

**LLC Managing Committee Meeting Agenda
Conference Call**

Monday, August 7
10:00 AM

Committee Members (8):

Aaron Lange (CAWG Chair), Chair (January-December 2017)

John Aguirre (CAWG President), Lise Asimont (ASEV Director), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Board President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of Monday, August 7 Agenda**
3. **Approval of Thursday, April 20 Meeting Minutes***
4. **New Business**
 - a. 2018 Unified Wine & Grape Symposium Budget*
5. **Old Business**
 - a. Sacramento Convention Center Construction Update
 - b. Update on Status of Brown Miller
 - c. Keynote Speaker Update & Status
 - d. 4th Speaker for SOI Session
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Conference Call**

Thursday, April 20
1:30 PM

Committee Members Present:

Aaron Lange (CAWG Chair), Chair (January-December 2017)

John Aguirre (CAWG President), Lise Asimont (ASEV Director), Nichola Hall (ASEV Board President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

Committee Members Not Present:

Tom Collins (ASEV Secretary/Treasurer)

Others Present

Jenny Devine (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Aaron Lange called the meeting to order at all 1:34 pm.
2. **Approval of Wednesday, April 20 Agenda.** Nichola Hall moved to approve the April 20 agenda, second by Tom Slater. Motion was approved.
3. **Approval of March 29 Meeting Minutes.** Lise Asimont moved to approve the March 29 meeting minutes, second by Nichola Hall. Motion was approved.
4. **Old Business**
 - a. **Convention Center Construction – City Council Meeting Date.** John Aguirre updated the committee on the issue of the convention center renovation and expansion. The Sacramento City Council will receive an update on development plans on April 25, followed by a more specific proposal in May on the convention center. Michael Miiller, Dan Howard, and John Aguirre will be hosting a conference call on Monday, April 24th with Stan Van Vleck. Michael Miiller, Dan Howard, and John Aguirre will host a meeting with councilmember Steve Hansen on Friday, April 28. Further details will be provided to the committee.
 - b. **State of the Industry Line-Up Discussion and Updates.**
 - i. The managing committee agreed to move forward with inviting Steve Fredricks of Turrentine, Danny Brager, with The Nielsen Company, and Mike Veseth (as moderator).
 - ii. It was reported that if invited, Jeff Bitter would be willing to participate on the panel on behalf of Allied Grape Growers.
 - iii. Bill Pauli stated we should invite a representative from a large winery, like Greg Coleman, with E & J Gallo. Get a very different type of perspective. The committee agreed this would be a draw for the industry .. Concerns were expressed that someone from a large winery may be reluctant to provide meaningful insights about the company and industry trends, possibly disappointing attendees. . Could someone like Greg Coleman and Allied Grape Growers on the panel together, or will there be too much overlap. The consensus was no. Would Greg Coleman relate to the growers in the room, and the consensus was yes that he would. It would be great to have a fresh new

approach. Having four speakers is a good idea, it keeps the content fresh, time short, and if you bring someone in like Greg Coleman, it would be more like a keynote speaker draw.

