

**LLC Managing Committee Meeting Agenda
Monday, April 20, 10:00 AM**

Conference Call
Dial-In: 1-800-831-3695; Passcode: 900770#

(excerpt from LLC Operating Agreement)

The Managing Committee will ordinarily make decisions involving:

- **company policy;**
- **company strategic planning;**
- **authorize and revise annual budgets for the Company;**
- **make decisions as to accounting protocol or policies;**
- **annual review of event contractors and delegation of authority to Executive Director of ASEV and/or to the President of CAWG to execute contracts within the scope of the annual budget;**
- **providing input and final approval of the content, format, template and selection of speakers for the trade show and program for each Unified Wine & Grape Symposium;**
- **authorize compensation of Members;**
- **declaring and paying distributions to Members;**
- **delegating responsibility for day to day operations of the Company to ASEV, CAWG, independent contractors and/or committees on all other decisions**

Committee Members (8):

Bill Pauli (CAWG Past Chair), Chair (January-December 2015)

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Tom Collins (ASEV Director), Nichola Hall (ASEV Board 2nd Vice President), Jim Kennedy (ASEV Director), Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

LLC Managing Committee Meeting Agenda

1. Call to Order
2. Approval of April 20 Agenda
3. Approval of March 6 meeting minutes*
4. Old Business
 - a. VIP & Hotel Room Block Policy
 - b. Tuesday Keynote Speaker
 - c. Committee Statements of Non-Competition and Proxies*
5. New Business
 - a. Exhibitor Survey*
 - b. CAWG Staff Change
 - c. Agenda Addition: New Banking Procedure - Deposits
6. Next meeting date and time
7. Adjournment

**documents attached*



**LLC Managing Committee Meeting Minutes
Friday, March 6**

Conference Call

Committee Members Present

Bill Pauli (CAWG Past Chair), Chair (January-December 2015), Lyndie Boulton (ASEV Executive Director), Tom Collins (ASEV Director), Nichola Hall (ASEV Board 2nd Vice President), Jim Kennedy (ASEV Director), Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

Committee Members Not Present

John Aguirre (CAWG President)

Others Present

Dan Howard (ASEV staff) and Jenny Devine-Smith (CAWG staff)

1. **Call to Order.** The meeting was called to order at 10:05 AM.
2. **Approval of March 6 Agenda.** Lyndie Boulton moved to approve the agenda as submitted, second by Jim Kennedy. Motion was carried.
3. **Approval of January 29 meeting minutes.** Dan Howard requested to strike both he and Jenny Devine-Smith from the minutes because they had to leave early for the Exhibit Hall Tours. Lyndie Boulton moved to approve the minutes as amended, second by Nichola Hall. Motion was approved.
4. **Old Business**
 - a. **VIP & Hotel Room Block Policy.** Bill Pauli began the conversation stating that there are two issues the committee should discuss. The first issue is the equity between the two organizations, which are different, each have different boards, and have different needs. The second issue is the number of rooms CAWG blocks and the potential impact it has on the exhibitors and the two downtown, headquarters Sacramento hotels. He does not believe that the current CAWG block has an impact on the total number of rooms available within the Sacramento area. Lyndie noted that her understanding of equity was in regard to both members being cognizant of and vested in addressing the perception that Unified is labeled as having a downtown hotel problem.
 - i. The committee discussed the rooms utilized by both CAWG and ASEV. It was noted that CAWG utilizes more rooms than ASEV due to; (1) the number of board members (30) and their colleagues or associates (15-20), and (2) they also extend this benefit to (5-9 ave.) past chairs who have been very involved within CAWG's organization, the industry and Unified. Lyndie Boulton stated ASEV was not aware in prior years that the CAWG room block was open to past chairs and also provided the option for Board members to reserve multiple rooms for business affiliates, clients, etc. CAWG also uses some of the remaining speaker rooms for VIPS. (ASEV uses 2-3 of these rooms.)
 - ii. The committee reviewed the room block details. CAWG has room blocks at both the Sheraton Grand and Hyatt Regency, the two, downtown headquarters Sacramento hotels, where exhibitors prefer to stay. Comment included that if the CAWG room block was decreased by a few rooms, it would not solve the overall rooming issue, but it would open up a few rooms for exhibitors at the two key hotels.

- iii. David Weiss suggested that CAWG needs to work internally on a policy that will take pressure off of CAWG staff in managing the CAWG blocks. He agrees that reducing the number of rooms that CAWG currently receives will not make a significant impact on the overall hotel room issue and he does not see a benefit on changing the current number of rooms CAWG blocks at this time. He feels that it is very important to give the benefit to the CAWG board members and past chairs for the incredible amount of work and number of years they have given to the organization and the industry.
- iv. Lyndie Boulton agreed that adding only a few rooms back into the general inventory will not solve the overall hotel room issue. However, she conveyed concern that the overall perception of the Unified brand includes that we have a hotel problem and are not doing enough to address it. She suggested any effort to help resolve the perceptual issue is good for the UW&GS (i.e. even a few exhibitors securing at least one downtown hotel room within their total room needs). Both Lyndie Boulton and Tom Collins added that even if 5 to 10 rooms were released back into the general inventory at these two key hotels, it would help and allow a few more exhibitors to book rooms downtown. Tom Collins stated that if word got out that (in addition to the ASEV and CAWG blocks) we release speaker rooms for our own use, it would create uproar.
- v. Lyndie Boulton asked if it would be possible for CAWG to secure rooming commitments for their block prior to housing opening and also begin to phase in a new protocol with one room per board member and one per past chair. She inquired if this is something that could be sensitively integrated over the next few years. She also suggested that we analyze reducing the number of speaker rooms in the speaker room block based on consistent history of not needing all the rooms blocked for speakers to all for more in the general block, while retaining the CAWG 55 room block. Dan Howard stated that we initially block 75 – 100 for speakers per our contract.
- vi. Lyndie Boulton provided a summary of how the various room blocks are set-up and the cutoff date to utilize these rooms at the contracted rate. Unified blocks rooms for speakers, board members, VIPs, and general attendees with different sub-blocks. There are three rate tiers within the Unified general room block at Hyatt and Sheraton. Any rooms that are not sold after the cutoff date in January are released back into the hotels' general inventory. Unified has fortunately stayed above the 80% attrition rate. It is also to Unified's benefit to meet the contracted room block in order to have better credit with blocking rooms for future symposia especially with hope for acquiring any additional rooms. Nichola commented that the newer industry shows have no associated hotel problems.
- vii. David Weiss asked if it would be possible to book a separate CAWG room block, outside of the Unified room general block, with the two key hotels at the full (street) room rate for those who require multiple rooms. Lyndie Boulton responded that if CAWG wanted a mini room block at the street rate that would not be a problem if available. She recommended pursuing this very quickly because these hotels sell out and they may not be available for January 2016. Bill Pauli stated that this is something that CAWG can work on in the future, but the fundamental issue today is the 55 rooms that CAWG needs in order to accommodate the board members and past chairs and what CAWG has been traditionally operating with at the Hyatt and Sheraton. Lyndie Boulton asked if CAWG would be open to investigating an additional room block for January 2016 and present it at the next LLC Managing Committee (for the additional rooms beyond 40 for Board and past chairs). Bill Pauli stated that CAWG can continue to look, but knowing that 55 rooms for peak night are needed, for rooms above and beyond at a higher rate. CAWG could look at the Sheraton and the Citizen, which both may have a lower street rate than the Hyatt.
- viii. Bill Pauli stated that we cannot do something that would present challenges in terms of some of the long time CAWG contributors within the industry. The extra rooms on the CAWG list are used for significant

players within the industry. Lyndie acknowledged this concern as ASEV also has established, key supporters who are prominent in the industry.

