



## 2012 WITS Sponsorship Package



July 10 & 11, 2012  
Napa Valley Marriott  
Napa, CA

#### SYMPOSIUM CONTACTS

**Sponsorships:** Waunice Orchid • [waunice@winesymposium.com](mailto:waunice@winesymposium.com) • (707) 261-8716

**Event Coordination:** Wine Symposium Group • [events@winesymposium.com](mailto:events@winesymposium.com) • (707) 255 9222

**Co-Chairs:** Lesley Berglund • [lberglund@mba1991.hbs.edu](mailto:lberglund@mba1991.hbs.edu) • (707) 246-6827 & J. Smoke Wallin • [smoke@taliera.com](mailto:smoke@taliera.com) • (317) 496-6660



## WHO & WHAT WE ARE

The Wine Industry Technology Symposium (WITS) was created in 2004 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 growers and winery leadership together with some of the world's leading technology experts to foster learning and discussion.

Our highly respected Advisory Board has worked diligently to ensure that this symposium is valuable for all participants.

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## 2012 ADVISORY BOARD

Lesley Berglund, Chairman, WISE Academy & WITS Event Co-Chair

J. Smoke Wallin, CEO, Pelican-Brands & WITS Event Co-Chair

\*\*\*\*\*

Mike Adams, IT Director, Glazer's Family of Companies

Kathy Archer, President, Wine Industry Symposium Group

Greg Basara, Vice President IT Business Strategy, Constellation Brands Inc.

Bob Barnes, CIO, F. Korbel & Bros. Inc.

Rob Celsi, Vice President Corporate Services, Trincherro Family Estates

David Clausen, Vice President, CIO Wente Vineyards

John Collins, CEO, GreatVines

Heather Crawford, President, The Weth Group LLC

Alison Crowe, Winemaker, Plata Wine Partners

Colin Funk, CIO, The Wine Group

Sonya Grabski, Consultant

Laura Levy-Shatkin, L Squared Productions

Shokie Lopez, Vice President IT, Wente Family Estates

Keith McLeod, former SVP/CIO Beam Global Wines & Spirits

Wauince Orchid, Conference Coordinator, Wine Symposium Group

Deborah Sadler, IT Manager, J Lohr Vineyards & Winery

Micahel Saitow, CIO, MS Walker

Brian Sheldon, Sr. Director of Information Technology, Francis Ford Coppola

Robert H. Smiley, Graduate School of Management, U.C. Davis

Kristi Taaffe, Owner, Juice Box Direct

Neil Weiss, SVP, CIO Jackson Family Wines

Geni Whitehouse, Communications, Brotemarkle, Davis & Co.

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## Sponsorship Opportunity

- WITS offers your company an unparalleled opportunity to capture the attention of the wine industry decisions makers from all industry tiers: Growers, Wineries, Distributors & Retailers.
- Full list of past attendees can be found online at [www.wineindustrytechnologysymposium.com](http://www.wineindustrytechnologysymposium.com).

## Focused Exposure

- Sponsorship extends your reach and visibility in the industry with opportunities for direct lead generation, sampling and showcasing of your products and services.
- Position your company directly in front of hundreds of high profile wine industry influencers and decision makers.
- Associate your brand with leaders in the technology industry.
- Wine Receptions, breakfast and lunch dessert are served inside the tradeshow.

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## Compelling Content

From key technology leadership topics in the general session to focused breakout sessions based on four key learning tracks: Technology Leadership, Consumer Direct, Trade Sales & Marketing and Vineyard & Winery Operations

## VIP Dinner

Don't miss the VIP Dinner on Day 1. Great networking with wine industry decision makers. Includes an exclusive tasting of our best local Aged Cabernet Sauvignon wines. A not to be missed event!

