMMIT ON DTC SALES & MARKETING

JANUARY 19-20, 2022 | HILTON CONCORD HOTEL AND VIRTUAL



15th Annual
DTCWS Conference

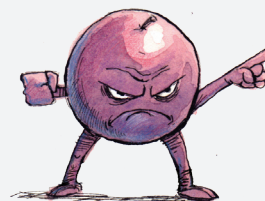


100% 2021 Attendees
Surveyed Recommend DTCWS



Reaching More DTC
Managers in 2022

LEARN MORE & REGISTER TODAY AT
[DTCWINESYMPIUM.COM](https://dctwinesymposium.com)



Presented by
Free the Grapes!



DTCWS 2022

WELCOME LETTER

2022: WE'RE GOING HYBRID

In 2021, we re-imagined the Symposium in a virtual format, reaching more attendees in more states than ever. For 2022, we are planning for an in-person conference, COVID-permitting, plus livestream presentations for our virtual participants. If COVID restrictions prevent an in-person conference, we will still conduct the conference virtually, with reductions in sponsor fees as defined in this document.

THE WINE INDUSTRY'S ANNUAL SUMMIT ON DIRECT MARKETING AND SALES

Now in its 15th year, the summit attracts winery DTC managers, marketing directors, club and tasting room managers, owners and thought leaders. Once again, we'll connect buyers and sellers when many wineries are finalizing their 2022 strategies and partners.

SUPPORT THE DTC CHANNEL. SUPPORT FREE THE GRAPES!

Net proceeds provide 70% or more of the budget for Free the Grapes! The beneficiary and presenting organization continues to work tirelessly with industry lobbyists and regional associations. The coalition has helped to increase the number of legal winery shipping states from 17 to 47, representing 96% of the US population. In sum, the DTC Wine Symposium has played a key role in creating and streamlining this sales channel. And our work is not done!

SIGNUP IS EASY

Just visit our website and complete the online Sponsorship Commitment form and we'll send you a contract and deposit invoice. First come, first served!

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!

2022 Steering Committee Members: Susan DeMatei, Chris Grossman, Kelly Petrillo, Kasey Helt, Jessah Diaz, Brandon Allen, Patricia O'Brien, Ron Scharman, Nina Depiesse, Leah McNally, Brian Baker, Meredith Hayes, and Barbara Gorder

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#DTCWS22



DTCWS 2022

SPONSORSHIP LEVELS

	PLATINUM SPONSOR	ASSOCIATION SPONSOR: GOLD	ASSOCIATION SPONSOR	LANYARD SPONSOR	WIFI SPONSOR	TRADESHOW PREMIUM	TRADESHOW BOOTH	VIRTUAL EXHIBITOR
Fee	\$23,000	\$17,000	\$2,500	\$6,500	\$6,000	\$5,500	\$3,500	\$1,750
Limit	2	2	1	1	1	4	12	4
Complimentary Registrations	4	3	1	3	3	3	2	2
Complimentary Booth Passes	4	1	1	2	2	2	1	N/A
Event App Benefits	✓	✓	✓	✓	✓	✓	✓	✓
Conduct A Sponsor Session	1			1	1	\$500 Add-on	\$1,500 Add-on	N/A
Exclusive Email Blasts, Social Posts	2	1	1	1	1			
Email Blasts & Social Posts	✓	✓	✓	✓	✓	✓	✓	✓
Registrant Email List (as of 1/1/22)	✓	✓	✓	✓	✓	✓	✓	✓

*Registrants have the option to opt-out

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DTCWS 2022

SPONSORSHIP BENEFITS

Fees: Sponsorship fees for conference exhibitors also include the Event App Benefits, described below.

Limit: The maximum number of sponsors at each sponsorship level.

Complimentary Registrations (In-person Conference Only): Sponsors receive a set number of complimentary registrations providing access to all Sessions at the in-person conference, if registered prior to posted deadlines. Sponsors requiring additional, all-access registrations pay for and register using the conference's online registration portal, as long as registrations are not sold out.

