



WITS

WINE INDUSTRY
TECHNOLOGY
SYMPOSIUM

***Abbey Klaassen of Advertising Age to Deliver Keynote at
at Wine Industry Technology Symposium in July***

**Register Now for Tech Summit
6th Annual Conference**

June 9, 2010, Napa, CA – Abbey Klaassen, Executive Editor of Advertising Age, a leading global source of news, intelligence and conversation for marketing and media communities will deliver one of the keynote speeches at the sixth annual Wine Industry Technology Symposium® (WITS) July 13-14, 2010 at the Marriott Napa Valley.

Klaassen's address, titled "Living in a Post-Digital World," will address consumer behavior and the resulting opportunities for businesses in this post-digital world. When every physical location is accompanied by a digital experience, social media increasingly becomes a reflection of real life. Interactive technology is like the air we breathe "so ubiquitous we often take it for granted."

Conference co-chair, Lesley Berglund said: "We are thrilled to have Abbey Klaassen address the technology shift that has changed the way we do business. This year WITS 2010 will go beyond networking tools and really take a look at the far reaching implications of our digital lives

Online Registration Now Open

The Wine Industry Technology Symposium® (WITS), the premier industry event showcasing innovation and the strategic use of information technology, is now accepting online registrations for its sixth annual conference. The event will be held on July 13-14, 2010 at the Marriot Napa Valley. www.WineIndustryTechnologySymposium.com

Early Bird Pricing Ends July 2

Tickets are available online before noon on Friday, July 2nd and at the "early bird" price of \$100 for day one and \$250 for day two, per guest. After July 3rd, registrants pay the full price of \$150 and \$300, respectively. Full program details are available online.

About WITS

The Wine Industry Technology Symposium® (WITS) 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, wholesalers and retailers together with some of the world's leading technology experts to foster learning and discussion. Panels of experts will discuss specific examples and case studies.

www.WineIndustryTechnologySymposium.com

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