## The Technology Showcase

The 2012 Showcase offers expanded hours and dedicated time to meet with current and potential customers during the tradeshow. The showcase opens at 2:00pm on Day 1. The showcase will close at 6:30pm on Day 2, after the closing wine & networking reception

## Broad Attendance

All key wine industry players: Vineyards, Wineries, Wine Trade, Media, Vendors & Service Providers. Winery attendees include general management, finance, technology, sales & marketing as well as winemaking and vineyard management

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## Media Partners & Advertising

In partnership with our media sponsors, we'll reach these key wine industry players through advertising and targeted email campaigns running May through July 2012

- Vineyard & Winery Management
- **Wine Business Monthly**
- Wines & Vines

Full page ads with a potential of more than 55,000 media impressions, supported by opt-in email communications tailored specifically to each of our core audiences, form the backbone of our marketing campaign

## Publicity & Media Campaign

Our marketing communications campaign utilizes e-mail and wire service news releases and agency outreach to media covering technology, business and the wine industry.

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## Where It All Takes Place

### Napa Valley Marriott Hotel & Spa

Located in the heart of California's renown Napa Wine Country, Napa Valley Marriott Hotel & Spa's Conference Center offers excellent meeting facilities and exceptional accommodations

3425 Solano Avenue  
Napa, California, USA 94558  
Tel: (707) 253-8600  
Fax: (707) 258-1320  
[www.napavalleymarriott.com](http://www.napavalleymarriott.com)



*Note: Hotel accommodations not included as part of your sponsorship but WITS Special rates are available for reservation made by June 1, 2012.*

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## DAY 1: Tuesday July 10, 2012

Tradeshow Check-In & Booth Set-Up	9:00am to 2:00pm
Registration	Opens at 2:00pm
Technology Showcase (tradeshow)	2:00pm to 3:00pm
Round Table Workshops	3:00pm to 5:00pm
Technology Showcase (tradeshow)	5:00pm to 6:30pm
Welcome Wine Reception	5:00pm to 6:30pm
VIP Dinner & Speaker	6:30pm to 8:30pm

## DAY 2: Wednesday July 11, 2012

Registration	Opens at 8:00am
Technology Showcase (tradeshow)	8:00am to 9:00am
Networking Continental Breakfast	8:00am to 9:00am
General Session	9:00am to 11:30am
Networking Seated Lunch	11:45am to 1:00pm
Technology Showcase (tradeshow)	1:00pm to 2:00pm
Breakout Session #1 (with 4 options)	2:00pm to 3:15pm
Networking Break	3:15pm to 3:30pm
Breakout Session #2 (with 4 options)	3:30pm to 4:45pm
Technology Showcase & Wine Reception	4:45pm to 6:30pm

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## PLATINUM LEVEL SPONSOR: \$30,000

**\*\* Note:** Each sponsorship package includes a specific number of tickets. Any additional tradeshow/event participants must register and purchase a ticket.

- Priority location, **TRIPLE** expanded exhibit space at the Technology Showcase. Table and chairs provided or option to bring your own booth + electricity & internet
- Opportunity to showcase product/company in a unique and meaningful way at the event (to be determined in consultation with event producers)
- Guaranteed General Session Speaker position for company spokesperson (theme and speaker to be chosen in consultation with event producers)
- Highlight in news release as Platinum Level Sponsor
- Co-sponsorship of July 10<sup>th</sup> Opening Night VIP Dinner with Platinum Level Sponsors (signage and mentions from podium)
- 12 free event registrations for Day 1 & Day 2 (value: \$5,400) \*\*
- 6 VIP dinner tickets on July 10<sup>th</sup>(value: \$1,500) \*\*
- Logo on opening of General Session PowerPoint presentation
- Static Logo on homepage of event web site
- Logo exposure in media sponsor print ads
- Logo on event guide cover
- Full page ad, logo & brief company description in event guide
- Logo in event marketing materials
- Logo in e-mail blasts
- Ability to offer your clients a 10% discount on event registration

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## GOLD LEVEL SPONSOR: \$15,000

**\*\* Note:** Each sponsorship package includes a specific number of tickets. Any additional tradeshow/event participants must register and purchase a ticket.