Complimentary Registrations (Virtual Exhibitors): Virtual Exhibitors each receive two complimentary virtual registrations with their sponsorship.

Event App Benefits: Using the DTCWS event app, Whova, each sponsor level includes one, exclusive exhibitor page including livestream functionality, video content functionality, chat functionality, demo tools, and lead generation tools (e.g., raffle, giveaways, etc.). Additional background on Whova is located here: <https://whova.com/virtual-conference-platform>

Sponsor Session: Sponsor Sessions are optional presentations created, managed, and presented by sponsors. Additional fees apply for some sponsor levels. Sponsor Sessions are listed in the Whova Schedule providing significant additional brand visibility. Note that Sponsor Sessions are not guaranteed and must meet these basic requirements:

- 1) Completion of online sponsorship registration
- 2) Receipt of total sponsor fee payment and sponsor agreement while Sponsor Session slots are available (first come, first served)
- 3) Participation in two mandatory rehearsals and pre-recording
- 4) Payment for and registration of all panelists/speakers through the event's registration portal (or use of comp registrations), and
- 5) Final approval of DTCWS Steering Committee.

Virtual Exhibitors: We have set aside a few sponsorship opportunities for exhibitors who take a virtual booth on Whova but do not attend the conference or tradeshow. The Event App Benefits, described above, define benefits of this level.

Additional Sponsorship Information:

- It is the sponsor's responsibility to upload their content to the event app, including images, video, etc.
- Event organizers will conduct sponsorship "coaching" sessions to maximize benefits.
- If COVID-related restrictions or concerns cause event organizers to cancel the in-person conference, sponsorship fees will be reduced by 50%. If not, and the in-person conference attracts 225 or fewer attendees, sponsor fees will be reduced by 25%.
- Free the Grapes! Is a California trade association 501(c)6. Contributions are not tax deductible.
- Sponsors agree that if their fee payment is not received by December 31, 2021, event organizers may reassign their sponsor slot to another company.
- No trade-outs or in-kind donations are accepted in lieu of sponsorship fees. No credit cards accepted for sponsorship fee payment.
- Sponsorship does not influence Workshop Session speaker selection.

SPONSOR INSTRUCTIONS

Step 1: Complete the online Sponsorship Commitment form at www.DTCWineSymposium.com/Sponsorship. You will then receive, 1) A Sponsorship Agreement for signature; 2) an invoice for the full sponsorship fee; and 3) instructions for payment by check or Electronic Funds Transfer.

Step 2: Sign the agreement and initiate your Sponsorship payment in full. Sponsor Sessions are first come, first served and available based on date of receipt of both payment and agreement, whichever occurs later.

Step 3: Update your sponsor Exhibitor page on Whova once established by DTCWS.

QUESTIONS?

Contact Lynn Edwards, Owner, Proper Planning
Email: Lynn@ProperPlanningTeam.com
Phone: 253.405.7910



DTCWS 2022

FREQUENTLY ASKED QUESTIONS

What happens if the in-person conference is cancelled because of COVID?

In that scenario, the DTCWS will be conducted virtually with pre-recorded Sessions, as we did in January 2021. In that scenario, 50% of your sponsorship fees will be reimbursed by January 31, 2022.

What happens if you hold the in-person conference and don't get as many attendees as usual?

If the in-person event is executed with less than 225 paid attendees we will reimburse sponsors 25% of their fees.

What are your COVID-19 protocols for the in-person conference?

The event website includes updated COVID-19 restrictions that may affect the Conference. At the time of writing this Sponsor Package, all attendees of the in-person event – including sponsors, speakers, booth staff, volunteers, vendors, etc. – will be required to show proof of complete vaccination. Proof of a negative test alone will not be sufficient to attend. Additionally, the DTCWS organizers will follow CDC, local government, and the event venue's guidelines and requirements. The Hilton Concord Hotel also has a website of their protocols here: <https://covid.hilton.com/>

Can "Tradeshow Premium" and "Tradeshow Booth" Exhibitors conduct a Sponsor Session?

Yes. There is an additional sponsor fee of \$500 and \$1,500, respectively.