- ix. Dan Howard stated that he understood that the initial inquiry was discussion to be that CAWG would reduce their room block to 40 rooms (1 per board member and past chair) and then look at setting up an additional room block through CAWG with Sheraton or Hyatt for anything above and beyond that may be at a higher rate. Lyndie Boulton continued to state that we could block the 40 rooms and then if available pull unused rooms from the speaker room block to cover the remaining rooms up to 55 as needed. We can tighten up the number of speakers per session and review the overall speaker room block, which potentially would free up a few rooms. Lyndie suggested staff could also review 5 year history for how many speaker rooms we have used for speakers.
- x. Bill Pauli asked what the committee would like to do. David Weiss stated that CAWG should discuss this internally and bring this back to the next meeting. This will also allow staff more time to continue research within the speaker room block and work on potential solutions. Bill Pauli has asked to table this to the next meeting, but would like to share with the committee that 55 rooms peak is the need for CAWG, and the group will look for potential alternative solutions for above and beyond the 55 rooms. It was agreed that this topic will be continued at the next meeting.

Jim Kennedy exited the call for another commitment.

5. **New Business**

- a. **ASEV Executive Director Transition.** Lyndie Boulton explained that this was placed on the agenda to address any potential questions or concerns. Bill Pauli stated that he feels very fortunate that Dan Howard is there, he has the experience and knowledge, and the working relationship with Jenny Devine-Smith and John Aguirre. It will allow for a smooth transition. Lyndie Boulton stated that ASEV will be bringing in a new staff member for a strong meeting/conference planning position that Dan Howard will be training. The position will have a different role than Dan Howard's current one and will not be participating in the LLC Managing Committee meetings, but will serve on the Unified Planning Committee.
- b. **Unified Program Template – 2016 Unified Wine & Grape Symposium**
 - a. **Thursday Exhibit Hall Tours and Content.**
 - i. Jenny Devine-Smith provided proposed program template to the committee. Lyndie Boulton, Dan Howard, John Aguirre and Jenny Devine-Smith met earlier in the week and discussed the program template and the number of exhibit hall tours that were hosted in 2015. The overall consensus was that there were too many tours and not enough grapegrowing or winemaking content in sessions. Dan Howard stated that Thursday afternoon is lacking in content and we have heard it from several people, even though we have the tour, it is limited by the number allowed in each tour. Jenny Devine-Smith stated that there were two tours that were very lightly attended, and Dan Howard continued that eight tours are too many, four tours worked out well. He also stated that people (within grapegrowing and winemaking) feel that it does not feel like a three day program that they are registering for, but a two day program.
 - ii. Tom Collins concern was that he hasn't seen the feedback. Unfortunately, Tom Collins was not there on Thursday to see what the tours were like, but we just started the tours two years ago and we do not want to give up on the tours just yet. There was an issue with trying to fill the content on the last day and attendance with the breakout sessions because people tend to leave on Thursday. He is not opposed to adding sessions back in, to beef up the content.

- iii. Tom Collins is fine with adding program back into Thursday afternoon, but keeping the exhibit hall tours open until we flush out the numbers of topics we have. It will also help with having the exhibit hall tours finalized earlier than in the past. We do not have to wait very long for the exhibit hall list to identify exhibitors for the tours.
 - iv. Nichola asked what two topics were not well attended. Jenny Devine-Smith stated that it was the Vineyard Establishment Tour in Grapegrowing English and the Elevage Tour in Winemaking Spanish.
 - v. Bill Pauli has asked if we should table this to the next meeting Tom Collins has asked that we move forward with the template, with exception to the exhibit hall tours. The group agreed to keep the number of exhibit hall tours to develop open for now.
- b. **Tuesday Keynote Speaker.**
- i. Tom Collins would like the committee to take a few more days to take a look at the current list and to think about additional names to add to the list. He mentioned that Sandra Taylor and Carolyn Wente are new to the list.
 - ii. **ACTION ITEM:** Have a list of keynote speakers to Jenny Devine-Smith by next Wednesday, March 11. She will organize and then send out to the committee to vote.
6. **Next meeting date and time.** The next LLC Managing Committee meeting will take place on Monday, April 20, at 10:00 AM, via conference call.
7. **Adjournment.** The LLC Managing Committee meeting was adjourned at 11:21 AM.



**Conflict of Interest Statement
for LLC Managing Committee Members**

Unified Wine & Grape Symposium, LLC

Per LLC Operating Agreement:

Within thirty (30) days of appointment, each Managing Committee member must deliver to the Company a written "Statement of Non-Competition" verifying all of the following:

The Managing Committee member and/or their employer do not engage in a business activity that is in direct competition with the Company, or the Company's trade show and program.

The Managing Committee member and/or their employer do not own, directly or indirectly, any interest in a business that is in direct competition with the Company;

The Managing Committee member does not serve on the Board of Directors, on a committee, as an employee, as a contractor or in any other decision making capacity for another for profit or nonprofit organization that directly competes with the Company.

Signature of LLC Managing Committee Member

Date

Printed Name/Company (employer)

UNIFIED WINE & GRAPE SYMPOSIUM, L.L.C.

REVOCABLE PROXY FOR MANAGING COMMITTEE MEMBERS

This is to certify that the undersigned is a voting member of the Managing Committee of Unified Wine and Grape Symposium, L.L.C., a California limited liability company and has designated _____ as his or her representative under the following terms and conditions:

1. My representative may cast all votes and express all approvals or disapprovals which I may be entitled to cast or express at any regular, special, or other meeting of the Managing Committee held during the term of this proxy. I understand that when my representative casts his or her vote it will be conclusively presumed that my vote is also being cast unless my representative identifies my vote as different from his or her voting action;
2. The term of this proxy shall begin on the date set forth below and terminate _____ months thereafter;
3. This proxy shall only be effective at meetings which I do not attend in person or by means of conference telephones, video conferencing, online conferencing, or other form of communication equipment. I understand when I do not participate in a meeting, my proxy is active in constituting a quorum;
4. My representative identified above may exercise this proxy for all purposes provided in the Articles of Organization, the Operating Agreement as amended and restated from time to time, and all applicable laws and regulations; and
5. I may revoke this proxy in a writing delivered to the Company and to the representative with an effective date as provided in the Notice of Revocation.

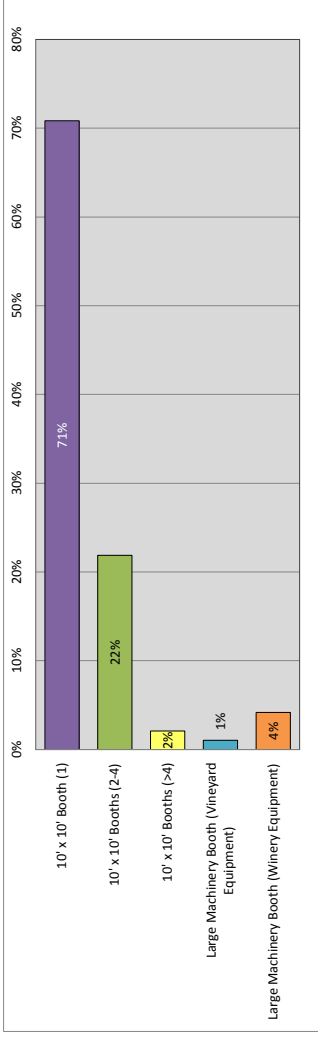
Dated: _____ Signature: _____

Print name _____

Total Surveys Distributed: 618
Response Total: 96
Response Percent: 16%

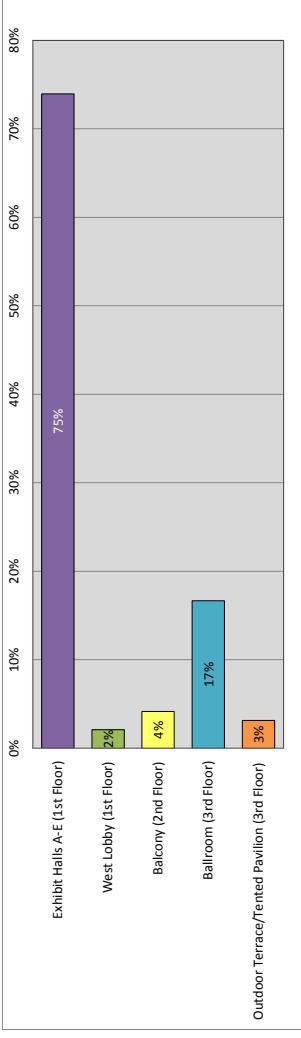
Section 1 - General Information:

