

**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Thursday, August 6, 2020
3:00 PM

Zoom Meeting Details:

Join Zoom Meeting

<https://us02web.zoom.us/j/89373014837?pwd=Szh2TWxNS0REYnl3VE8wQlVPWFpMQT09>

Meeting ID: 893 7301 4837

Password: 157450

Dial by your location: 1 669 900 6833 US (San Jose) OR 1 253 215 8782 US (Tacoma)

Committee Members (8):

Keith Striegler (ASEV Board Member), Chair (July 1, 2020 - June 30, 2021)

John Aguirre (CAWG President), Mike Boer (CAWG Board Member), Nichola Hall (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of August 6 Meeting Agenda**
3. **Approval of July 7 Meeting Minutes***
4. **New Business**
 - a. State of the Industry Line-Up Discussion
5. **Old Business**
 - a. 2021 Virtual Conference Budget Draft
 - b. Program Development Committee Update
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

LLC Managing Committee Meeting Minutes
Zoom Meeting

Tuesday, July 7, 2020
10:00 AM

Committee Members Present:

Tom Slater (CAWG Director), Chair (July 1, 2019 - June 30, 2020)
John Aguirre (CAWG President), Mike Boer (CAWG Board Member), Nichola Hall (ASEV Past President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), Keith Striegler (ASEV Board Member)

Committee Members not Present:

Jim Harbertson (ASEV Technical Program Director)

Others Present:

Jenny Devine, CAWG (Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Tom Slater called the meeting to order at 10:03 AM.
2. **Approval of July 7 Meeting Agenda.** Keith Striegler moved to approve the July 7 meeting agenda. Mike Boer second, motion was approved.
3. **Approval of June 2 Meeting Minutes.** Nichola Hall made a motion to approve the June 2 meeting minutes. Keith Striegler second, motion was approved.
4. **New Business**
 - a. **Managing Committee Chair.** Tom Slater's term came to a close on June 30. CAWG and ASEV take turns every other year to appoint an LLC Managing Committee Chair and it's ASEV's turn for the next term. ASEV has appointed Keith Striegler as the new LLC Managing Committee Chair. Dan thanked Tom for his term and Tom handed over the spot to Keith. Keith also thanked Tom for all of his hard work and commented that we are moving forward through a very critical time.
5. **Old Business**
 - a. **Unified 2021 Status: Virtual Conference Discussion**
 - i. **2021 Virtual Budget Draft.** Dan Howard stated that Michelle Taillon and Jenny Devine had conducted extensive research over the last three weeks for a virtual conference platform that would work well for Unified. Dan Howard and John Aguirre sat on a demo for Intheorious by CTE.
 1. Dan Howard developed a very high-level draft budget, based on the Intheorious platform. He is not ready to go line by line just yet, but the working copy will help us make a decision to go virtual.
 2. There is no real good calculation on how many exhibitors will return, however we are estimating at least 50% and we will be opening up the waitlist. 50% is a conservative number, but we hope to get 90% of our exhibitors back.

