



LLC Managing Committee Meeting Agenda

Conference Call
1-800-615-2900 Access Code: 684385
3:00 pm, Monday, August 5, 2013

(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 Chair), Chair (January-December 2013)

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV President), Tom Collins (ASEV past board member), Jim Kennedy (ASEV 1st Vice President), Carson Smith (CAWG board member), and David Weiss (CAWG board member)

1. Call to Order
2. Approval of Agenda
3. Approval of July 8, 2013 meeting minutes*
4. Old Business:
Program Development*
 - a. Tuesday - General Session Keynote Speaker (selection)
 - b. Thursday Walking Tours – identifying moderators/tour guides
5. New Business:
 - a. Proposed 2013-2014 Budget*
6. Next meeting dates/times

*included



Program Development Update (provided by Jenny Devine)

Tuesday General Session Keynote Speaker

- Session Title: **TBD**
- Time: **11:30 AM – 1:30 PM (2 Hour Session)**
- Description: **TBD**
- Keynote Speaker: **Potential Names**
 - David Kelley, Founder of IDEO - <http://www.ideo.com/people/david-kelley>
 - Francis Ford Coppola – May be difficult to secure
 - Clarice Turner, SVP of Starbucks - <http://www.womensfoodserviceforum.com/members/search/my-page.html?member-id=4498>
 - Simon Sinek, TED speaker & “The Golden Circle” - <http://www.startwithwhy.com/>
 - Squareup - <https://squareup.com/?gclid=CM7OmPq537gCFQ9eQgodSWUAGQ>
 - Sodastream - http://www.sodastreamusa.com/store.aspx?gclid=CJO3_C537gCFcU5QgodpRIAlg

High-Level Keynote Speaker, to be approved by LLC Managing Committee with consideration of committee suggestions. The Program Development Committee discussed various options and what they would like from a speaker. The brainstorming included:

- The question “Ask Why?” What inspires us within the industry? Look at the 3-tier system and “The Golden Circle” patterns (with reference to Simon Sinek).
- Hosting a speaker from outside of the industry, but who has a similar mission and goal. A speaker with a high-level message with higher-end products – every day luxury.
- How can the wine industry learn from other industries?
- Life style cycle of the business – integrated life style play.

Thursday (afternoon) Exhibit Hall Tours

Grape Growing Exhibit Hall Tours – proposed by the Grape Growing Sub-Committee:

1. Sustainability – birds, bats, fungicides products, location
 - Sustainable practices – biodynamic to IPM
 - Maybe a sustainability tour from products to equipment
 - From fungicides to owl boxes and pesticides
2. Mechanization
 - Harvesters, tillage, leafers, equipment in general
3. Data management – breakout or maybe better as tour with vendor emphasis
 - Tour not breakout
 - Products, databases
 - Technology Tour - Water irrigation activities – concerns with placing this under sustainability



Winemaking Exhibit Hall Tours – proposed by the Winemaking Sub-Committee:

1. Efficient equipment for the small/medium winery lab:
 - Clinical analyzers, Near IR systems for ethanol, automated systems for SO₂, etc.
2. Next generation crush equipment: Winery owners and operators are very concerned with labor-efficient, quality-delivering crush equipment and there are some new tools to meet this need:
 - Optical sorters; on-board Pellenc and air knives, and Jameson cellars flotation juice clarification system
3. Fermentative and finishing tannins: newest products for enhancing mouth feel, finish and quality: fermentative tannins, finishing tannin agents
4. Barrels and oak for Pinot Noir
5. Beyond the press cut: Tools and technology for optimizing quality of press fractions. Press cuts can constitute 30% of your production (lower quality)
 - Mechanical “technology” (filters, centrifuges, physical separators etc)
 - Chemical technology (enzymes, selective column filters, fining, etc)
6. Sanitation:
 - Lower impact chemicals, water saving technologies and new tools, green procedures



**LLC Managing Committee Meeting Agenda
Sequoia Board Room, Hyatt Regency,
Sacramento, CA**

10:00 am – 2:30 pm, Monday, July 8, 2013

Committee Members (8) Participated:

Bill Pauli (CAWG Chair), Chair (January-December 2013) – by phone

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV President), Tom Collins (ASEV past board member), Jim Kennedy (ASEV 1st Vice President), Carson Smith (CAWG board member), and David Weiss (CAWG board member)

Meeting was (audio) recorded.