What type of booth did your company occupy? (required)	Response Total	Response Percent
10' x 10' Booth (1)	68	71%
10' x 10' Booths (2-4)	21	22%
10' x 10' Booths (>4)	2	2%
Large Machinery Booth (Vineyard Equipment)	1	1%
Large Machinery Booth (Winery Equipment)	4	4%
Total Respondents	96	
<i>skipped question</i>	0	



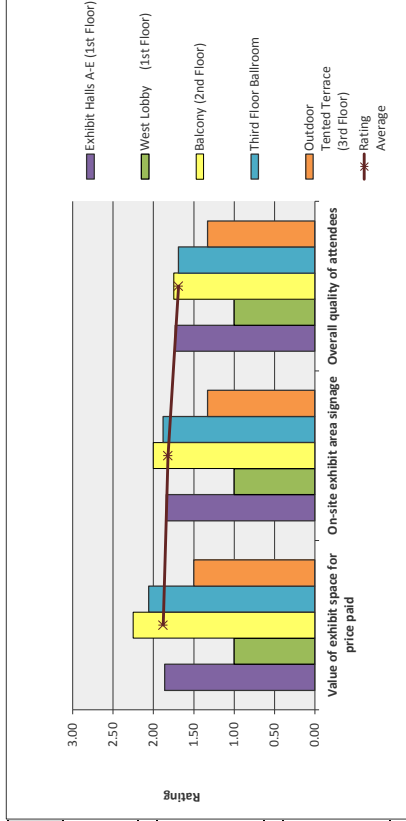
Where was your booth located?

Where was your booth located?	Response Total	Response Percent
Exhibit Halls A-E (1st Floor)	71	74%
West Lobby (1st Floor)	2	2%
Balcony (2nd Floor)	4	4%
Ballroom (3rd Floor)	16	17%
Outdoor Terrace/Tented Pavilion (3rd Floor)	3	3%
Total Respondents	96	
<i>skipped question</i>	0	



Rate the following items according to how they describe your experience at the 2015 Unified Wine & Grape Symposium.

	Exhibit Halls A-E (1st Floor)	West Lobby (1st Floor)	Balcony (2nd Floor)	Third Floor Ballroom	Outdoor Tented Terrace (3rd Floor)	Rating Average
Value of exhibit space for price paid	18	2	0	3	1	
Excellent	45	0	3	10	1	
Good	6	0	1	2	0	
Fair	1	0	0	1	0	
Poor	1.86	1.00	2.25	2.06	1.50	1.88
On-site exhibit area signage	18	2	1	4	2	
Excellent	45	0	2	10	1	
Good	7	0	1	2	0	
Fair	0	0	0	0	0	
Poor	1.84	1.00	2.00	1.88	1.33	1.82
Overall quality of attendees	25	2	1	7	2	
Excellent	39	0	3	7	1	
Good	6	0	0	2	0	
Fair	0	0	0	0	0	
Poor	1.73	1.00	1.75	1.69	1.33	1.69
Total Respondents	95					
<i>skipped question</i>	1					



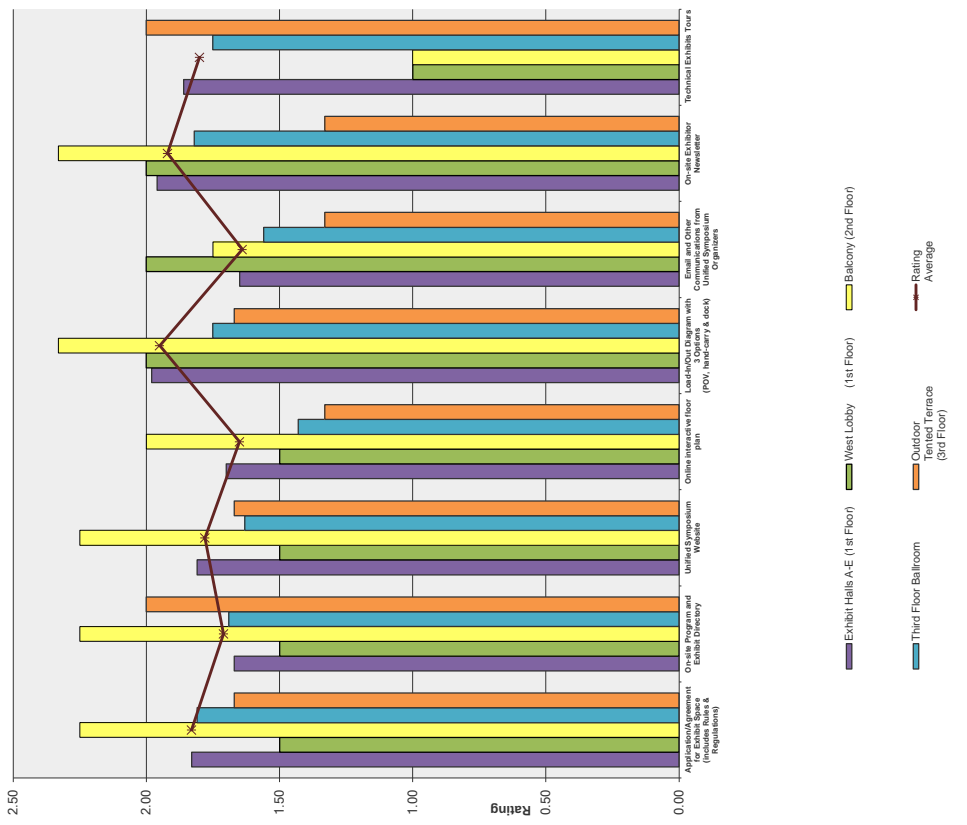
Section 1 - Comments	
Total Respondents	7
(skipped this question)	89
See attached for specific answers	

SURVEY RESULTS ONLY FOR USE BY & DISTRIBUTION TO
UNW&GS PLANNING AND LLC MANAGING COMMITTEE MEMBERS

Section 2 - Show Materials:

Rate the effectiveness of each of the following in conveying important information.

Application/Agreement for Exhibit Space (Includes Rules & Regulations)	Exhibit Halls A-E (1st Floor)	West Lobby (1st Floor)	Balcony (2nd Floor)	Third Floor Ballroom	Outdoor Tented Terrace (3rd Floor)	Rating Average
Excellent	21	1	1	6	1	
Good	37	1	7	7	2	
Fair	2	0	2	3	0	
Poor	4	0	0	0	0	
N/A	0	0	0	0	0	
	1.83	1.50	2.25	1.81	1.67	1.83
On-site Program and Exhibit Directory						
Excellent	24	1	1	6	1	
Good	38	1	1	9	1	
Fair	1	0	2	1	1	
Poor	1	0	0	0	0	
N/A	0	0	0	0	0	
	1.67	1.50	2.25	1.69	2.00	1.71
Unified Symposium Website						
Excellent	20	1	1	7	2	
Good	35	1	1	8	0	
Fair	6	0	2	1	1	
Poor	1	0	0	0	0	
N/A	1	0	0	0	0	
	1.81	1.50	2.25	1.63	1.67	1.78
Online interactive floor plan						
Excellent	23	1	1	9	2	
Good	28	1	2	4	1	
Fair	6	0	1	1	0	
Poor	0	0	0	0	0	
N/A	5	0	0	2	0	
	1.70	1.50	2.00	1.43	1.33	1.65
Load-in/Out Diagram with 3 Options (POV, hand-carry & dock)						
Excellent	13	1	0	5	1	
Good	33	0	2	6	2	
Fair	12	1	1	0	0	
Poor	0	0	0	1	0	
N/A	5	0	1	4	0	
	1.98	2.00	2.33	1.75	1.67	1.95
Email and Other Communications from Unified Symposium Organizers						
Excellent	28	1	1	8	2	
Good	30	0	3	7	1	
Fair	4	1	0	1	0	
Poor	1	0	0	0	0	
N/A	0	0	0	0	0	
	1.65	2.00	1.75	1.56	1.33	1.64
On-site Exhibitor Newsletter						
Excellent	13	1	1	4	2	
Good	23	0	0	5	1	
Fair	9	1	2	2	0	
Poor	1	0	0	0	0	
N/A	16	0	1	5	0	
	1.96	2.00	2.33	1.82	1.33	1.92
Technical Exhibits Tours						
Excellent	8	1	1	1	0	
Good	17	0	0	3	1	
Fair	2	0	0	0	0	
Poor	1	0	0	0	0	
N/A	34	1	3	12	2	
	1.86	1.00	1.00	1.75	2.00	1.80
						89
						Total Respondents
						7
						skipped question

