

## **“Technology Week” Forms Around Wine Industry Technology Symposium in July**

### *Industry Leaders, Sponsors Rally Around Annual Industry Summit in Napa*

June 2, 2008, Napa, CA – A series of events that bring together industry leaders and suppliers are being scheduled around the fourth annual Wine Industry Technology Symposium (WITS)<sup>™</sup>, the premier event showcasing strategic use of information technology and services for the wine industry, scheduled for July 15, 2008 at the Marriot Napa Valley. For more information and to register, visit [www.wineindustrytechnologysymposium.com](http://www.wineindustrytechnologysymposium.com)

#### **CIO Forum and Dinner**, July 14, Marriott Napa Valley

CIOs will participate in a closed, roundtable discussion with representatives from all three tiers of the industry, July 14, 3:30 p.m. to 5:30 p.m. at Marriott Napa Valley. A reception and dinner follows the roundtable. Hot topics will be chosen based on input from last year's participants.

#### **Technology Showcase**, July 14-15, Marriott Napa Valley

After a near sell out last year, WITS has moved to a new venue to accommodate more attendees and exhibitors, as well as expanded hours for the Technology Showcase. The personalized trade show format will allow companies to demonstrate their products and services for CIOs on Monday, July 14 from 5:30 p.m. to 6:30 p.m. (for sponsor exhibitors only) and for all registrants and exhibitors on July 15.

#### **“Tech Week” Conferences Scheduled**

Individual companies are scheduling user group meetings and other conferences to capitalize on the event's high attendance by wine industry leaders. These meetings will be updated on the WITS website, but at press time they include:

#### **Inertia's Annual Direct Symposium, *Innovations for Today's Wine Marketplace***

July 11, 9:00 a.m. to 3:00 p.m., COPIA Theater

Inertia Beverage Group, a platinum sponsor of WITS, welcomes keynote speakers Ted Jansen, CEO of Inertia, Gary Vaynerchuk of WineLibraryTV, and John Hinman of Hinman & Carmichael. Join us as we discuss how innovations in everything from technology to marketing and sales strategies are helping wineries build brand recognition, cultivate customer loyalty and ultimately increase sales. Engage with wine industry peers in any of several round table discussions throughout the day. Round table topics include: Website Design & Optimization, Selling Direct to the Trade, Acquiring New Customers, Wine Club Management, and more.

This event is by invitation only. Email [rsvp@inertiabev.com](mailto:rsvp@inertiabev.com) with name, company and contact information if interested.

**WTN Services** ([www.WTNServices.com](http://www.WTNServices.com)). WTN Services/Ambrosiawine.com, a platinum sponsor of WITS, will host an open house with light appetizers and wine sampling, July 11 from 3:00 p.m. to 5:00 p.m. at their Napa distribution center located at 2545 Napa Valley Corporate Drive. WTN Services will present the benefits of logistics technology to bi-coastal wine fulfillment and its impact on the success of Direct to Trade and consumer direct sales growth through lower shipping costs and margin stability for winery clients. For more information or to RSVP please, contact Jennifer Sims at (707) 265 2934, or [jsims@winetasting.com](mailto:jsims@winetasting.com)

### **ShipCompliant Users Conference and Direct Shipping Seminar**

July 11, Marriott Napa Valley

This event includes a morning Direct Shipping panel open to all wineries and an afternoon Users Conference followed by a Technology Partner reception. For more information and to register, visit <http://www.shipcompliant.com/events/>

**Wine 2.0 @ WITS End** (Winetwo.com). Wine 2.0, blending the line between wine and technology, will be hosting a “WITS End” wine tasting party at the conclusion of WITS. Wine 2.0 includes leading edge wineries and companies using the latest Web 2.0 technologies to reach consumers. To RSVP, email Smoke Wallin at [smoke@winetwo.com](mailto:smoke@winetwo.com) and be sure to register for Wine 2.0 online at [www.winetwo.com](http://www.winetwo.com)

### **Sponsors Led by WTN Services, Inertia Beverage Group, Oracle**

The fourth annual event is expected to attract not only more attendees, but also more sponsors from deeper within the broader technology community. The initial list of sponsors includes:

- Platinum Sponsors: Inertia Beverage Group, WTN Services
- Gold Sponsor: Oracle
- Silver Sponsors: Dimension Insights, The Nielsen Company, Elypsis, Inc. & eWinery Solutions, Wines & Vines
- Bronze Sponsors: Avaya, Trade Pulse, FedEx, Wine Business Monthly, Nexternal Solutions, New Vine Logistics, POS Live

### **WITS General Session, Breakout Tracks**

The WITS 2008 General Session and Breakout Sessions will cover specific technology examples and case studies involving winemaking, vineyard management, green/sustainability solutions, consumer direct programs, web 2.0, trade sales and distribution, channel management, national accounts, operations, and technology leadership. Sessions are divided into four separate learning tracks, including:

- Executive & Technology Leadership, for technology leaders, general managers;
- Consumer Direct, for wineries and retailers;
- Trade Sales & Marketing, for wineries, distributors, retailers; and
- Vineyards & Winery Operations, for executives managing these areas.

“WITS is a must attend event for everyone in the wine industry,” said Michael W. Adams, Senior Vice President, Information Technologies & Supply Chain, Glazer’s Family of Companies, one of the leading wine distributors in the nation. “We believe there are many areas where wineries, distributors, and retailers can collaborate more effectively in order to make their businesses more efficient. WITS is a great place for these ideas to be introduced and to flourish,” he added.

### **Registration Fees and Information**

Registration fees are \$400 per person until June 30, then \$450 per person starting July 1. Fees include attendance at the general session, panels, lunch and the Technology Showcase on July 15. Multiple registrants from the same company receive a \$50/person discount after the first registration.

WITS 2008 fees for the CIO-only roundtable, reception and dinner on July 14 at the Marriott Napa Valley are discounted at \$150 per person. Guests may attend the VIP dinner only at \$250 per person.

For more information and to register, visit [www.wineindustrytechnologysymposium.com](http://www.wineindustrytechnologysymposium.com). Registration fees do not include a hotel room reservation. Reserve a room at the Marriott Napa Valley by visiting [www.napavalleymarriott.com](http://www.napavalleymarriott.com) and receive a discount on room rates by entering event code wiswisa.

**About The Wine Industry Technology Symposium (WITS)**

The Wine Industry Technology Symposium (WITS)<sup>™</sup> was created in 2005 by a group of wine industry and technology professionals. The purpose of WITS is to address the unique information technology and services needs of the wine industry. WITS is dedicated to bringing the world's leading wineries, distributors and retailers together with some of the world's leading technology experts to foster learning and discussion. Panels of experts discuss specific examples and case studies involving winemaking, vineyard management, consumer direct marketing and sales, operations, financial management, trade sales and distribution. [www.wineindustrytechnologysymposium.com](http://www.wineindustrytechnologysymposium.com)

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