

TRADE SPONSORSHIP PACKAGE

THE WINE INDUSTRY SUMMIT ON DTC SALES & MARKETING

JANUARY 17-18, 2024 | HILTON CONCORD HOTEL, CONCORD, CA



17th Annual
DTCWS Conference

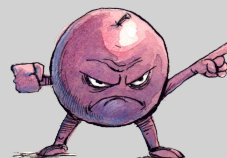


93% 2023 Attendees
Surveyed Recommend DTCWS



Reaching More DTC
Managers in 2024

LEARN MORE & REGISTER TODAY AT
DTCWINESYMPIOSIUM.COM



Presented by
Free the Grapes!



DTCWS 2024

WELCOME LETTER

NEW BENEFITS FOR SPONSORS IN 2024!

Now in its 17th year, the summit will include new ways to engage directly with winery DTC, club, tasting room, and marketing managers. In addition to the tradeshow, sponsor sessions, event app and other benefits, we're adding video promotions to Keynotes and Workshop Sessions, a hospitality event, and expanding our demo rooms. More ways to engage with your customers and prospects!

SUPPORT THE DTC CHANNEL, SUPPORT FREE THE GRAPES!

Net proceeds provide 70% or more of the annual budget for Free the Grapes! The beneficiary and presenting organization continues to work tirelessly with industry lobbyists and regional associations, helping to increase the number of legal winery shipping states from 17 to 47, representing 98% 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.

Review the options in this document, then visit our website and complete the online Sponsorship Commitment form - first come, first served! You can also contact our Steering Committee for advice and counsel to make the most of your investment.

We hope to see you at our 100% in-person conference for 2024! (No virtual attendees.)

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

Lynn Edwards, Event Manager, Proper Planning
lynn@ProperPlanningTeam.com, 253.405.7910

2024 Steering Committee Members: Susan DeMatei, Kelly Petrillo, Kasey Helt, Jessah Diaz, Brandon Allen, Patricia O'Brien, James Lovaas, Brian Baker, Meredith Hayes, Barbara Gorder, Kelly Mantel, and Jeremy Benson.

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DTCWS 2024

SPONSORSHIP LEVELS

| | PLATINUM SPONSOR | ASSOCIATION SPONSOR: GOLD | LANYARD SPONSOR | WIFI SPONSOR | TRADESHOW PREMIUM | TRADESHOW BOOTH |
|-------------------------------------|------------------------------------------|---------------------------|------------------------|------------------------|------------------------|------------------------|
| Fee | \$24,000 | \$17,000 | \$6,750 | \$6,750 | \$5,750 | \$3,750 |
| Limit | 2 | 2 | 1 | 1 | 4 | 12 |
| Complimentary Registrations | 4 | 3 | 3 | 3 | 3 | 2 |
| Complimentary Booth Passes | 4 | 1 | 2 | 2 | 2 | 1 |
| Event App Benefits | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| NEW! Video Promotional Spots | Pre-Roll Intro for Keynote Presentations | | Pre-Roll for Workshops | Pre-Roll for Workshops | Pre-Roll for Workshops | Pre-Roll for Workshops |
| NEW! Day 1 Evening Event | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Conduct A Sponsor Session | 1 | | 1 | 1 | \$500 Add-on | \$1,500 Add-on |
| Email Blasts & Social Posts | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Registrant Email List (as of 1/1/2) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

*Registrants have the option to opt-out

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DTCWS 2024

SPONSORSHIP BENEFITS

Fees: 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 fewer than 200 attendees, sponsor fees will be reduced by 25%.

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

NEW! Video Promotional Spots: This year we're introducing a new benefit that puts your company directly in front of a captured audience. Sponsors may, but are not required to, provide a 30-90 second video promotion airing during DTCWS. Platinum Sponsor videos will air during the plenary sessions (2) with one video per guest keynote speaker(s). All other videos will air one per Workshop Session. First come, first served based on receipt date of final video. Content is 100% produced by the sponsor. Videos will be pre-approved by the Steering Committee, and must be received by 12/31/23.

NEW! Evening Hospitality Event: As of this writing (late summer '23), the Steering Committee is making plans for a hospitality event on January 17 for sponsors to engage attendees in a relaxed, fun setting that complements the tradeshow, sponsor sessions, event app, and other interactions.

NEW! Demo Rooms: We're expanding use of the demo rooms to provide sponsors another opportunity for registrants to use your products and services.