Call to Order – B. Pauli designated D. Weiss to chair the meeting since he was calling in. D.Weiss called the meeting to order at 10:15 a.m.

Approval of Agenda – L. Chacón-Rodríguez moved to approve as submitted. Second by C. Smith. Motion carried.

Approval of Minutes - May 21, 2013 meeting – amended to correct spelling of last name DiBuduo and Devine. C. Smith moved to approved minutes as amended. Second by L. Chacón-Rodríguez. Motion carried.

Old Business:

Tuesday

- Welcome Wine Reception – the Committee agreed to include the wine reception with 1-day or 3-day session registration. The reception will take place at the Sheraton at 5:00 pm. Tables will be offered for purchase as a sponsorship option with the sponsor invitees registered and with badges.
- General Session Keynote Speaker (selection) – this item was redirected to the next meeting agenda to decide if this is a lunch speaker or a General Session speaker or combined as one (11:30 am – 1:30 pm). J. Devine distributed a list of suggested names from the Program Development Committee. Committee will check with CAWG and ASEV key players to flush out names that fit criteria. The target list needs to be finalized in August.
- Lunch (registration fee) – the committee agreed to set a separate registration fee for the lunch which will be determined as part of the budget development. The lunch will not be offered for purchase as a separate item (all attendees need to be registered with a badge).

Wednesday General Session Moderator – Committee endorsed inviting Francesca Schuler of BevMo. The alternative will be to invite Tracy Geldert of Francis Ford Coppola.

Thursday Walking Tours – L. Boulton reviewed the concept which will be in lieu of traditional breakout sessions. The PDC endorsed organizing tours with grape growing and winemaking topics. Lyndie suggested that the moderators/tour guides needs to be well organized and good communicators and that some cooperative extension representatives would be good candidates to do this. The program development sub-committee organizing the Spanish sessions will be involved in developing the tours to be conducted in Spanish. For the first year, L. Boulton recommended the LLC committee (rather than the PDC) select these moderators/tour guides. She suggested considering Christian Butzke to be one of the tour guides for a winemaking walking tour as he had organized some of these in the past (1998). Glenn McGourty (Mendocino/Lake Counties) and other cooperative extension specialists would also be good



candidates. L. Boulton noted four concurrent tours could be organized for each of the two hours in the afternoon with approximately 20-25 people/tour. L. Chacón-Rodríguez will identify some potential tour guides for the tours offered in Spanish.

New Business:

- ASEV symposium to honor UCD emeritus enology professor – Friday, Jan. 31, 2014

L. Boulton reported on a symposium proposed by ASEV Board member, John Thorngate of Constellation, to honor Ann Noble. This is the sole purpose of this symposium. L. Boulton explained that John Thorngate would like to hold this symposium on the Friday, Jan. 31 following the 2014 UW&GS because he believes it will benefit some who attend the UW&GS and the Friday event may also bring symposium attendees to the UW&GS that otherwise may not come to Sacramento at all. L. Boulton added that CAWG members would be extended the ASEV member registration rate as ASEV does for all other programs. J. Aguirre suggested that a protocol be established for the walking tour guides. L. Boulton added that a flyer would be developed identifying each tour stop in the trade show.

L. Boulton provided this report to obtain the Committee's acceptance. J. Aguirre moved to acknowledge the ASEV proposed symposium and to confirm the LLC Managing Committee does not object to this proposal to honor Ann Noble. Second by J. Kennedy. Motion carried.