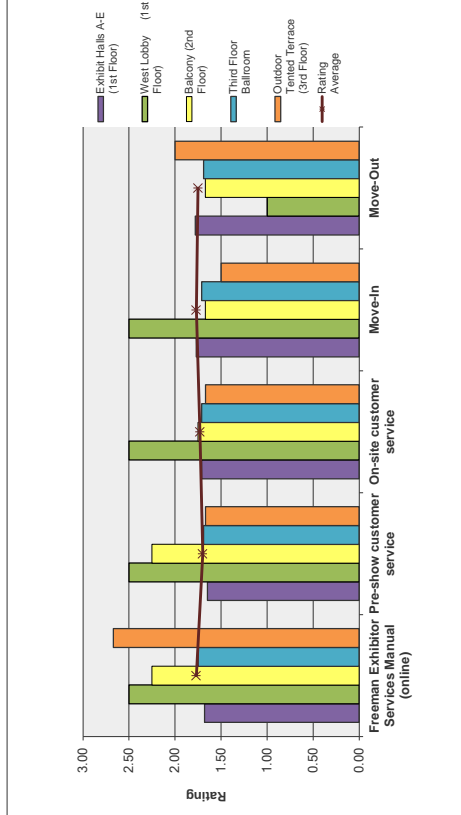


Section 2 - Comments	
Total Respondents	6
(skipped this question)	90
See attached for specific answers	

Section 3 - Official Services Contractor (Freeman)

Please rate Freeman for the following:

Freeman Exhibitor Services Manual (online)	Exhibit Halls A-E (1st Floor)	West Lobby (1st Floor)	Balcony (2nd Floor)	Third Floor Ballroom	Outdoor Tented Terrace (3rd Floor)	Rating Average
Excellent	24	1	1	5	0	
Good	34	0	1	10	2	
Fair	4	0	2	1	0	
Poor	0	1	0	0	1	
N/A	2	0	0	0	0	
	1.68	2.50	2.25	1.75	2.67	1.77
Pre-show customer service						
Excellent	29	1	1	5	1	
Good	27	0	1	11	2	
Fair	5	0	2	0	0	
Poor	1	1	0	0	0	
N/A	2	0	0	0	0	
	1.65	2.50	2.25	1.69	1.67	1.70
On-site customer service						
Excellent	26	1	1	6	1	
Good	25	0	3	7	2	
Fair	5	0	0	0	0	
Poor	2	1	0	1	0	
N/A	6	0	0	2	0	
	1.71	2.50	1.75	1.71	1.67	1.73
Move-In						
Excellent	24	1	1	4	1	
Good	29	0	2	10	1	
Fair	8	0	0	0	0	
Poor	1	1	0	0	0	
N/A	2	0	1	1	1	
	1.77	2.50	1.67	1.71	1.50	1.77
Move-Out						
Excellent	22	1	1	4	0	
Good	28	0	2	9	1	
Fair	7	0	0	0	0	
Poor	1	0	0	0	0	
N/A	5	1	1	2	2	
	1.78	1.00	1.67	1.69	2.00	1.75
	Total Respondents					89
	skipped question					7



Section 3 (Continued) - Contracted Service Provider (Freeman)

Was pricing of goods and services consistent with the Freeman Exhibitor Services Manual?

	Exhibit Halls A-E (1st Floor)	West Lobby (1st Floor)	Balcony (2nd Floor)	Third Floor Ballroom	Outdoor Tented Terrace (3rd Floor)	Response Percent	Response Total
Yes	58	2	4	14	3	99%	81
No	1	0	0	0	0	1%	1
						Total Respondents	82
						skipped question	14

Section 3 - Comments	
Total Respondents	12
(skipped this question)	84
* See attached for specific answers	

Section 4 - Exhibits Vouchers

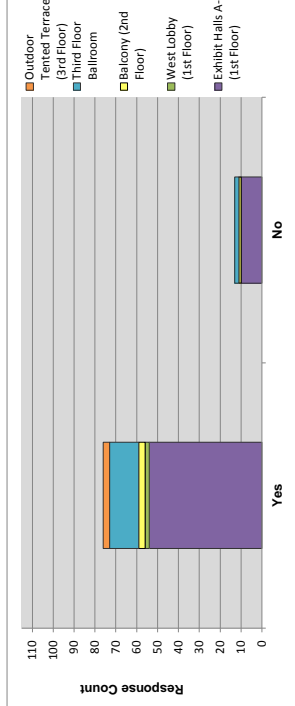
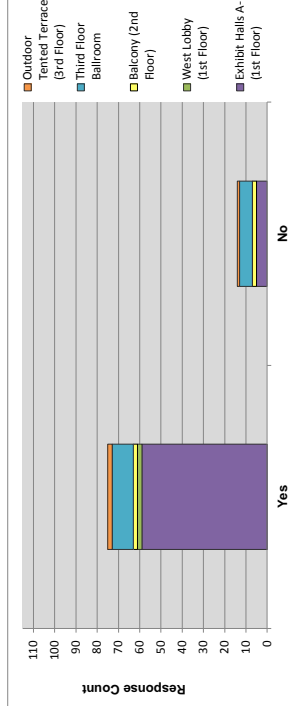
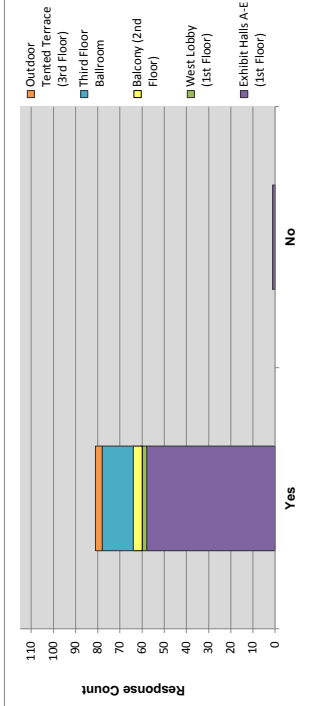
Did you distribute exhibits vouchers to clients or potential clients prior to the show?

	Exhibit Halls A-E (1st Floor)	West Lobby (1st Floor)	Balcony (2nd Floor)	Third Floor Ballroom	Outdoor Tented Terrace (3rd Floor)	Response Percent	Response Count
Yes	59	2	2	10	2	84%	75
No	5	0	2	6	1	16%	14
						Total Respondents	89
						skipped question	7

Do you find value in having an option to distribute exhibits vouchers?