1. There was agreement that our attendees probably expect to have a representative from Allied Grape Growers on the panel: too many changes at once could have a negative impact.
 2. How to proceed:
 - a. Allied Grape Growers Representative: Jeff Bitter
 - b. 4th Speaker suggestions included Greg Coleman, E & J Gallo, or someone from Kendall Jackson, or a Mario Zepponi-type person – land, purchasing, wine acquisition and consolidation within the industry – where we are going as an industry?
 3. **First Motion:** Tom Slater moved to invite Allied Grape Growers back with Jeff Bitter as the representative. Lise Asimont second, the motion was approved.
 4. **Second Motion:** Nichola Hall moved to invite a fourth speaker to the State of the Industry speaker line-up to cover mergers and acquisitions. Lise Asimont second the motion, the motion was approved.
 5. CAWG will host the proper conversations.
- c. **Keynote Speaker Discussion.** The managing committee discussed a second option for the 2018 UW&GS keynote speaker.
- i. Unfortunately, Francis Ford Coppola is not available to speak at the symposium.
 - ii. Aaron Lange and the committee reviewed each potential speaker included in the packet. The committee discussed the pros and cons for each speaker listed. After further discussions, the committee decided to move forward with inviting Gina Gallo to speak. The committee believe she would be very interesting, and she would bring offer diversity, as well.
 - iii. Lise Asimont moved to invite Gina Gallo to be the keynote speaker for the 2018 Unified Wine & Grape Symposium. Bill Pauli second the motion, and the motion was approved. Lise Asimont will reach out to her with the invitation, with the assistance from the CAWG staff.
5. **Next Meeting Date and Time.** Monday, May 15, at 1:30 PM. If we do not have a Program Development Committee meeting on Friday, May 19, then we can reschedule the call if needed.
6. **Adjournment.** Aaron Lange moved to adjourn the meeting, Nichola Hall provided a second. The motion was approved and the meeting was adjourned at 2:50 PM.



Unified Wine & Grape Symposium 2018 Budget

Proposed to LLC Managing Committee on 8/7/2017

Highlights of Significant Changes

INCOME	
Exhibits Line #4	<ul style="list-style-type: none"> Managing Committee will need to set booth fee rate for 2019.
Registration Keynote Line #11	<ul style="list-style-type: none"> Income estimated on 2017 actual.
Registration General Line #12	<ul style="list-style-type: none"> No increase proposed. Last increase was in 2016.
Registration Exhibits Only Line #13	<ul style="list-style-type: none"> No increase proposed. Last increase was in 2016.

EXPENSE	
Program/Sessions Keynote Lunch Line #45	<ul style="list-style-type: none"> \$2/per person increase in f & b.
Program/Sessions Speaker Reimbursement Line #53	<ul style="list-style-type: none"> Increased speaker reimbursement percentage from 25% to 30% for 2018.
Public Relations Advertising Line #58	<ul style="list-style-type: none"> 2017 Actual lower than budgeted due to discounts 2018 Budget increase from 2017 budget due to increase ad rates.
Other Operating Accounting Line #79	<ul style="list-style-type: none"> Audit instead of review is scheduled for FYE 2017. Audits are scheduled every third year. Otherwise, reviews are performed each year.