Next meeting dates/times – conference call on August 5, 10:00 am

Adjournment - noon



Unified Wine & Grape Symposium 2014 Budget **DRAFT**

Proposed to LLC Managing Committee 08/05/2013

	INCOME			% of '14 Proposed
	2013 Budget 11/01/12 Through 10/31/13	2013 Actual Estimated Through 10/31/13	2014 Proposed 11/01/13 Through 10/31/14	
1 Exhibits	\$1,629,000	\$1,637,416	\$1,645,000 A	68.55%
2 Advertising				
3 Program	\$27,900	\$57,200	\$57,200	2.38%
4 Vendor	\$14,900	\$20,000	\$20,000	0.83%
5 Advertising Total	\$42,800	\$77,200	\$77,200	3.22%
6 Registration				
7 Keynote Presentation (Tuesday)	\$0	\$0	\$85,950	3.58%
8 General (Tuesday - Thursday)	\$391,132	\$420,055	\$420,055	17.50%
9 Exhibits Only	\$75,000	\$80,520	\$80,520	3.36%
10 Exhibits Only Vouchers	\$10,935	\$13,305	\$13,305	0.55%
11 Registration Total	\$477,067	\$513,880	\$599,830 B	24.99%
12 Directory	\$19,883	\$19,219	\$19,219	0.80%
13 Sponsorship	\$60,000	\$53,000	\$53,000	2.21%
14 Interest	\$764	\$683	\$600	0.03%
15 Miscellaneous	\$5,000	\$5,108	\$5,000 *	0.21%
16 Total Income	\$2,234,514	\$2,306,506	\$2,399,849	100.00%
17				
18 EXPENSE				
19				
20 Exhibit				
21 Convention Center Exhibit Space	\$104,680	\$104,680	\$104,680	6.22%
22 Lead Retrieval (TPN)	\$2,300	\$1,760	\$2,000	0.12%
23 Luncheon	\$94,000	\$96,538	\$97,000	5.76%
24 Online Exhibit Sales	\$0	\$0	\$10,000	0.59%
25 On-site Signage Design	\$500	\$534	\$1,200	0.07%
26 Printing & Postage	\$20,000	\$21,779	\$23,000	1.37%
27 Regional Wine Tasting (Catering)	\$41,000	\$36,443	\$41,000	2.43%
28 Security/Door Monitors	\$37,000	\$35,217	\$37,000	2.20%
29 Service Contractor (TPN)	\$52,500	\$54,188	\$55,000	3.27%
30 Tent	\$24,500	\$24,493	\$24,600	1.46%
31 Virtual Trade Show	\$3,400	\$3,400	\$3,400	0.20%
32 Miscellaneous	\$2,500	\$2,540	\$3,000	0.18%
33 Exhibit Total	\$382,380	\$381,572	\$401,880	23.86%
34				
35 Program/Sessions				
36 A/V	\$38,000	\$38,754	\$40,000	2.38%
37 Catering	\$28,000	\$26,880	\$28,000	1.66%
38 Keynote Presentation (Tuesday)				
39 Speaker Fee	\$0	\$0	\$20,000	1.19%
40 Plated Lunch	\$0	\$0	\$41,600	2.47%
41 Sub Total	\$0	\$0	\$61,600 C	3.66%
42 Meeting Room - Rental	\$9,230	\$9,230	\$9,230	0.55%
43 Meeting Room - Door Monitors	\$1,600	\$2,155	\$2,200	0.13%
44 On-site Signage Design	\$500	\$533	\$1,200	0.07%
45 Printing (incl program layout)	\$17,000	\$17,130	\$17,500	1.04%
46 Program Development	\$5,500	\$6,830	\$9,000	0.53%
47 Speaker Mgmt Contractor (TPN)	\$17,600	\$17,544	\$17,600	1.05%
48 Speaker Reimbursement (30%)	\$53,424	\$19,038	\$32,138 D	1.91%
49 Miscellaneous	\$2,500	\$2,543	\$3,000	0.18%
50 Program/Sessions Total	\$173,354	\$140,637	\$221,468	13.15%
51				
52 Public Relations				
53 Advertising (includes ad layout)	\$51,882	\$42,187	\$69,440	4.12%
54 Brown-Miller	\$48,000	\$48,000	\$66,250	3.93%
55 Graphics	\$2,000	\$1,850	\$8,300	0.49%
56 E-Newsletter	\$3,060	\$3,060	\$3,060	0.18%
57 Miscellaneous	\$3,500	\$2,640	\$3,500	0.21%
58 Public Relations Total	\$108,442	\$97,737	\$150,550	8.94%
59				
60 Registration				
61 Computer Equip/Internet (On-Site)	\$25,000	\$14,480	\$20,000	1.19%
62 On-site Signage Design	\$500	\$533	\$1,200	0.17%
63 Printing & Postage (incl brochure layout)	\$23,000	\$18,597	\$23,000	1.37%
64 Security	\$3,000	\$1,617	\$2,000	0.12%
65 Service Contractor (TPN)	\$119,000	\$132,967	\$135,000	8.02%
66 Staff (Temp)	\$35,000	\$31,860	\$35,000	2.08%
67 Miscellaneous	\$2,500	\$2,404	\$3,000	0.18%
68 Registration Total	\$208,000	\$202,458	\$219,200	13.02%