	Exhibit Halls A-E (1st Floor)	West Lobby (1st Floor)	Balcony (2nd Floor)	Third Floor Ballroom	Outdoor Tented Terrace (3rd Floor)	Response Percent	Response Count
Yes	54	2	3	14	3	85%	76
No	10	0	1	2	0	15%	13
						Total Respondents	89
						skipped question	7

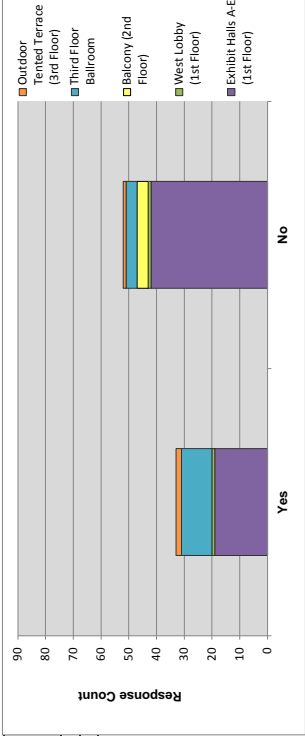
Section 4 - Comments	
Total Respondents	7
(skipped this question)	89
See attached for specific answers	



Section 5 - Show Amenities

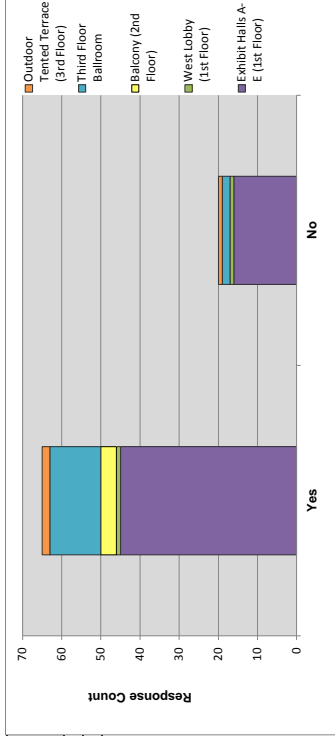
Was the Regional Wine Tasting in the exhibit areas on the first day was beneficial for you?

	Exhibit Halls A-E (1st Floor)	West Lobby (1st Floor)	Balcony (2nd Floor)	Third Floor Ballroom	Outdoor Tented Terrace (3rd Floor)	Response Percent	Response Count
Yes	19	1	0	11	2	39%	33
No	42	1	4	4	1	61%	52
Total Respondents							85
skipped question							11



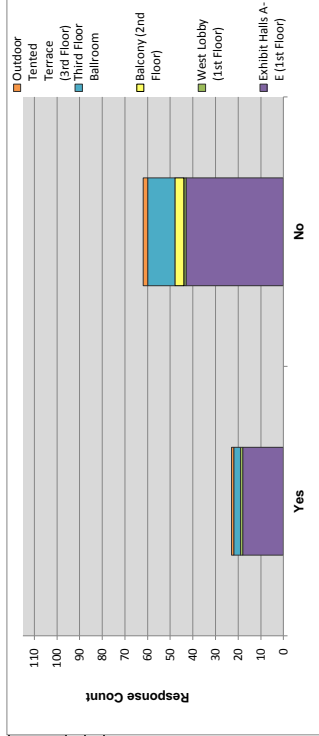
Did you feel the Exhibit Hall Luncheon on the second day was beneficial for you?

	Exhibit Halls A-E (1st Floor)	West Lobby (1st Floor)	Balcony (2nd Floor)	Third Floor Ballroom	Outdoor Tented Terrace (3rd Floor)	Response Percent	Response Count
Yes	45	1	4	13	2	76%	65
No	16	1	0	2	1	24%	20
Total Respondents							85
skipped question							11



Did you purchase food or beverages for your booth from the convention center caterer?

	Exhibit Halls A-E (1st Floor)	West Lobby (1st Floor)	Balcony (2nd Floor)	Third Floor Ballroom	Outdoor Tented Terrace (3rd Floor)	Response Percent	Response Count
Yes	18	1	0	3	1	27%	23
No	43	1	4	12	2	73%	62
Total Respondents							85
skipped question							11



Were you aware of our contracted parking lot with shuttle buses to the convention center for \$5?

	Exhibit Halls A-E (1st Floor)	West Lobby (1st Floor)	Balcony (2nd Floor)	Third Floor Ballroom	Outdoor Tented Terrace (3rd Floor)	Response Percent	Response Count
Yes	31	1	1	9	3	51%	45
No	33	1	3	6	0	49%	43
Total Respondents							88
skipped question							8

Section 5 - Comments	
Total Respondents	8
(skipped this question)	88
See attached for specific answers	

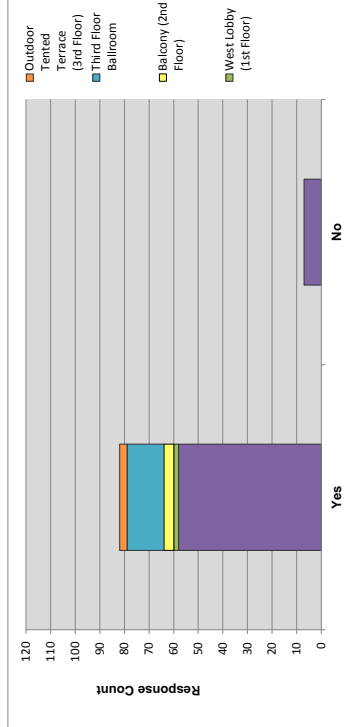
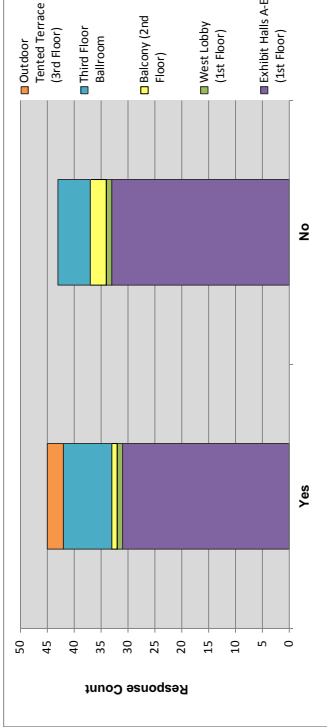
Section 6 - Exhibitor Expectations

Did the show meet your overall expectations as an Exhibitor?

	Exhibit Halls A-E (1st Floor)	West Lobby (1st Floor)	Balcony (2nd Floor)	Third Floor Ballroom	Outdoor Tented Terrace (3rd Floor)	Response Percent	Response Count
Yes	58	2	4	15	3	92%	82
No	7	0	0	0	0	8%	7
Total Respondents							89
skipped question							7

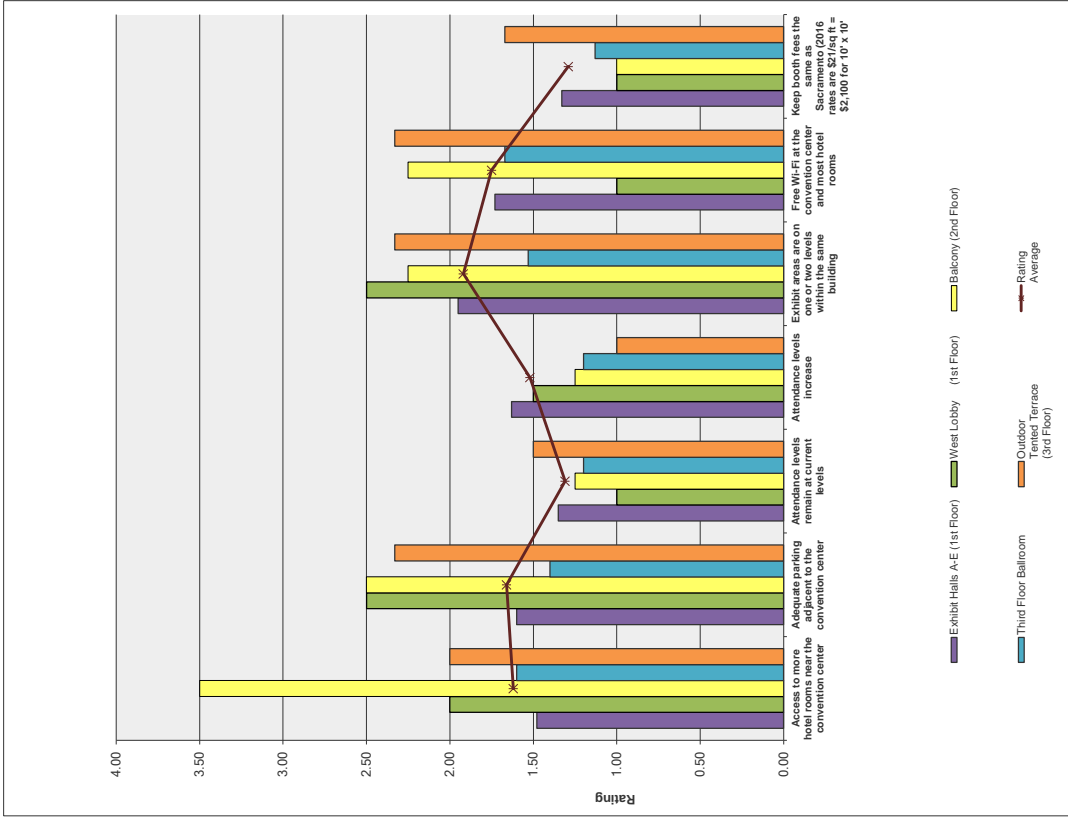
Section 6 - Comments	
Please comment on why the show met or did not meet your expectations	
Total Respondents	30
(skipped this question)	66
See attached for specific answers	