Complimentary Registrations: Sponsors receive a set number of complimentary registrations providing access to all Sessions, if registered prior to posted deadlines. Sponsors who require additional, all-access registrations pay for and register using the conference's online registration portal, if registrations are not sold out. We strongly recommend you purchase these registrations prior to the early bird discount expiration date in December and enjoy the multi-registration PLUS early bird discounts!

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.). Event organizers will conduct sponsorship "coaching" sessions to maximize benefits. It is the sponsor's responsibility to upload their content to the event app, including images, video, etc. Additional background on Whova is located here:
<https://whova.com/virtual-conference-platform/>

Sponsor Session: Sponsor Sessions are optional presentations which are 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 (no pre-recordings will take place for DTCWS24)
- 4) Registration fees will be comped for up to three (3) winery panelists, if a sponsor chooses to use winery clients as panelists
- 5) Final approval of DTCWS Steering Committee; note that blatant sales pitches will not be accepted.

Additional Sponsorship Information:

- 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, 2023, 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 2024

FREQUENTLY ASKED QUESTIONS

When will you finalize details on the hospitality event?

Look for emails from us in fall as we complete plans.

What should we include in our promotional video?

We recommend customizing videos for DTCWS24, encouraging attendees to visit your tradeshow booth, demo, and/or website. And make it fun and lively. (Videos longer than 90-seconds will not be aired.)

Can “Tradeshow Premium” and “Tradeshow Booth” Exhibitors conduct a Sponsor Session?

Yes. There are additional sponsor fees as indicated.

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

Yes. First, double check the number of comp'd registrations which are included in your sponsor level. And if you need more all-access registrations than provided with your sponsorship level, purchase them on the event's registration page in December at the multi-registration discounted rate, and before the early bird discount expires in order to ensure space available and a discounted rate

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's system. Please contact event organizers if you have other

requirements no later than December 1. 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. Tradeshow 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. If available, this level includes an optional Sponsor Session with an add-on fee.
- **Lanyard Sponsor, Wifi Sponsor:** These exclusive sponsorships include 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. As mentioned above, Platinum Sponsor videos will air during the plenary sessions.



DTCWS 2023

CONFERENCE HIGHLIGHTS

2023 EVENT HIGHLIGHTS



ATTENDEES

435 paid registrants (virtual + in person)



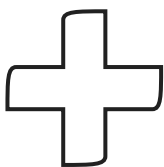
GREAT PROGRAMMING

93% of survey respondents recommend the event



SPONSORSHIPS

23 slots sold out in October



FULL PROGRAM

21 Presentations over 2 Days

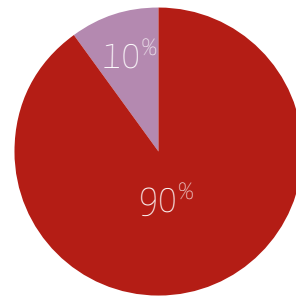


DYNAMIC SPEAKERS

50+ experts from within and outside the industry

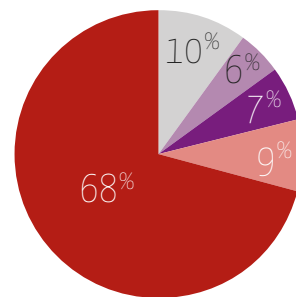
STATISTICS ON 2023 ATTENDEES

FUNCTION



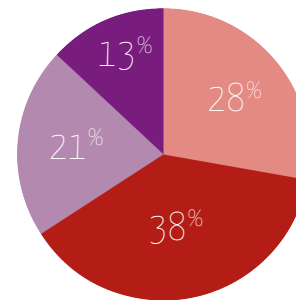
- DTC Managers, Club Managers, Tasting Room Managers, Sales and Marketing Managers
- Owners, Press, Consultants

REPRESENTED LOCATIONS



- California
- Washington
- International
- Oregon
- Other States

WINERY CASE SIZE



- < 5k cases: 28%
- 5k - 50k cases: 38%
- 50k - 500k cases: 21%
- 500k+ cases: 13%