Unified Wine & Grape Symposium 2018 Budget

Proposed to LLC Managing Committee on 8/7/2017

1	INCOME	2017 Budget	2017 Actual	2018 Budget	% of '18
2		11/01/16 Through 10/31/17	Estimated Through 10/31/17	11/01/17 Through 10/31/18	Budget
4	Exhibits	\$1,725,150	\$1,735,761	\$1,848,450 A	69.55%
5	Advertising				
6	Program	\$33,835	\$36,995	\$36,995	1.39%
7	Online	\$1,600	\$1,200	\$1,200	0.05%
8	On-site	\$40,900	\$38,950	\$38,950	1.47%
9	<i>Advertising Total</i>	\$76,335	\$77,145	\$77,145	2.90%
10	Registration				
11	Keynote Presentation (Tuesday)	\$31,500	\$35,150	\$35,150	1.32%
12	General (Tuesday - Thursday)	\$483,245	\$473,000	\$473,000	17.80%
13	Exhibits Only	\$73,920	\$67,865	\$67,865	2.55%
14	Exhibits Only Guest Passes	\$15,530	\$16,100	\$16,100	0.61%
15	<i>Registration Total</i>	\$604,195	\$592,115	\$592,115 B	22.28%
16	Directory	\$27,189	\$20,824	\$20,824	0.78%
17	Sponsorship	\$115,000	\$110,500	\$110,500	4.16%
18	Interest	\$800	\$683	\$683	0.03%
19	Miscellaneous	\$7,500	\$8,200	\$8,200 *	0.31%
20	Total Income	\$2,556,169	\$2,545,228	\$2,657,917	100.00%
21					
22	EXPENSE				
23					
24	Exhibit				
25	Convention Center Exhibit Space	\$117,040	\$117,040	\$117,040	6.93%
26	Lead Retrieval	\$2,000	\$0	\$0	0.00%
27	Luncheon	\$110,000	\$109,561	\$110,000	6.52%
28	Online Exhibit Sales	\$10,000	\$10,000	\$10,000	0.59%
29	On-site Signage Design	\$2,000	\$987	\$2,000	0.12%
30	Printing & Postage	\$35,000	\$33,172	\$35,000	2.07%
31	(includes exhibit directory)				
32	Regional Wine Tasting (Catering)	\$43,000	\$41,770	\$43,000	2.55%
33	Security/Door Monitors	\$38,000	\$36,827	\$38,000	2.25%
34	Service Contractor (TPN)	\$55,500	\$55,037	\$55,500	3.29%
35	Tent	\$27,000	\$26,863	\$27,000	1.60%
36	Virtual Trade Show	\$3,400	\$3,400	\$4,000	0.24%
37	Miscellaneous	\$3,500	\$2,578	\$3,500	0.21%
38	<i>Exhibit Total</i>	\$446,440	\$437,235	\$445,040	26.37%
39					
40	Program/Sessions				
41	A/V	\$49,000	\$48,895	\$51,000	3.02%
42	Catering	\$29,000	\$24,262	\$29,000	1.72%
43	Keynote Presentation (Tuesday)				
44	Speaker Expense	\$5,000	\$0	\$5,000	0.30%
45	Plated Lunch	\$25,600	\$22,385	\$28,050	1.66%
46	<i>Sub Total</i>	\$30,600	\$22,385	\$33,050	1.96%
47	Meeting Room - Rental	\$10,170	\$10,170	\$10,170	0.60%
48	Meeting Room - Door Monitors	\$2,500	\$1,579	\$2,000	0.12%
49	On-site Signage Design	\$2,000	\$987	\$2,000	0.12%
50	Printing (incl program layout)	\$14,000	\$13,833	\$15,000	0.89%
51	Program Development	\$10,000	\$10,203	\$10,000	0.59%
52	Speaker Mgmt Contractor (TPN)	\$17,600	\$17,150	\$17,600	1.04%
53	Speaker Reimbursement (30%)	\$27,280	\$27,353	\$32,667	1.94%
54	Miscellaneous	\$3,500	\$1,561	\$3,500	0.21%
55	<i>Program/Sessions Total</i>	\$195,650	\$178,378	\$205,987	12.20%
56					
57	Public Relations				
58	Advertising (includes ad layout)	\$74,095	\$60,301	\$77,332	4.58%
59	Brown-Miller	\$64,350	\$64,350	\$64,350	3.81%
60	Graphics	\$11,275	\$6,610	\$6,300	0.37%
61	E-Newsletter	\$4,750	\$5,445	\$5,445	0.32%
62	Miscellaneous	\$3,500	\$2,090	\$3,500	0.21%
63	<i>Public Relations Total</i>	\$157,970	\$138,796	\$156,927	9.30%
64					
65	Registration				
66	Computer Equip/Internet (On-Site)	\$21,000	\$14,371	\$21,000	1.24%
67	On-site Signage Design	\$2,000	\$987	\$2,000	0.21%
68	Printing & Postage (incl brochure layout)	\$24,000	\$19,486	\$21,000	1.24%
69	Security	\$2,000	\$1,800	\$2,000	0.12%
70	Service Contractor (TPN)	\$136,000	\$129,651	\$136,000	8.06%
71	Staff (Temp)	\$36,000	\$27,084	\$36,000	2.13%
72	Miscellaneous	\$3,500	\$3,056	\$3,500	0.21%
73	<i>Registration Total</i>	\$224,500	\$196,435	\$221,500	13.12%