Section 6 - General Comments	
Total Respondents	17
(skipped this question)	79
See attached for specific answers	



1. If the Unified Wine & Grape Symposium were to move to a different city in northern California, what factors or benefits associated with a move would be most important to you based on the union rate information below.

	Exhibit Halls A-E (1st Floor)	West Lobby (1st Floor)	Balcony (2nd Floor)	Third Floor Ballroom	Outdoor Tented Terrace (3rd Floor)	Rating Average
Access to more hotel rooms near the convention center	41	1	0	8	1	
Very important	16	0	2	5	1	
Somewhat important	5	1	0	2	1	
Neutral	0	0	0	0	0	
Somewhat unimportant	1	0	2	0	0	
Not important	1.48	2.00	3.50	1.60	2.00	1.62
Adequate parking adjacent to the convention center						
Very important	35	1	1	11	1	
Somewhat important	20	0	2	2	1	
Neutral	7	0	0	2	0	
Somewhat unimportant	0	1	0	0	1	
Not important	1	0	1	0	0	
	1.60	2.50	2.50	1.40	2.33	1.66
Attendance levels remain at current levels						
Very important	48	2	3	12	1	
Somewhat important	10	0	1	3	1	
Neutral	4	0	0	0	0	
Somewhat unimportant	0	0	0	0	0	
Not important	1	0	0	0	0	
	1.35	1.00	1.25	1.20	1.50	1.31
Attendance levels increase						
Very important	39	1	3	12	3	
Somewhat important	12	1	1	3	0	
Neutral	9	0	0	0	0	
Somewhat unimportant	2	0	0	0	0	
Not important	1	0	0	0	0	
	1.63	1.50	1.25	1.20	1.00	1.52
Exhibit areas are on one or two levels within the same building						
Very important	26	1	2	9	0	
Somewhat important	20	0	1	4	2	
Neutral	14	0	0	2	1	
Somewhat unimportant	0	1	0	0	0	
Not important	3	0	1	0	0	
	1.95	2.50	2.25	1.53	2.33	1.92
Free Wi-Fi at the convention center and most hotel rooms						
Very important	95	2	2	8	1	
Somewhat important	19	0	1	4	1	
Neutral	4	0	0	3	0	
Somewhat unimportant	1	0	0	0	0	
Not important	4	0	1	0	0	
	1.73	1.00	2.25	1.67	2.33	1.75
Keep booth fees the same as Sacramento (2016 rates are \$21/sq ft = \$2,100 for 10' x 10')						
Very important	44	2	4	13	2	
Somewhat important	17	0	0	2	0	
Neutral	2	0	0	0	1	
Somewhat unimportant	0	0	0	0	0	
Not important	0	0	0	0	0	
	1.33	1.00	1.00	1.13	1.67	1.29

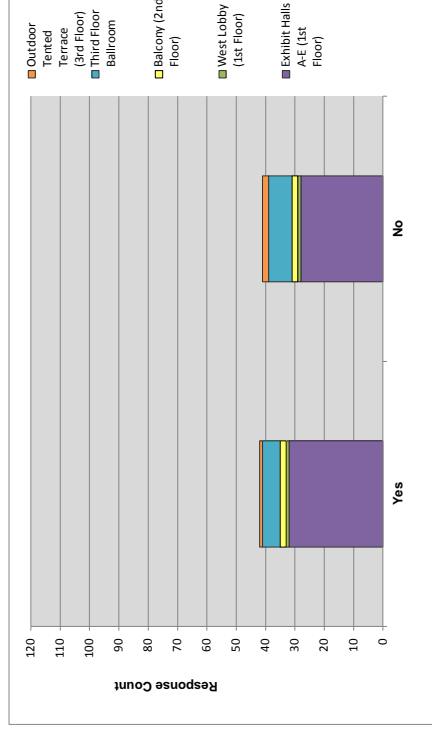


2. Based on the importance of the questions above and knowing union rates could double, would you be in favor of the Unified Wine & Grape Symposium relocating to a northern California city in order to accommodate what's important to you?

	Exhibit Halls A-E (1st Floor)	West Lobby (1st Floor)	Balcony (2nd Floor)	Third Floor Ballroom	Outdoor Tented Terrace (3rd Floor)	Response Percent	Response Count
Yes	32	1	2	6	1	51%	42
No	28	1	2	8	2	49%	41
Total Respondents							83
skipped question							13

Section 7 - Comments	
Total Respondents	30
(skipped this question)	53
See attached for specific answers	

What features and benefits specific to the trade show would you like to see improved/changed?	
Total Respondents	26
(skipped this question)	70
See attached for specific answers	



Section 1 - General Information Comments:

First Floor Exhibit Halls A-E

1. I consider the cost of getting equipment into/out of hall part of the price paid for exhibit space. The booth space alone would be "good value," but the freight charged for move in/out is NOT.
2. Light in certain areas is very poor.
3. The space would be a lot more valuable if we could pour our sample wines to show what our barrels can do.
4. Still far overpriced for what any of us exhibitors get as ROI on this. Need to find a way to make it an expectation that everyone attending sessions makes it habit to walk the show as well. We pay for these things, and yet get no notice, thank you, or pay back on it!
5. We had a pillar post to the left of our booth blocking a big line of sight....not good.

West Lobby (1st Floor)

1. The lead retrieval company is awful. We've had problems with them for two years in a row now. The unit didn't work and we ended up only getting a portion of our leads.

Balcony (2nd Floor)

N/A

Ballroom (3rd Floor)

1. Chairs, waste bucket, & standard 8' table should be included with booth purchase.

Outdoor Tented Terrace (3rd Floor)

N/A

Section 2 - Show Materials Comments:

First Floor Exhibit Halls A-E

1. Some e-mails come from "Unified Wine and Grape Symposium" and some come from "Unified Symposium". It's easier to find past e-mails when searching for a particular document if all correspondence comes from the same address.
2. Very poor communication between Unified in Davis, Sacramento City Personnel and Freeman.
3. The legal requirement for added insurance is a legal scam. You already restrict us from selling. Where does your liability arise? I have been doing pharmaceutical, healthcare and food/beverage trade shows for over 40 years. I have not experienced one other show with this requirement. To have to wait six weeks to get a list of registrants which is obviously computerized is terrible. The cost of the scanners is outrageous. We can get folks names and not take too much of their time at our booth and look them up on the list which we do but we had potential customers this year complain about how long it took us to get back to them.
4. For load in, I don't see why we have to check in at the marina first. (Union jobs?) It seems like this could be done on-site.
5. Did not receive our Exhibit display rental catalog and forms two years in a row.
6. We would really like to have a double booth space and being there is a moratorium on this, you may consider a larger space to hold this event.