3. Virtual or live-event Discussion.

- a. The February dates are still available with the convention center. However, we do not know if the hotels are available. John Aguirre stated that there is a strong chance, based on reports, that a vaccine will be available at the end of the year, with mass availability at the beginning of 2021. With an available vaccine, this could allow us to host an in-person event in February.
 - i. WiVi is still planning on hosting their show in December 2020.
 - b. **Virtual Conference Motion Made:** Tom Slater would like to make a motion that we officially cancel the in-person symposium and move virtually in 2021. Mike Boer second, the motion was approved.
 - c. Fees Discussion.
 - i. Exhibit Hall Fees: Dan Howard would like to get approval to change the exhibit hall fee to \$1,200. Both he and John Aguirre feel that this is a valid fee; we could give them an ad to help promote their story, and they are not paying for airfare or hotel fees.
 - ii. Exhibit Hall Pass: We will not charge people who want to attend just the exhibit hall.
 - iii. Registration Fees: Yes, we will charge for registration. Dan Howard reviewed the proposed fees.
 - d. Length of time available: Three and a half “active” days, but we will leave up the platform for two weeks after the conference, with a total of three weeks.
 - e. Other Discussion:
 - i. It is important to cover the staff time and expenses, and breakeven a whole. Dan Howard stated that the current draft budget does show us breaking even and covering staff time.
 - ii. Moving virtual will also open up the attendance to those who haven’t been able to pay for the travel costs in the past.
 - f. Exhibitor Fee Motion Made: Mike Boer made a motion to approve the \$1,200 exhibit hall fee. Tom Slater second, motion was approved.
- b. **Program Development Committee 2nd Online Meeting Update & Process.** Each sub-committee has hosted a Zoom conference call and the discussions have been very productive. They are now on hold until we have identified a timeline.
- i. **Program Schedule.** John Aguirre reviewed the draft agenda template provided to the committee. We are not married to the draft agenda, but it is important that we keep the sessions compact and consistent.
 1. Content: Host the content on Tuesday and Thursday, with the SOI and Spanish tracks on Wednesday. Do we put all of the same tracks on one day or do we mix them up to host on two days? Our initial thought is to have a mix of tracks on
 2. We have the opportunity to keep from overlapping and allowing attendees to attend both tracks by adjusting the agenda and with the sessions available on demand after the live session.
 3. Joint Winemaking and Grapegrowing Session: This might be difficult with limited time for sessions. However, there is interest in putting on a virtual wine tasting.
 4. PDC Committee: Let the committee develop the content and then start plugging in the content. For now, we can market the sessions taking place on Tuesday, Wednesday and Thursday with the SOI and Spanish tracks on Wednesday.

6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Thursday, August 6, at 3:00 PM.

7. **Adjournment.** Keith Striegler adjourned the meeting at 11:02 AM.