Unified Wine & Grape Symposium
2018 Budget

Proposed to LLC Managing Committee on 8/7/2017

74					
75	EXPENSE CONTINUED	2017 Budget	2017 Actual	2018 Budget	% of '18
76		11/01/16 Through 10/31/17	Estimated Through 10/31/17	11/01/17 Through 10/31/18	Budget
77					
78	Other Operating				
79	Accounting Services	\$12,980	\$12,980	\$21,650	** 1.28%
80	Bank Charges (cc)	\$70,000	\$65,778	\$70,000	4.15%
81	Contract Services (ASEV)				
82	Bookkeeping/Accounting	\$9,327	\$8,851	\$8,851	0.52%
83	Event Management	\$162,094	\$134,964	\$134,964	8.00%
84	Trade Show Management	\$138,914	\$128,392	\$128,392	7.61%
85	Contract Svcs (ASEV) Total	\$310,335	\$272,207	\$272,208	E 16.13%
86	Contract Services (CAWG)				
87	Program Development	\$70,034	\$69,525	\$69,525	4.12%
88	Sponsorship	\$24,426	\$24,150	\$24,150	1.43%
89	Contract Svcs (CAWG) Total	\$94,460	\$93,675	\$93,675	E 5.55%
90	Event Coordinator (TPN)	\$31,340	\$26,454	\$24,840	1.47%
91	Food & Beverage Coordinator (TPN)	\$21,000	\$21,000	\$21,000	1.24%
92	Insurance (Liability, D&O, Internet)	\$32,000	\$30,000	\$32,000	1.90%
93	Legal	\$10,000	\$8,647	\$10,000	0.59%
94	LLC Franchise Tax	\$6,800	\$6,800	\$6,800	0.40%
95	LLC Property Tax	\$2,800	\$807	\$2,800	0.17%
96	Managing Member Fee (ASEV)	\$45,300	\$45,300	\$45,300	2.68%
97	Meetings (LLC Managing Committee)	\$2,000	\$794	\$2,000	0.12%
98	Parking	\$600	\$392	\$600	0.04%
99	Postage (office)	\$1,000	\$624	\$1,000	0.06%
100	Sponsorship (incl brochure design)	\$4,950	\$4,715	\$4,950	0.29%
101	Supplies	\$3,000	\$2,601	\$3,000	0.18%
102	Telephone/Utilities	\$10,000	\$9,789	\$10,000	0.59%
103	On-site Vendor Advertising	\$8,600	\$8,150	\$8,600	0.51%
104	Website	\$1,800	\$1,800	\$1,800	0.11%
105	Welcome Reception (Tuesday)	\$22,000	\$22,110	\$23,100	F 1.37%
106	Miscellaneous	\$3,000	\$2,188	\$3,000	0.18%
107	Other Operating Total	\$693,965	\$636,811	\$658,323	39.01%
108					
109	Total Expenses	\$1,718,525	\$1,587,655	\$1,687,777	100.00%
110					
111	Net (Profit/Loss)	\$837,644	\$957,573	\$970,140	
112					

A-F Refer to corresponding lettered categories on attached Worksheet

* Includes \$5,000 Freeman donation per contract.

** Audit instead of review.

Note: 90% of estimated profit to be distributed by the end of May, 2018 and the remaining balance based on actual to be distributed by the end of Feb, 2019 per policy.