West Lobby (1st Floor)

N/A

Balcony (2nd Floor)

N/A

Third Floor Ballroom

N/A

Outdoor Tented Terrace (3rd Floor)

N/A

Section 3 - Contracted Service Provider (Freeman) Comments:

First Floor Exhibit Halls A-E

1. We had issues this year with an on-site Freeman staff member (Chopper) being rude and insulting during move-in. It was promptly dealt with by Brian from ASEV and also a Freeman supervisor.
2. Although too much expensive...
3. We all know the costs are way too expensive.
4. Pricing is consistent with the manual, but it seems expensive. For instance...\$137.65 for one electrical outlet for two days; and \$179.25 to move one pallet from the dock to my booth.

5. Sacramento CC is good. Others are better but not with the right geography. Richmond, VA convention center is about the same size I believe and we are able to move in and move out our exhibits at no cost by ourselves.
6. Freeman is amazing; they're so helpful and accommodating.
7. One of the best shows to work with in the country.
8. Far too expensive.
9. I tried their "new" online check out service. Did not work, had to wait in line as always.

West Lobby (1st Floor)

N/A

Balcony (2nd Floor)

N/A

Third Floor Ballroom

1. We were billed for electrical. The on-site customer service rep insisted we had electrical. It was commented that when the electrician was there, he saw electrical. I said that wasn't possible. Then she told me that maybe we removed the electrical. They finally sent someone up to our booth to see that we didn't have electrical.
2. For the size of booth we have, the price is not cheap but acceptable.

Outdoor Tented Terrace (3rd Floor)

1. As far as Move-in, I typically have just myself to setup for the other shows I have done. As I learned for being a first time exhibitor, having only one person can make for a longer than usual setup. I would recommend letting first time exhibitors know that two at a minimum would be needed to move-in and set up the booth.

Section 4 - Exhibits Vouchers Comments:

First Floor Exhibit Halls A-E

1. Online option is better, paper vouchers not necessary.
2. Would be nice if these were electronic.
3. We generally give out between 150-200.
4. I would prefer to have the ability to buy more vouchers one at a time, plus the third party registering people was giving wrong information, entering wrong information, etc. causing too much confusion.

West Lobby (1st Floor)

N/A

Balcony (2nd Floor)

N/A

Third Floor Ballroom

1. We distributed a few to our customers and they did like having them. I think we received quite a bit of them, and had extras that didn't get used unfortunately.
2. We can give an opportunity to our existing customers to see us and comment about our sold products.
3. Most that used the voucher got it off an email blast or our website.

Outdoor Tented Terrace (3rd Floor)

N/A

Section 5 - Show Amenities Comments:

First Floor Exhibit Halls A-E

1. The buffet time on the first day was too short. And the snack bar food was disgusting and there was always a huge waiting line.
2. Traffic to booth dies when wine is poured.
3. Wine tasting around the perimeter might be good for booths on the perimeter but does nothing for those of us in the middle of the hall. We might as well leave early. Should be scattered throughout the hall.
4. Wine Tasting and Luncheon draws attendees to the Exhibit Hall, but only to drink or eat. Virtually no customers at those times. People with disability parking placards should be able to temporarily unload in front and unload/set up, without penalty. The convention center people always demand that items be carried over carpeted areas on the way in (not the dismantling day), and cannot be rolled. Try that with a cane or walker! ADA rights should be respected and enforced.
5. Unfortunately once the wine is served attendance at the booths drops.
6. The wine tasting and food are excellent but do not drive traffic. That said keep them!
7. Lunch was far too crowded-- enjoy the fact that it is in the center of show to drive traffic, but maybe have separate area for exhibitors to grab lunch.

West Lobby (1st Floor)

N/A

Balcony (2nd Floor)

N/A

Third Floor Ballroom

N/A

Outdoor Tented Terrace (3rd Floor)

1. I would like more information for the Convention Center Caterer.

Section 6 – Exhibitor Expectations

Please comment on why the show met or did not meet your expectations.

First Floor Exhibit Halls A-E

1. We need to be there for future potential customers and to be present with this particular industry, even though our customers do not order until August or September each year.
2. Many people came to see us.
3. Fair amount of quality leads.
4. This is the granddaddy of US shows but the fact that we can't pour our wines at a wine show is incredible to me. We pour at every other show we do.
5. Move in time to setup was inconsistent between Unified Davis Staff, City of Sacramento staff on site, Freeman Staff and lack of return phone calls when promised.
6. Very good attendance overall. We have generated just about the same number of leads in each of the last three years.
7. Well attended and promoted.
8. We had a very good show this year. Thank you.
9. Lead retrieval system: not sure who to address this with. Please have someone call Brenda Hartley at 707-431-2211.
10. There always seem to be issues with Lead Retrieval services. This year because of sheen on actual badge holders, scanners had difficulty grabbing barcodes due to glare from lighting in the exhibit hall. Also, at inspection there were some borderline technicalities on equipment requirements in our booth which required us to unnecessarily relocate some items. It resulted in added costs to us for labor.
11. Poor attendance of decision making attendees.
12. Good show but should be longer.
13. Again, ROI not apparent.
14. Being unable to collect subscriber orders and payments at the show rendered it nearly useless to our booth business.
15. With 14,000 attendees we sure did not see or talk to enough qualified decision makers.
16. This year the leads received were of the best quality to date. We had several orders in hand the week after the show.
17. My overall expectations were met, however the lead retrieval company was of no benefit, and actually hindered the quality.
18. Hotels continue to be a complete nightmare for exhibitors. I ended up in Siberia this year. Seems like exhibitors should have first crack at hotels.

West Lobby (1st Floor)

1. Typical.

Balcony (2nd Floor)

1. Gives us an opportunity to meet potential clients from areas not normally covered by sales personnel.

Third Floor Ballroom

1. Good quality contacts. Good traffic.
2. We have better quality potential clients than from years past.
3. Thanks to Brian to give us the chance to have a booth.
4. Very busy, well attended show.
5. The quality and volume of the attendees.
6. Achieved sufficient "walk past" to make the contacts we were looking for.
7. Excellent show.
8. Nice show.

Outdoor Tented Terrace (3rd Floor)

1. The show exceeded my expectations as far as the number of leads generated. Now going thru to see how the leads turn into sales.
2. This was our 4th year as an exhibitor; we have great traffic to our booth every year.

General Comments:

First Floor Exhibit Halls A-E

1. The last day should be shortened. I have seen almost zero serious customers after 2:00pm in the 5 years I've exhibited.
2. Very hard to book a quality hotel, ended up in a dump! (Red Lion) Issues with the lead retrieval system. I used other lead retrieval systems at other shows that were cheaper and worked much better.
3. See above.
4. Very poor communication on setup times and due to lack of return calls, interest with Davis staff as to return phone calls and bothering to follow up next day, and Sacramento not wanting to let anyone in after 5:00pm when registration was still going on until 6:30pm, our staff almost missed setting up for the show. Very poor considering the expense of the show to exhibit.
5. Much as the show is overflowing the Sacramento CC, don't move. It's close to Napa/Sonoma allowing day trips for many, affordable hotels, parking and the labor situation at the cc is quite good. Just get rid of the added insurance which lines the pockets of lawyers and insurers and does the organization at your public no good!
6. Overall, good show. Would be nice to have improved Wi-Fi services.
7. No sales have been attributed to leads from this show.