Unified Wine & Grape Symposium (Virtual Conference) 2021 Budget - Draft

Proposed to the LLC Managing Committee on 8/6/2020

	2020 Budget	2020 Actual	2021 Budget	% of '21 Budget
	11/01/19 Through 10/31/20	Estimated Through 10/31/20	11/01/20 Through 10/31/21	
INCOME				
Exhibits	\$1,913,700	\$2,006,220	\$450,000 A	64.29%
Advertising				
Program	\$40,690	\$38,660	\$0	0.00%
Online	\$4,400	\$5,150	\$45,000	6.43%
On-site	\$56,000	\$44,250		0.00%
<i>Advertising Total</i>	\$101,090	\$88,060	\$45,000	6.43%
Registration				
Keynote Presentation (Tuesday)	\$26,250	\$24,120	\$0	0.00%
General (Tuesday - Thursday)	\$456,110	\$412,560	\$149,245 B	21.32%
Exhibits Only	\$75,180	\$66,805	\$0	0.00%
Exhibits Only Guest Passes	\$14,525	\$20,660	\$0	0.00%
<i>Registration Total</i>	\$572,065	\$524,145	\$149,245 B	21.32%
Directory	\$21,142	\$27,092	\$10,000	1.43%
Sponsorship	\$106,500	\$113,750	\$45,000	6.43%
Interest	\$15,000	\$15,460	\$700	0.10%
Miscellaneous	\$209,000	\$8,990 *	\$0	0.00%
Total Income	\$2,938,497	\$2,783,717	\$699,945	100.00%
EXPENSE				
Exhibit				
Exhibit Space (2020 Cal Expo)	\$75,000	\$75,000	\$0	0.00%
Luncheon (exhibitor lunch vouchers)	\$40,000	\$26,120	\$0	0.00%
Online Exhibit Sales	\$10,000	\$10,000	\$10,000	1.56%
On-site Signage Design	\$2,000	\$1,333	\$0	0.00%
Printing & Postage	\$33,200	\$32,725	\$0	0.00%
Regional Wine Tasting (Catering)	\$61,600	\$39,399	\$0	0.00%
Security/Door Monitors	\$49,500	\$24,545	\$0	0.00%
Tent	\$33,120	\$33,053	\$0	0.00%
Virtual Trade Show	\$4,000	\$4,000	\$35,000	5.47%
Freeman (golf carts for staff)	\$1,822	\$1,830	\$0	0.00%
Miscellaneous	\$6,000	\$5,721	\$1,000	0.16%
<i>Exhibit Total</i>	\$316,242	\$253,726	\$46,000	7.19%
Program/Sessions				
A/V	\$54,000	\$56,461	\$0	0.00%
Catering	\$53,000	\$54,100	\$0	0.00%
Keynote Presentation (Tuesday)				
A/V	\$7,000	\$7,000	\$0	0.00%
Plated Lunch	\$24,820	\$29,482	\$0	0.00%
<i>Sub Total</i>	\$31,820	\$36,482	\$0	0.00%
Meeting Room - Door Monitors	\$2,700	\$2,272	\$0	0.00%
On-site Signage Design	\$2,000	\$1,333	\$0	0.00%
Printing (incl program layout)	\$16,000	\$17,147	\$0	0.00%
Program Development	\$18,400	\$17,493	\$0	0.00%
Speaker Reimbursement	\$33,619	\$37,500	\$0	0.00%
Cal Expo (setup labor & staging)	\$6,500	\$6,301	\$0	0.00%
Freeman (carpet)	\$39,115	\$38,661	\$0	0.00%
Miscellaneous	\$1,000	\$758	\$1,000	0.16%
<i>Program/Sessions Total</i>	\$258,154	\$268,508	\$1,000	0.16%
Public Relations				
Advertising (includes ad layout)	\$78,000	\$68,883	\$50,000	7.81%
Brown-Miller	\$64,350	\$64,350	\$49,350	7.71%
Graphics	\$12,750	\$9,434	\$5,000	0.78%
E-Newsletter	\$6,200	\$6,200	\$6,200	0.97%
Miscellaneous	\$4,500	\$4,504	\$1,000	0.16%
<i>Public Relations Total</i>	\$165,800	\$153,371	\$111,550	17.43%
Registration				
On-site Signage Design	\$2,000	\$1,333	\$0	0.00%
Printing & Postage (incl brochure layout)	\$17,000	\$14,787	\$0	0.00%
Security	\$2,900	\$649	\$0	0.00%
Service Contractor (CMR)	\$140,000	\$140,000	\$0	0.00%
Staff (Temp)	\$36,000	\$34,296	\$0	0.00%
Supplies	\$20,000	\$16,216	\$0	0.00%
Miscellaneous	\$10,000	\$8,941	\$1,000	0.16%
<i>Registration Total</i>	\$227,900	\$216,222	\$1,000	0.16%