Unified Wine & Grape Symposium
2014 Budget DRAFT

Proposed to LLC Managing Committee 08/05/2013

EXPENSE CONTINUED	2013 Budget	2013 Actual	2014 Proposed	% of '14 Proposed
	11/01/12 Through 10/31/13	Estimated Through 10/31/13	11/01/13 Through 10/31/14	
69 Other Operating				
70 Accounting Services	\$11,570	\$11,570	\$11,850	0.70%
71 Bank Charges (cc)	\$56,000	\$72,179	\$75,000	4.45%
72 Contract Services (ASEV)				
73 Bookkeeping/Accounting	\$10,055	\$10,301	\$10,301	0.61%
74 Event Management	\$146,934	\$155,722	\$155,722	9.25%
75 Trade Show Management	\$129,310	\$127,015	\$127,015	7.54%
76 <i>Contract Svcs (ASEV) Total</i>	\$286,299	\$293,038	\$293,038	E 17.40%
77 Contract Services (CAWG)				
78 Program Development	\$64,676	\$66,120	\$66,120	3.93%
79 Sponsorship	\$22,043	\$22,646	\$22,646	1.34%
80 <i>Contract Svcs (CAWG) Total</i>	\$86,719	\$88,766	\$88,766	E 5.27%
81 Event Coordinator (TPN)	\$31,340	\$27,665	\$31,340	1.86%
82 Food & Beverage Coordinator (TPN)	\$21,000	\$21,000	\$21,000	1.25%
83 Insurance (Liability, D&O, Internet)	\$28,000	\$29,031	\$30,000	1.78%
84 Legal	\$10,000	\$9,466	\$10,000	0.59%
85 LLC Franchise Tax	\$6,800	\$6,800	\$6,800	0.40%
86 LLC Property Tax	\$2,400	\$2,400	\$2,400	0.14%
87 Managing Member Fee (ASEV)	\$44,000	\$44,000	\$44,000	2.61%
88 Meetings (LLC Managing Committee)	\$3,000	\$1,257	\$6,000	0.36%
89 Parking	\$500	\$305	\$500	0.03%
90 Postage (office)	\$3,000	\$2,121	\$3,000	0.18%
91 Sponsorship (incl brochure design)	\$3,900	\$3,908	\$4,000	0.24%
92 Supplies	\$3,000	\$249	\$3,000	0.18%
93 Telephone/Utilities	\$8,000	\$8,863	\$9,000	0.53%
94 Vendor Advertising	\$7,000	\$13,448	\$13,448	0.80%
95 Website	\$6,500	\$5,016	\$14,800	** 0.88%
96 Welcome Reception (Tuesday)	\$0	\$0	\$20,000	F 1.19%
97 Miscellaneous	\$3,000	\$1,816	\$3,000	0.18%
98 <i>Other Operating Total</i>	\$622,028	\$642,898	\$690,942	41.03%
99				
100 Total Expenses	\$1,494,204	\$1,465,302	\$1,684,041	100.00%
101				
102 Net (Profit/Loss)	\$740,310	\$841,204	\$715,808	
103				