8. We were very disappointed that we didn't get a hotel close to the event. We were calling in within seconds of opening of hotels, and within seconds they were full.
9. Add one more day!
10. The Unified Symposium needs to loosen up their booth rules and not have the floor supervisor harass companies that do not have their equipment set back far enough.
11. The Lead Retrieval equipment was terrible as was the service. The equipment didn't work and it took hours to get it replaced. Still waiting for refund which they said I would receive.
12. I appreciate the hard work on the ASEV team's part.
13. The show has gotten too big...people walk by absolutely dazed and confused. Most people allot one day for Unified...not near enough time.
14. Had several comments how it would be nice to have the name tags have larger print, especially the company name. As an exhibitor (especially us old guys) it is extremely hard to read the company name of the attendees as they walk by/ The Central Coast Show last week WIVI, had new larger name tags and they were great, lots of very positive comments about them from both vendors and attendees...check it out.
15. I would prefer to have the show at a larger convention center with more options for hotels and floor space.

West Lobby (1st Floor)

N/A

Balcony (2nd Floor)

N/A

Third Floor Ballroom

1. Too many non-sense rules for exhibitors. Never been to a show where there is a Nazi walking around and leaving negative notes at your booth.
2. Lead retrieval is horrible.

Outdoor Tented Terrace (3rd Floor)

N/A

Section 7 – Future Shows & Sites:

Based on the importance of the questions above and knowing union rates could double, would you be in favor of the Unified Wine & Grape Symposium relocating to a northern California city in order to accommodate what's important to you?

First Floor Exhibit Halls A-E

1. Depending on what city in California, however, access to hotels and flying into and out of that city would be very important to us.
2. We are not interested in seeing the tradeshow move from Sacramento. There is no value in it for us as an exhibitor.
3. I will be very surprised if anyone says yes to this. ha
4. We would not be able to afford such extortionate union rates. At Sacramento, they are already much, much higher than we see at other shows, e.g. Grand Rapids, Michigan.
5. Impossible to get a downtown Sacramento hotel room during the Symposium week at a reasonable rate.
6. I like downtown Sacramento and I am not in favor of raising my costs.
7. The only reason that I'd be interested in a different/larger trade show is if I could contract for a 2nd booth.
8. If we can pour our wine at every other US show we do, can we please move to a city where we can show what our barrels can add to a wine?
9. See comments above before I knew this section was coming. DON'T MOVE.
10. Go to a non-union facility.
11. Sacramento is what EVERYONE expects, and is the most well-known show in the States and elsewhere. It is convenient for Napa, Sonoma, Amador, San Joaquin, Mendocino, & El Dorado Counties, has an international airport, and attendees come to go to the conferences and exhibits---Not tourist stuff like in San Diego in which so many people told us of their deep sea fishing trips, Zoo trips, Mexico trips, etc. in lieu of attending one or more days...Reno was the same because so many were hung over and gambling, and not attentive. The parking and lodging costs in SF would be prohibitive. San Jose is just plain ugly and over-clogged with people and traffic. We wouldn't want it anywhere else but Sacramento!
12. If union rates are going to double everywhere, I would rather stay in Sacramento.
13. Obviously depending on where the new location would be.
14. Sacramento is a great location. Much less expensive than any major city.
15. Sacramento works for us.
16. Union Rates are already very expensive in Sacramento - Hopefully the draw of UWGS could negotiate reasonable rates - would not want to see rates double.
17. Prefer to keep costs down.
18. While I enjoy Sacramento the fact of the matter is the VAST majority of attendees and exhibitors are Napa/Sonoma Headquartered or have a regional office there. It would probably make better sense to find a venue closer to the bay area.
19. Rates could double?? Depends on what the other cost savings were as far as hotel rooms and time.
20. Union fees do not really affect my company...we were a car unload in front of the Center.
21. As an exhibitor we feel more hotel rooms close to convention is important. We felt there was no benefit given to exhibitors in regards to early hotel registration.
22. If we are going to spend money for the show space, airline tickets, time out of office, etc., these are all factors to consider and would make the move worthwhile even at a higher cost.
23. Definitely do not want to pay double for union rates. Freeman is also fantastic.

West Lobby (1st Floor)

1. Keep it is Sacramento- Bay area is too much of a logistic nightmare.

Balcony (2nd Floor)

1. Small exhibit so no need for union services. Would always prefer a non-union venue nevertheless.
2. The price they charge now is too much!

Third Floor Ballroom

1. It is already very expensive to participate. We have to pay for 5 hotel rooms and for meals.
2. Everything is a question of cost VS the return on investment. If it is more expensive but have a potential of more attendees from Oregon and Washington states why not!!!
3. Depends on what city.
4. Not for doubling the cost.

Outdoor Tented Terrace (3rd Floor)

N/A

What features and benefits specific to the trade show would you like to see improved/changed for 2016 (Sacramento)?

First Floor Exhibit Halls A-E

1. Free Wi-Fi is very important, so that we can keep in touch with customers and our home office, email, etc., more easily.
2. More reliable and user friendly lead retrieval system option.
3. Allow to add more booth space.
4. Free Lead Retrieval System for Vendors. An organized wine tasting on one of the evenings where vendors and customers can interact outside the tradeshow booths. Currently lots of private parties which do not assist the small vendor in meeting the customer on a social level.
5. We want to pour our own wine even if we have to hire a server.
6. See comments.
7. Attempt to bring equilibrium to the show attendance. Day 2 was very, very slow.
8. Eliminate liability insurance requirement. Spread the wine tasting around the floor. Get the list of registrants out sooner. Allow access to bar codes by free smart phone apps.
9. Insurance paperwork is now more forms?? Too much paperwork in this area.
10. Handicapped access for exhibitors in unloading/reloading made easier (tell the parking patrol to look for the placards and okay a 30-min temporary time in front of the building; and tell the convention center that people roll their stuff over the carpets after dismantling and on the way out, so what is the big deal with the entering to set up??? We really liked it when a variety of wines were set up at exhibitor's tables for pouring (instead of along the wall away from exhibitors), because it brought attendees to the booth. But with the laws, at least put different wine-tasting tables in the center at the end of exhibitor rows (but not all together like the luncheons). And the rather recent exemption that we can't bring in brownies or other munchies as giveaways at our booth is stupid---we're told we are conflicting with the snack bar sales. We have never brought in little treats that are similar to what the snack bar sells...We

have also been stopped from bringing a sandwich in from across the street! It forces us to buy the tasteless Snack Bar junk. Otherwise, it is a great show!

11. Hotel accommodations.
12. Wi-Fi. Improved Lead Retrieval functionality. Larger venue.
13. More hotel rooms and easier booking ability - 2015 all rooms sold out within 5 minutes - trying to get through to make reservations was ridiculous even with numerous people trying - there must be a better solution to this problem.
14. A change in the hours to close the exhibitor trade show hall at 5pm on Wednesday. The hall is relatively vacant beyond 4:30pm.
15. Different Lead Retrieval vendor or better service from the current vendor.
16. A reasonable hotel reservation system must be put in place. I would suggest that attendees be charged a non-refundable fee to reserve the room. The current process drives people to over book rooms and then cancel at a later date.
17. Make people come to the show and say thank you to those of us who pay to exhibit!
18. Business policies, hotel situation. Many of our winery contacts refused to come to Unified this year because the room situation was so bad.
19. Have more sessions on Marketing, packaging, and labeling.
20. We would like to expand our booth to a 10x20 but have been gridlocked for a few years.
21. More pre-show promotions.
22. Hotels: Suggest that exhibitors get first crack at hotel rooms, maybe allow them priority on 2 rooms per company or something like that. Many attendees don't spend the night but exhibitors have to be there for at least 2 nights in general.

West Lobby (1st Floor)

N/A

Balcony (2nd Floor)

N/A

Third Floor Ballroom

1. Better lead generation equipment and service. We had nothing but problems.
2. Maybe having an Auction for charity where LOGO of suppliers can be added into the Directory as an advantage
3. New lead retrieval company. The inability to confirm the contact information on the spot is pointless especially at such a high cost.

Outdoor Tented Terrace (3rd Floor)

1. More food available for the hosted luncheon, the food usually runs out before all have a chance to get a plate.