**Unified Wine & Grape Symposium (Virtual Conference)
2021 Budget - Draft**

Proposed to the LLC Managing Committee on 8/6/2020

	2020 Budget		2020 Actual		2021 Budget		% of '20
	11/01/19 Through 10/31/20		Estimated Through 10/31/20		11/01/20 Through 10/31/21		Budget
EXPENSE CONTINUED							
Other Operating							
Accounting Services	\$14,125	\$14,125	\$23,770	**	3.71%		
Bank Charges (cc)	\$72,000	\$78,306	\$40,000		6.25%		
Cal Expo (bathroom cleaning)	\$10,000	\$10,758	\$0		0.00%		
Contract Services (ASEV)							
Bookkeeping/Accounting	\$12,365	\$16,726	\$13,050		2.04%		
Event Management	\$124,925	\$74,125	\$60,000		9.38%		
Event Coordination	\$42,600	\$130,463	\$71,000		11.10%		
Trade Show Management	\$169,087	\$173,524	\$85,200		13.31%		
Contingency 10%	\$34,898	\$0	\$0		0.00%		
Contract Svcs (ASEV) Total	\$383,875	\$394,838	\$229,250	C	35.83%		
Contract Services (CAWG)							
Program Development	\$71,976	\$72,137	\$64,077		10.01%		
Sponsorship	\$24,921	\$24,779	\$17,679		2.76%		
Contingency 10%	\$9,690	\$0	\$0		0.00%		
Contract Svcs (CAWG) Total	\$106,587	\$96,916	\$81,756	C	12.78%		
Insurance (Liability, D&O, Internet)	\$25,000	\$19,546	\$19,000		2.97%		
Legal	\$10,000	\$7,238	\$10,000		1.56%		
LLC Franchise Tax	\$6,800	\$6,800	\$6,800		1.06%		
LLC Property Tax	\$2,800	\$2,800	\$2,800		0.44%		
Managing Member Fee (ASEV)	\$46,660	\$46,660	\$46,660		7.29%		
Meetings (LLC Managing Committee)	\$2,000	\$649	\$0		0.00%		
Parking	\$600	\$338	\$0		0.00%		
Postage (office)	\$1,000	\$253	\$0		0.00%		
Shuttles within Cal Expo	\$4,227	\$5,929	\$0		0.00%		
Sponsorship (brochure)	\$11,582	\$11,582	\$1,500		0.23%		
Supplies	\$3,000	\$924	\$500		0.08%		
Telephone/Utilities	\$10,000	\$10,610	\$10,000		1.56%		
On-site Vendor Advertising	\$18,942	\$15,981	\$0		0.00%		
Website	\$7,300	\$7,300	\$7,300		1.14%		
Welcome Reception (Tuesday)	\$31,350	\$32,882	\$0		0.00%		
Miscellaneous	\$14,000	\$13,864	\$1,000		0.16%		
Other Operating Total	\$781,848	\$778,299	\$480,336		75.07%		
Total Expenses	\$1,749,944	\$1,670,126	\$639,886		100.00%		
Net (Profit/Loss)	\$1,188,553	\$1,113,591	\$60,059				

A-C Refer to corresponding lettered categories on attached Worksheet

* \$200,000 from Visit Sacramento is posted to liability account. \$20,000 will be posted to income account each year beginning in 2022 for the next 10 years.

** Audit year.

Note: 90% of estimated profit to be distributed by the end of May, 2021 and the remaining balance based on actual to be distributed by the end of Feb, 2022 per policy.

Unified Wine & Grape Symposium (Virtual)
2021 Worksheet - Draft

Income

Proposed to the LLC Managing Committee on 8/6/2020

A. Exhibits					
	Qty	Description	Price ea.	Total	
	325	Exhibitors - Current	\$1,200.00	\$390,000.00	
	50	Exhibitors - Waiting List	\$1,200.00	\$60,000.00	
	375	Total Exhibits Income		\$450,000.00	
B. Registration					
General (Tuesday - Thursday)					
	Actual 2020	Qty/Yr	Description	Price ea.	Total
			Pre-Registration		
			<i>(3-Day, Tues-Thursday)</i>		
	330	165	Member (ASEV/CAWG)	\$250.00	\$41,250.00
	141	70	Non-Member	\$470.00	\$32,900.00
	22	11	ASEV Student Member	\$50.00	\$550.00
	64	32	Exhibitor	\$250.00	\$8,000.00
			<i>(1-Day)</i>		
	185	92	Member (ASEV/CAWG)	\$165.00	\$15,180.00
	255	127	Non-Member	\$240.00	\$30,480.00
	31	15	Exhibitor	\$165.00	\$2,475.00
			On-Site Registration		
			<i>(Tues-Thursday)</i>		
	22	11	Member (ASEV/CAWG)	\$250.00	\$2,750.00
	14	7	Non-Member	\$470.00	\$3,290.00
	0	0	ASEV Student Member	\$50.00	\$0.00
	5	2	Exhibitor	\$250.00	\$500.00
			<i>(1-Day)</i>		
	18	9	Member (ASEV/CAWG)	\$165.00	\$1,485.00
	55	27	Non-Member	\$240.00	\$6,480.00
	16	8	Exhibitor	\$165.00	\$1,320.00
			Spanish Track Only		
	94	47	Member/Non-member	\$55.00	\$2,585.00
	1,252	623	Total General Registration		\$149,245.00
Exhibits Only - Based					
		0	Pre-Reg Member/Non-member	\$0.00	\$0.00
		0	On-Site Member/Non-member	\$0.00	\$0.00
		0	Total Exhibits Only		\$0.00
Exhibit Guest Passes (sold to exhibitors only)					
		0	Vouchers	\$0.00	\$0.00
			Total Registration Income		\$149,245.00