104 A-F Refer to corresponding letters on attached Worksheet
 105 * \$5,000 Freeman donation per contract.
 106 ** \$13,000 for new website design + \$150/mo for maintenance/support.

107 **Note:** 90% of estimated profit to be distributed by the end of May, 2014 and the remaining balance based on actual to be distributed by the end of Feb, 2015 per policy.



Unified Wine & Grape Symposium 2014 Worksheet

Income

A. Exhibits (Assumed Sold Out 1st Floor, 2nd Floor Mezzanine, 3rd Floor Ballroom and Tent)				
Qty	Description	Price ea.	Total	
710	10 x 10 Booths	\$2,000.00	\$1,420,000.00	
15000 sq ft	Large Equipment Booths	\$15.00	\$225,000.00	
Total Exhibits Income			\$1,645,000.00	
B. Registration				
Keynote Presentation w/Lunch (Tuesday) - NEW				
Qty/Yr	Description	Price ea.	Total	
Pre-Registration				
690	Member (ASEV/CAWG)	\$99.00	\$68,310.00	
95	Non-Member	\$149.00	\$14,155.00	
5	ASEV Student	\$49.00	\$245.00	
On-Site Registration				
5	Member (ASEV/CAWG)	\$299.00	\$1,495.00	
5	Non-Member	\$349.00	\$1,745.00	
0	ASEV Student	\$249.00	\$0.00	
800 Total Keynote Presentation			\$85,950.00	
General (Tuesday - Thursday)* Attendance Based on 2013				
Qty/Yr	Description	Price ea.	Total	
Pre-Registration (Tues-Thursday)				
585	Member (ASEV/CAWG)	\$299.00	\$174,915.00	
148	Non-Member	\$489.00	\$72,372.00	
51	ASEV Student Member	\$50.00	\$2,550.00	
21	Exhibitor	\$299.00	\$6,279.00	
(1-Day)				
199	Member	\$199.00	\$39,601.00	
251	Non-Member	\$249.00	\$62,499.00	
26	Exhibitor	\$199.00	\$5,174.00	
On-Site Registration (Tues-Thursday)				
23	Member (ASEV/CAWG)	\$499.00	\$11,477.00	
18	Non-Member	\$689.00	\$12,402.00	
0	ASEV Student Member	\$250.00	\$0.00	
2	Exhibitor	\$499.00	\$998.00	
(1-Day)				
28	Member (ASEV/CAWG)	\$399.00	\$11,172.00	
29	Non-Member	\$449.00	\$13,021.00	
5	Exhibitor	\$399.00	\$1,995.00	
Spanish Track Only				
80	Member/Non-member	\$55.00	\$4,400.00	
Misc				
16	Cancellations	\$50.00	\$800.00	
16	Lost Badge	\$25.00	\$400.00	
1498 Total General Registration			\$420,055.00	

*General Registration includes new Tuesday welcome reception.