- **DOUBLE** expanded exhibit space at the Technology Showcase. Table and chairs provided or option to bring your own booth + electricity & internet
- Guaranteed appropriate panel position for company spokesperson
- **Mention in news release as Gold Level Sponsor**
- Co-sponsorship of July 10th Networking Lunch with Gold Level Sponsors (signage and mentions from podium)
- **6 free event registrations for Day 1 & Day 2 (value: \$2,700) \*\***
- 3 VIP dinner tickets on July 12th (value: \$750) \*\*
- **Rotating logo on homepage of event web site**
- Logo in event marketing materials
- **1/2 page ad, logo & brief company description in event guide**
- Ability to offer your clients a 10% discount on event registration

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## SILVER LEVEL SPONSOR: \$9,000

**\*\* Note:** Each sponsorship package includes a specific number of tickets. Any additional tradeshow/event participants must register and purchase a ticket.

- One exhibit space at the Technology Showcase. Table and chairs provided + electricity & internet
- Co-sponsorship of July 11<sup>th</sup> WITS Wine Reception with Silver Level Sponsors
- 4 free event registrations for Day 1 & Day 2 (value: \$1,800) \*\*
- 2 VIP dinner tickets on July 12<sup>th</sup> (value: \$500) \*\*
- Logo in event web site
- Logo in event marketing materials
- 1/4 page ad & logo in event guide
- Ability to offer your clients a 10% discount on event registration

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## BRONZE LEVEL SPONSOR: \$6,000

**\*\* Note:** Each sponsorship package includes a specific number of tickets. Any additional tradeshow/event participants must register and purchase a ticket.

- One exhibit space at the Technology Showcase. Table and chairs provided + electricity & internet
- 2 free event registrations for Day 1 & Day 2 (value: \$900) \*\*
- 1 VIP dinner ticket on July 12<sup>th</sup> (value: \$250) \*\*
- Logo in event web site
- Logo in event guide
- Ability to offer your clients a 10% discount on event registration

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## SHOWCASE ONLY: \$2,500

**\*\* Note:** Each sponsorship package includes a specific number of tickets. Any additional tradeshow/event participants must register and purchase a ticket.

- One exhibit space at the Technology Showcase. Table ,chairs,electricity provided. internet available.
- 1 free event registration for Day 1 & Day 2 (value: \$400) \*\*\*\*\*
- No VIP dinner tickets on July 11<sup>th</sup> included (can be purchased separately).
- Mention in event web site
- Mention in event guide
- Ability to offer your clients a 10% discount on event registration

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**STEP 1: CHOOSE YOUR SPONSORSHIP LEVEL**

\_\_\_ Platinum \_\_\_ Gold \_\_\_ Silver \_\_\_ Bronze \_\_\_ Showcase Only

**\*\*NOTE:** Sponsorship only includes a set amount of FREE tickets. Additional tickets for tradeshow/event participants must register and purchase a ticket

Extra Day 1 Registration (\$150 each) \_\_\_\_\_ = # of extra Day 1 Tickets

Extra VIP Dinner Tickets (\$250 each) \_\_\_\_\_ = # of extra VIP Dinners

Extra Day 2 Registration (\$250 each) \_\_\_\_\_ = # of extra Day 2 Tickets

**STEP 2: PROVIDE SPONSOR CONTACT INFORMATION**

Sponsor Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

*Please list representatives from your company planning to attend:*

Name	Title	E-mail
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____

*Platinum Sponsors, please submit full list of 12 registrants on a second page*

**STEP 3: PROVIDE PAYMENT INFORMATION**

\_\_\_\_\_ Check enclosed \_\_\_\_\_ Check to follow Total: \$ \_\_\_\_\_

*Send checks to : Wine Industry Technology Symposium, 855 Bordeaux Way, #100, Napa, CA 94558*

**STEP 4: FAX THIS PAGE TO (707) 255-2044 Call to confirm receipt at (707) 255-9222**

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## SYMPOSIUM TEAM

**Waunice Orchid (Sponsors & Tradeshow)**

waunice@winesymposium.com

(707) 261-8716

**Kathy Archer (Speakers)**

kathy@winesymposium.com

(707) 261-8714

## SYMPOSIUM CO-CHAIRS

**Lesley Berglund**

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