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DTCWS 2022

WINERY ATTENDEES PARTIAL LIST

| | | | | |
|------------------------------------------------|--------------------------------|------------------------------|---------------------------|-----------------------------|
| Abeja Winery | Chappellet | Halter Ranch Vineyard | NZ Winery Direct LLC | Signorello Estate |
| Abeja Winery | Chimney Rock Winery | Handley Cellars | O'Rourke Peak Cellars | Silvan Ridge Winery |
| Adelsheim Vineyard | Chiron wines | Hawks View Winery | Oak Ridge Winery, LLC | |
| Alma Rosa Winery | Cliff Lede Vineyards | Heitz Cellar | O'Brien Estate | Sonoma-Cutrer Vineyards |
| Ancient Peaks Winery | Cline & Jacuzzi Wineries | Herzog Wine Cellars | Obsidian Wine Co | Spottswoode Estate |
| Andis Wines | Club Bubbly | Hillside Winery & Bistro | Paul Hobbs Winery | St. Supery Inc. |
| Arrowsmith Vineyard Inc | Columbia Winery | Hudson | PEJU | Stag's Leap Wine Cellars |
| Artesa Vineyards and Winery | Conn Creek | J. Cage Cellars | Peltier Winery | Ste Michelle Wine Estates |
| August Hill Winery | Constellation Brands, Inc. | J. Lohr Vineyards & Wines | Pernod-Ricard, USA | Stone Tower Winery |
| Aurora Cellars | Davis Estates | J. Pedroncelli Winery | Pisoni Family Vineyards | Stoney Wines |
| Baldacci Family Vineyards | DeLille Cellars | JaM Cellars | PlumpJack | Strewn |
| Bartier Bros Vineyard & Winery | Départ Wine | JEH Associates | Potter Wines | Strewn Winery |
| Benziger Family Winery & Imagery Estate Winery | Dierberg & Star Lane Vineyards | John Anthony Family of Wines | Prairie Berry Winery | Sullivan Rutherford Estate |
| Berryessa Gap Vineyards | Dirty Laundry Vineyard | Joseph Phelps Vineyards | Purlieu Wines | Summerhill Pyramid Winery |
| Black Ankle Vineyards | DuMOL | JUSTIN Winery | Quails' Gate Winery | Suzanne LLC |
| Black Stallion Winery | Duplin Wine Cellars Inc | Keuka Spring Vineyards | Quintessential Wines | Tablas Creek Vineyard |
| Blue Mountain Vineyard and Cellars | Elk Cove Vineyards | King Estate Winery | RAEN Winery | Taplin Cellars |
| Boisset Collection | Emeritus Vineyards | Kitsch Wines | Rave Vines & Wines | Terlato Wine Group |
| Bottaia Winery | Fableist Wine Co. | Korbel Champagne Cellars | Raven's Reach Winery, LLC | Testarossa Winery |
| Bray Vineyards | Fairsing Vineyard | Laird Family Estate | Raventós Codorníu | The Walls Vineyards |
| Breathless Wines | Far Niente | Larson Family Winery | Reininger Winery | Thumbprint Cellars |
| Brian Carter Cellars | Fetzer Vineyards | Lawrence Wine Estates | Robert Craig Winery | Tinte Cellars |
| Bronco Wine Company | Foley Family Wines | L'Ecole No 41 | Rockmere Vineyards | Tira Nanza Wines |
| Burgess Cellars | Folktale Winery | Lede Family Wines | ROCO Winery | Tolosa Winery |
| Burrowing Owl Estate Winery | Foppiano Vineyards | Lobo Wines | Roederer Estate Winery | Town Hall Brands |
| Cakebread Cellars | Force Majeure Vineyards | Long Meadow Ranch | Rolling Hills Vineyard | Treasury Wine Estates |
| Duckhorn Portfolio | Fort Ross Vineyard & Winery | Louis Martini | Rombauer Vineyards | T-Vine Winery |
| Carhartt Family Wines | Foundry Vineyards | Malibu Family Wines | Ron Rubin Winery | Two Estates Wine Collective |
| Casa Sola Winery | Furleigh Estate | Markham Vineyards | Rondure Wines | Van Duzer Vineyards |
| Castle Bridge Wine Company | Galena Cellars | MAWBY Sparkling Wine | Round Pond Estate | Veritas Winery |
| Caymus | Gamble Family Vineyards | McBride Sisters Collection | Rubia Wine Cellars | Vina Robles Winery |
| Center of Effort Winery | Gary Farrell Winery | McGrail Vineyards and Win | Rutherford Wine Company | Wayfarer Vineyard |
| Chamisal Vineyards | Ghost Block Wine | Merry Edwards Winery | Samsara Wine Co. | Wente Family Estates |
| | Gold Hill Winery | Mullan Road Cellars | Scheid Family Wines | Wheeler Farms Winery |
| | Good Harbor Vineyards | Naked Wines | Scott Harvey Wines | Willamette Valley Vineyards |
| | Hahn Family Wines | Newton | Sequoia Grove Winery | William Chris Vineyards |
| | | | Shafer Vineyards | William Heritage Winery |

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