Unified Wine & Grape Symposium 2014 Worksheet

Income (continued)

52	Exhibits Only		
53	1312 Pre-Reg Member/Non-member	\$30.00	\$39,360.00
54	686 On-Site Member/Non-member	\$60.00	\$41,160.00
55	1998 Total Exhibits Only		\$80,520.00
56			
57	Exhibits Only Vouchers (sold to exhibitors only)		
58	2661 Exhibitors	\$5.00	\$13,305.00
59			
60	Total Registration Income		\$599,830.00
61			

Expenses

62	C. Keynote Presentation w/Lunch (Tuesday) - NEW		
63	1 Keynote Speaker Fee	\$20,000.00	\$20,000.00
64	800 Plated Lunches	\$52.00	\$41,600.00
65	Total Keynote Presentation Expense		\$61,600.00
66			

67	D. Speaker - 93 Speakers (Tuesday - Thursday)		
68	Lodging	\$214/night (77 CA Speakers -1 Night)	\$16,478.00
69	Lodging	\$214/night (6 Out of State Spkrs -2 Nights)	\$2,568.00
70	Lodging	\$214/night (10 Int'l Speakers - 4 Nights)	\$8,560.00
71	Ground Transportation	\$100/ea	\$9,300.00
72	Meals	\$61/day (77 CA Speakers - 2 Days)	\$9,394.00
73	Meals	\$61/day (6 Out of State Spkrs - 3 Days)	\$1,098.00
74	Meals	\$61/day (10 Int'l Speakers - 5 Days)	\$3,050.00
75	Transportation	10 Int'l @ \$3,500/ea	\$35,000.00
76	Transportation	6 Out of State @ \$650/ea	\$3,900.00
77	Transportation	7 CA - Airfare @ \$300/ea	\$2,100.00
78	Transportation	70 CA - 400 miles @.56/mile	\$15,680.00
79	Total Speaker Expense		\$107,128.00

Note: 30% of Speakers Estimated to Submit for Reimbursement **\$32,138.40**

83	E. ASEV/CAWG Contracted Services (Rates Based on Operating Agreement)			
84	Hrs/Yr	Description	Price ea.	Total
85	ASEV			
86	251.25	Bookkeeping/Accounting	\$41.00	\$10,301.25
87	1643.50	Event Management	\$94.75	\$155,721.63
88	1895.75	Trade Show Management	\$67.00	\$127,015.25
89	3790.50	<i>ASEV Total</i>		\$293,038.13
90				
91	CAWG			
92	870.00	Program Development	\$76.00	\$66,120.00
93	338.00	Sponsorship	\$67.00	\$22,646.00
94	1208.00	<i>CAWG Total</i>		\$88,766.00
95				
96	Total ASEV/CAWG Contracted Services Expense			\$381,804.13

98	F. Welcome Reception (Tuesday) - NEW		
99	500 Reception w/Wine & Hors d'oeuvres	\$40.00	\$20,000.00
100	Total Welcome Reception Expense		\$20,000.00



Registration & Booth Fee History

General Registration - 3 Days (\$)						
	Pre-Reg			On-site Reg		
	Member	Non-Mem	Student	Member	Non-Mem	Student
2014	\$299	\$489	\$50	\$499	\$689	\$250
2013	\$299	\$489	\$50	\$499	\$689	\$250
2012	\$299	\$487	\$50	\$499	\$687	\$250
2011	\$295	\$480	\$50	\$495	\$680	\$250
2010	\$295	\$480	\$50	\$495	\$680	\$250
2009	\$295	\$480	\$50	\$495	\$680	\$250
2008	\$275	\$450	\$30	\$475	\$650	\$230
2007	\$275	\$450	\$30	\$475	\$650	\$230
2006	\$250	\$400	\$30	\$350	\$500	\$130
2005	\$250	\$400	\$30	\$350	\$500	\$130
2004	\$225	\$350	\$15	\$325	\$450	\$115
2003	\$225	\$350	\$15	\$275	\$400	\$65
2002	\$210	\$310	\$15	\$260	\$360	\$65
2001	\$210	\$310	\$15	\$260	\$360	\$65
2000	\$210	\$295	\$15	\$210	\$295	\$15
1999	\$165	\$180	\$45	\$165	\$180	\$45
1998	\$165	\$180	\$45	\$165	\$180	\$45
1997	\$165	\$180	\$45	\$165	\$180	\$45
1996	\$165	\$180	N/A	\$165	\$180	N/A
1995	\$180	\$180	N/A	\$180	\$180	N/A