**Unified Wine & Grape Symposium (Virtual)
2021 Worksheet - Draft**

49 C. ASEV/CAWG Contract Services (Rates Based on Operating Agreement)			
50	Description	Price ea.	Total
51	ASEV		
52	300.00 Bookkeeping/Accounting	\$43.50	\$13,050.00
53	600.00 Event Management	\$100.00	\$60,000.00
54	1,000.00 Event Coordination	\$71.00	\$71,000.00
55	1,200.00 Trade Show Management	\$71.00	\$85,200.00
56	3,100.00 <i>ASEV Total</i>		\$229,250.00
57	CAWG		
58	795.00 Program Development	\$80.60	\$64,077.00
59	249.00 Sponsorship	\$71.00	\$17,679.00
60	1,044.00 <i>CAWG Total</i>		\$81,756.00
61	Total ASEV/CAWG Contracted Services Expense		\$311,006.00
62			
63			

Registration, Booth, and Program Ad Fee History

General Registration - 3 Days (\$)						
	Pre-Reg			On-site Reg		
	Member	Non-Mem	Student	Member	Non-Mem	Student
2021	\$250	\$470	\$50	\$250	\$470	\$50
2020	\$345	\$565	\$50	\$545	\$765	\$250
2019	\$345	\$565	\$50	\$545	\$765	\$250
2018	\$315	\$515	\$50	\$515	\$715	\$250
2017	\$315	\$515	\$50	\$515	\$715	\$250
2016	\$315	\$515	\$50	\$515	\$715	\$250
2015	\$299	\$489	\$50	\$499	\$689	\$250
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
2021	-28%	-17%	0%	-54%	-39%	-80%
2020	0%	0%	0%	0%	0%	0%
2019	10%	10%	0%	6%	7%	0%
2018	0%	0%	0%	0%	0%	0%
2017	0%	0%	0%	0%	0%	0%
2016	5%	5%	0%	3%	4%	0%
2015	0%	0%	0%	0%	0%	0%
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
2021	\$165	\$240	\$165	\$240
2020	\$230	\$290	\$430	\$490
2019	\$230	\$290	\$430	\$490
2018	\$210	\$265	\$410	\$465
2017	\$210	\$265	\$410	\$465
2016	\$210	\$265	\$410	\$465
2015	\$199	\$249	\$399	\$449
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
2021	-28%	-17%	-62%	-51%
2020	0%	0%	0%	0%
2019	10%	9%	5%	5%
2018	0%	0%	0%	0%
2017	0%	0%	0%	0%
2016	6%	6%	3%	4%
2015	0%	0%	0%	0%
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				

Registration, Booth, and Program Ad Fee History

Exhibits Only (\$)		
	Pre-Reg	On-site Reg
	Member/Non-Mem	Member/Non-Mem
2021	\$0	\$0
2020	\$35	\$70
2019	\$35	\$70
2018	\$35	\$70
2017	\$35	\$70
2016	\$35	\$70
2015	\$30	\$60
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
2021	-100%	-100%
2020	0%	0%
2019	0%	0%
2018	0%	0%
2017	0%	0%
2016	17%	17%
2015	0%	0%
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		