Do comp registrations give me access to all the conference Sessions?

Yes. But if you need more all-access registrations beyond the complimentary ones that come with your sponsorship level, purchase them at the multi-registration discounted rate on EventBrite if spaces are still available. (Note: the in-person conferences have sold out the previous 5 years.)

What if I need a larger team to staff our tradeshow booth than what's offered as complimentary "tradeshow only" booth passes?

Purchase additional all-access registrations. Our space at the Hilton Concord Hotel is limited. We strongly recommend you identify your booth team no later than December 1.

What do you provide for each tradeshow exhibitor?

The DTCWS provides tradeshow exhibitors a 6', black-skirted table (if needed), power outlet, and WiFi through the hotel. Please contact event organizers if you have other requirements no later than December 1, 2021. Exhibitors will receive a Tradeshow Information Package in late November with details on load-in, etc.

Can you help us determine the right sponsorship level?

All sponsors of the in-person conference are offered a booth on the 4,000 square foot tradeshow floor.

- **Tradeshow Booth:** Ideal for companies on a budget. There is no "bad space" in the tradeshow floor. Booths line the perimeter of the tradeshow floor.
- **Tradeshow "Premium:"** Ideal for sponsors requiring a 10x10' space, with their own booth, which is set in the interior of the tradeshow floor for maximum visibility. If available, this level includes an optional Sponsor Session with a \$500 fee add-on.
- **Lanyard Sponsor:** This exclusive sponsor has a premium booth position and the option of submitting a proposal for conducting a Sponsor Session at no additional fee.
- **WiFi Sponsor:** This exclusive sponsor has a premium booth position and the option of submitting a proposal for conducting a Sponsor Session at no additional fee.
- **Platinum Sponsor:** Only two sponsors have a premium booth position, maximum number of complimentary registrations and booth staff passes, plus the Sponsor Session option included in the fee.
- **Virtual Exhibitors:** Ideal for companies who cannot attend in person, but want to conduct live demos, stream video, and chat with virtual registrants as well as in-person attendees.



DTCWS 2021

OUR FIRST ALL-VIRTUAL CONFERENCE

2021 VIRTUAL EVENT HIGHLIGHTS



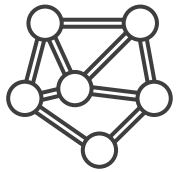
MOST ATTENDEES

559 paid registrants



TOP PROGRAMMING

100% of 2021 survey respondents recommend the event



MAX STATE DIVERSITY

Attendees from 21 states, a record



RETURNING SPONSORS

Sponsors were finalized in November



FULL PROGRAMMING

20 sessions, 2 keynotes over 4 Days

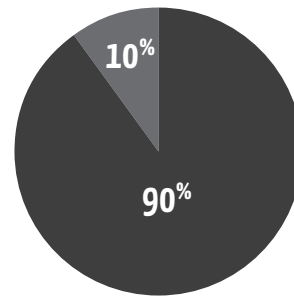


DYNAMIC SPEAKERS

50+ experts from within and outside the industry

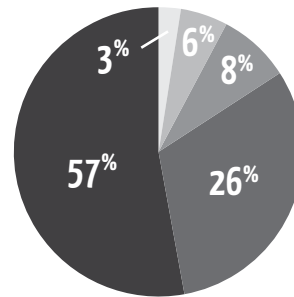
STATISTICS ON 2021 ATTENDEES

FUNCTION



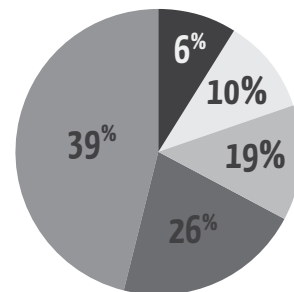
- DTC Managers, Club Managers, Tasting Room Managers, Sales and Marketing Managers
- Owners, Press, Consultants

US STATES REPRESENTED (21)