General Registration - 3 Days (%)						
	Pre-Reg			On-site Reg		
	Member	Non-Mem	Student	Member	Non-Mem	Student
2014	0%	0%	0%	0%	0%	0%
2013	0%	0%	0%	0%	0%	0%
2012	1%	1%	0%	1%	1%	0%
2011	0%	0%	0%	0%	0%	0%
2010	0%	0%	0%	0%	0%	0%
2009	7%	7%	67%	4%	5%	9%
2008	0%	0%	0%	0%	0%	0%
2007	10%	13%	0%	36%	30%	77%
2006	0%	0%	0%	0%	0%	0%
2005	11%	14%	100%	8%	11%	13%
2004	0%	0%	0%	18%	13%	77%
2003	7%	13%	0%	6%	11%	0%
2002	0%	0%	0%	0%	0%	0%
2001	0%	5%	0%	24%	22%	333%
2000	27%	64%	-67%	27%	64%	-67%
1999	0%	0%	0%	0%	0%	0%
1998	0%	0%	0%	0%	0%	0%
1997	0%	0%	0%	0%	0%	0%
1996	-8%	0%	0%	-8%	0%	0%
1995						

General Registration - 1 Day (\$)				
	Pre-Reg		On-site Reg	
	Member	Non-Mem	Member	Non-Mem
2014	\$199	\$249	\$399	\$449
2013	\$199	\$249	\$399	\$449
2012	\$177	\$228	\$377	\$428
2011	\$175	\$225	\$375	\$425
2010	\$175	\$225	\$375	\$425
2009	\$175	\$225	\$375	\$425
2008	\$165	\$210	\$365	\$410
2007	\$165	\$210	\$365	\$410
2006	\$150	\$190	\$250	\$290
2005	\$150	\$190	\$250	\$290
2004	\$135	\$175	\$235	\$275
2003	\$135	\$175	\$185	\$225
2002	\$125	\$160	\$175	\$210
2001	\$125	\$160	\$175	\$210
2000	\$125	\$125	\$125	\$125
1999	\$100	\$100	\$100	\$100
1998	\$100	\$100	\$100	\$100
1997	\$100	\$100	\$100	\$100
1996	\$100	\$100	\$100	\$100
1995	N/A	N/A	N/A	N/A

General Registration - 1 Day (%)				
	Pre-Reg		On-site Reg	
	Member	Non-Mem	Member	Non-Mem
2014	0%	0%	0%	0%
2013	12%	9%	6%	5%
2012	1%	1%	1%	1%
2011	0%	0%	0%	0%
2010	0%	0%	0%	0%
2009	6%	7%	3%	4%
2008	0%	0%	0%	0%
2007	10%	11%	46%	41%
2006	0%	0%	0%	0%
2005	11%	9%	6%	5%
2004	0%	0%	27%	22%
2003	8%	9%	6%	7%
2002	0%	0%	0%	0%
2001	0%	28%	40%	68%
2000	25%	25%	25%	25%
1999	0%	0%	0%	0%
1998	0%	0%	0%	0%
1997	0%	0%	0%	0%
1996				
1995				

Exhibits Only (\$)		
	Pre-Reg	On-site Reg
	Member/Non-Mem	Member/Non-Mem
2014	\$30	\$60
2013	\$30	\$60
2012	\$30	\$60
2011	\$30	\$60
2010	\$30	\$60
2009	\$30	\$60
2008	\$25	\$50
2007	\$25	\$50
2006	\$25	\$40
2005	\$25	\$40
2004	\$25	\$40
2003	\$25	\$25
2002	\$15	\$15
2001	\$15	\$15
2000	\$15	\$15
1999	\$0	\$0
1998	\$0	\$0
1997	\$0	\$0
1996	\$20	\$20
1995	N/A	N/A