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
2022		\$2,400	25%	\$18.00	25%	\$18.00
2021		\$1,200				
2020		\$2,250	25%	\$16.88	25%	\$16.88
2019		\$2,250	25%	\$16.88	25%	\$16.88
2018		\$2,250	25%	\$16.88	25%	\$16.88
2017		\$2,100	25%	\$15.75	25%	\$15.75
2016		\$2,100	25%	\$15.75	25%	\$15.75
2015		\$2,000	25%	\$15.00	25%	\$15.00
2014		\$2,000	25%	\$15.00	25%	\$15.00
2013		\$2,000	25%	\$15.00	25%	\$15.00
2012		\$2,000	25%	\$15.00	25%	\$15.00
2011		\$1,950	25%	\$14.63	25%	\$14.63
2010		\$1,900	35%	\$12.35	25%	\$14.25
2009		\$1,850	45%	\$10.18	25%	\$13.88
2008		\$1,800	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	Per Sq/Ft	Per Sq/Ft	Per Sq/Ft	Per Sq/Ft
2022	100%		7%		7%	
2021	-47%		-100%		-100%	
2020	0%		0%		0%	
2019	0%		0%		0%	
2018	7%		7%		7%	
2017	0%		0%		0%	
2016	5%		5%		5%	
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						

Registration, Booth, and Program Ad Fee History

	B & W			Color	
	Full Page	Half Page	Qtr Page	Inside Full Page	Covers Full Page
	N/A	N/A	N/A	N/A	N/A
2021					
2020	\$1,100	\$830	\$660	\$2,700	\$3,010
2019	\$1,100	\$830	\$660	\$2,700	\$3,010
2018	\$1,050	\$790	\$630	\$2,575	\$2,875
2017	\$1,050	\$790	\$630	\$2,575	\$2,875
2016	\$1,050	\$790	\$630	\$2,575	\$2,875
2015	\$1,000	\$750	\$600	\$2,450	\$2,750
2014	\$1,000	\$750	\$600	\$2,450	\$2,750
2013	\$1,000	\$750	\$600	\$2,450	\$2,750
2012	\$1,000	\$750	\$600	\$2,450	\$2,750
2011	\$1,000	\$750	\$600	\$2,450	\$2,750
2010	\$1,000	\$750	\$600	\$2,450	\$2,750
2009	\$1,000	\$750	\$600	\$2,450	\$2,750
2008	\$1,000	\$750	\$600	\$2,450	\$2,750
2007	\$800	\$600	\$400	\$1,800	\$2,200
2006	\$800	\$600	\$400	N/A	N/A
2005	\$800	\$600	\$400	N/A	N/A
2004	\$800	\$600	\$400	N/A	N/A
2003	\$500	\$400	\$300	N/A	N/A
2002	\$500	\$400	\$300	N/A	N/A
2001	\$500	\$400	\$300	N/A	N/A
2000	\$200	\$100	\$75	N/A	N/A
1999	\$200	\$100	\$75	N/A	N/A
1998	\$200	\$100	\$75	N/A	N/A
1997	N/A	N/A	N/A	N/A	N/A
1996	N/A	N/A	N/A	N/A	N/A
1995	N/A	N/A	N/A	N/A	N/A

	B & W			Color	
	Full Page	Half Page	Qtr Page	Inside Full Page	Covers Full Page
	N/A	N/A	N/A	N/A	N/A
2021					
2020	0%	0%	0%	0%	0%
2019	5%	5%	5%	5%	5%
2018	0%	0%	0%	0%	0%
2017	0%	0%	0%	0%	0%
2016	5%	5%	5%	5%	5%
2015	0%	0%	0%	0%	0%
2014	0%	0%	0%	0%	0%
2013	0%	0%	0%	0%	0%
2012	0%	0%	0%	0%	0%
2011	0%	0%	0%	0%	0%
2010	0%	0%	0%	0%	0%
2009	0%	0%	0%	0%	0%
2008	25%	25%	50%	36%	25%
2007	0%	0%	0%	N/A	N/A
2006	0%	0%	0%	N/A	N/A
2005	0%	0%	0%	N/A	N/A
2004	60%	50%	33%	N/A	N/A
2003	0%	0%	0%	N/A	N/A
2002	0%	0%	0%	N/A	N/A
2001	150%	300%	300%	N/A	N/A
2000	0%	0%	0%	N/A	N/A
1999	0%	0%	0%	N/A	N/A
1998	N/A	N/A	N/A	N/A	N/A
1997	N/A	N/A	N/A	N/A	N/A
1996	N/A	N/A	N/A	N/A	N/A
1995	N/A	N/A	N/A	N/A	N/A