- California
- Other States
- Washington
- Oregon
- Illinois

WINERY CASE SIZE



- < 1K cases
- 1K-5K cases
- 5K-50K cases
- 50k-500K cases
- 500K+ cases

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DTCWS 2020

WINERY ATTENDEES

Alpha Omega Winery
Ancient Peaks Winery
Artesa Winery
Avennia Winery
Baldacci Family Vineyards.
Balletto Vineyards
Bennett Lane Winery
Bernardus Winery
Betz Family Winery
Black Hills Estate
Black Stallion Estate Winery
Blustone Vineyards
Boisset Collection
Breathless Wines
Bronco Wine Company
Brooks Wine
Bryant
Cakebread Cellars
Chappellet Vineyard
Chateau Montelena Winery
Chronic Cellars
Cline Family Cellars & Jacuzzi Family Vineyards
Clos Du Val Winery
Clos Solène
Concannon Vineyard
Conn Creek
Constellation Brands
Crimson Wine Group
Cristom Vineyards
Cuvaion Estate
Danza del Sol Winery
DAOU Vineyards & Winery
Donelan Family Wines
Donum Estate
Duckhorn Portfolio
Duplin Winery
E&J Gallo Winery
Eberle Winery
Eco Terreno Wines & Vineyards
Eleven Eleven Wines
Elizabeth Chambers Cellar
Elizabeth Spencer Winery
Elk Cove Vineyards
Emeritus Vineyards
F. Korbel & Bros.
Far Niente Family of Wineries
Fess Parker Winery
Fetzer Vineyards
Foley Family Wines
Foundry Vineyards
Four Lanterns Winery
Foxen Vineyard & Winery
Gary Farrell Winery
Gloria Ferrer Caves and Vineyards
Groth Vineyards & Winery
Hagafen Cellars
Hahn Family Wines
HALL Wines
Halter Ranch Vineyard
Handley Cellars
Hawks Hill Ranch
Heitz Cellar
Hestan Vineyards
Hugh Hamilton Wines
J. Cage Cellars
J. Lohr Vineyards & Wines
Jasper Winery
John Anthony Vineyards
Jordan Vineyard & Winery
Joseph Phelps Vineyards
JUSTIN Vineyards & Winery
K Vintners, LLC
Kenzo Estate Napa Valley
Keswick Vineyards
Krupp Brothers
Lambert Bridge Winery
Landmark Vineyards
Larson Family Winery
L'Ecole No 41
Long Meadow Ranch
Long Shadows Vintners
Louis Martini & William Hill Estate Wineries
MacRostie Winery & Vineyards
Markham Vineyards
McFadden Family Vineyard & Farm
McGrail Vineyards and Winery
Mercer Wine Estates
Mira Winery
Murrieta's Well
Nakedwines.com, Inc.
Nicora Wine
Oak Ridge Winery, LLC
ONX Wines
Opus One
Patz & Hall
Paul Hobbs Wines
Peju Winery
Penrose Hill
Pernod Ricard USA
Pisoni Family Vineyards
Ponte and Bottaia Winery
Ramey Wine Cellars
Ram's Gate Winery
Riverbench Vineyard & Winery
Rodney Strong Vineyards
Round Pond Estate
Scheid Family Wines
Schramsberg Vineyards
Scott Harvey Wines
Seghesio Family Vineyards
Sequoia Grove Winery
Sextant Wines
Silvan Ridge Winery
Silverado Vineyards
Silver Oak Cellars
Spottswode Estate Vineyard & Winery
Stag's Leap Wine Cellars
Ste. Michelle Wine Estates
Stone Edge Farm Estate Vineyards & Winery
Stone Edge Farm Winery
Stony Hill Vineyard
Sullivan Rutherford Estate
Tablas Creek Vineyard
Talisman Wine
Testarossa Winery
The Prisoner Wine Company
The Wine Group
Three Sticks Wines
Tinte Cellars
Tolosa
Treasury Wine Estates
Trefethen Family Vineyards
Trinchero Family Estates
Trione Vineyards & Winery
Troon Vineyard
Truett Hurst & VML Winery
Turley Wine Cellars
Turnbull Wine Cellars
Wente Family Estates
Willamette Valley Vineyards
Winc, Inc.
Winderlea Vineyard & Winery

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