Exhibits Only (%)		
	Pre-Reg	On-site Reg
	Member/Non-Mem	Member/Non-Mem
2014	0%	0%
2013	0%	0%
2012	0%	0%
2011	0%	0%
2010	0%	0%
2009	20%	20%
2008	0%	0%
2007	0%	25%
2006	0%	0%
2005	0%	0%
2004	0%	60%
2003	67%	67%
2002	0%	0%
2001	0%	0%
2000	-25%	-25%
1999	N/A	N/A
1998	N/A	N/A
1997	-100%	-100%
1996	N/A	N/A
1995		



Registration & Booth Fee History

Booth Fees (\$)						
	Single 10'x10' Booth		Large Vineyard Equipment Areas		Large Winery Equipment Areas	
	Pre-Sales	Post-Sales	Discount	Per Sq/Ft	Discount	Per Sq/Ft
2015			25%	\$15.00	25%	\$15.00
2014			25%	\$15.00	25%	\$15.00
2013			25%	\$15.00	25%	\$15.00
2012			25%	\$15.00	25%	\$15.00
2011			25%	\$14.63	25%	\$14.63
2010			35%	\$12.35	25%	\$14.25
2009			45%	\$10.18	25%	\$13.88
2008			55%	\$8.10	25%	\$13.50
	Pre-Sales	Post-Sales	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.
2007	\$1,500	\$1,700	\$5.25	\$5.95	\$11.25	\$12.75
2006	\$1,500	\$1,700	\$5.25	\$5.95	\$11.25	\$12.75
2005	\$1,400	\$1,600	\$3.50	\$4.00	\$10.50	\$12.00
2004	\$1,400	\$1,600	\$3.50	\$4.00	\$10.50	\$12.00
2003	\$1,300	\$1,500	\$3.25	\$3.75	\$9.75	\$11.25
2002	\$1,300	\$1,500	\$3.25	\$3.75	\$9.75	\$11.25
2001	\$1,300	\$1,500	\$1.05	\$1.20	N/A	N/A
2000	\$850	\$1,000	\$0.80	N/A	N/A	N/A
1999	N/A	\$850	N/A	\$0.80	N/A	N/A
1998	N/A	\$800	N/A	\$0.75	N/A	N/A
1997	N/A	\$750	N/A	\$0.6875	N/A	N/A
1996	N/A	\$700	N/A	\$0.50	N/A	N/A
1995	N/A	\$320	N/A	N/A	N/A	N/A

Booth Fees (%)						
	Single 10'x10' Booth		Large Vineyard Equipment Areas		Large Winery Equipment Areas	
	Pre-Sales	Post-Sales	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.
2015	0%		0%		0%	
2014	0%		0%		0%	
2013	0%		0%		0%	
2012	3%		3%		3%	
2011	3%		18%		3%	
2010	3%		21%		3%	
2009	3%		26%		3%	
2008	6%		36%		6%	
	Pre-Sales	Post-Sales	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.
2007	0%	0%	0%	0%	0%	0%
2006	7%	6%	50%	49%	7%	6%
2005	0%	0%	0%	0%	0%	0%
2004	8%	7%	8%	7%	8%	7%
2003	0%	0%	0%	0%	0%	0%
2002	0%	0%	210%	213%	N/A	N/A
2001	53%	50%	31%	50%	N/A	N/A
2000	N/A	18%	N/A	N/A	N/A	N/A
1999	N/A	6%	N/A	7%	N/A	N/A
1998	N/A	7%	N/A	9%	N/A	N/A
1997	N/A	7%	N/A	38%	N/A	N/A
1996	N/A	119%	N/A	N/A	N/A	N/A
1995						