Income

A. Exhibits (Assumed Sold Out 1st Floor, 2nd Floor Mezzanine, 3rd Floor Ballroom and Tent)				
	Qty	Description	Price ea.	Total
	709	10 x 10 Booths	\$2,250.00	\$1,595,250.00
	15,000 sq ft	Large Equipment Booths	\$16.88	\$253,200.00
Total Exhibits Income				\$1,848,450.00

B. Registration					
Keynote Presentation w/Lunch (Tuesday)					
	Actual 2017	Qty/Yr	Description	Price ea.	Total
Pre-Registration					
	273	273	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$20,475.00
	113	113	Non-Member	\$125.00	\$14,125.00
	11	11	ASEV Student Member/Press	\$50.00	\$550.00
On-Site Registration					
	0	0	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$0.00
	0	0	Non-Member	\$125.00	\$0.00
	0	0	ASEV Student Member/Press	\$50.00	\$0.00
	397	397	Total Keynote Presentation		\$35,150.00

General (Tuesday - Thursday)* - Based on 2017 Attendance				
	Qty/Yr	Description	Price ea.	Total
Pre-Registration				
<i>(3-Day, Tues-Thursday)</i>				
	517	Member (ASEV/CAWG)	\$315.00	\$162,855.00
	199	Non-Member	\$515.00	\$102,485.00
	40	ASEV Student Member	\$50.00	\$2,000.00
	52	Exhibitor	\$315.00	\$16,380.00
<i>(1-Day)</i>				
	208	Member (ASEV/CAWG)	\$210.00	\$43,680.00
	262	Non-Member	\$265.00	\$69,430.00
	40	Exhibitor	\$210.00	\$8,400.00
On-Site Registration				
<i>(Tues-Thursday)</i>				
	17	Member (ASEV/CAWG)	\$515.00	\$8,755.00
	13	Non-Member	\$715.00	\$9,295.00
	0	ASEV Student Member	\$250.00	\$0.00
	5	Exhibitor	\$515.00	\$2,575.00
<i>(1-Day)</i>				
	29	Member (ASEV/CAWG)	\$410.00	\$11,890.00
	60	Non-Member	\$465.00	\$27,900.00
	2	Exhibitor	\$410.00	\$820.00
Spanish Track Only				
	102	Member/Non-member	\$55.00	\$5,610.00
	1,546			
Misc				
	18	Cancellations	\$50.00	\$900.00
	1	Lost Badge	\$25.00	\$25.00
	3,111	Total General Registration		\$473,000.00

*General Registration includes Tuesday welcome reception.

54 **Income (continued)**

55

56 **Exhibits Only - Based on 2017 Attendance**

57	993 Pre-Reg Member/Non-member	\$35.00	\$34,755.00
58	473 On-Site Member/Non-member	\$70.00	\$33,110.00
59	1,466 Total Exhibits Only		\$67,865.00

60

61 **Exhibit Guest Passes (sold to exhibitors only) - Based on 2017 Sales**

62	3,220 Vouchers	\$5.00	\$16,100.00
----	----------------	--------	-------------

63

64 **Total Registration Income** **\$592,115.00**

66 **Expense**

67

68 **C. Keynote Presentation w/Lunch (Tuesday)**

69	1 Keynote Expense	\$5,000.00	\$5,000.00
70	425 Plated Lunches	\$66.00	\$28,050.00
71	Total Keynote Presentation Expense		\$33,050.00

72

73 **D. Speaker - 93 Speakers (Tuesday - Thursday)**

74	Lodging	\$232/night (77 CA Speakers -1 Night)	\$17,864.00
75	Lodging	\$232/night (6 Out of State Spkrs -2 Nights)	\$2,784.00
76	Lodging	\$232/night (10 Int'l Speakers - 4 Nights)	\$9,280.00
77	Ground Transportation	\$100/ea	\$9,300.00
78	Meals	\$61/day (77 CA Speakers - 2 Days)	\$9,394.00
79	Meals	\$61/day (6 Out of State Spkrs - 3 Days)	\$1,098.00
80	Meals	\$61/day (10 Int'l Speakers - 5 Days)	\$3,050.00
81	Transportation	10 Int'l @ \$3,500/ea	\$35,000.00
82	Transportation	6 Out of State @ \$650/ea	\$3,900.00
83	Transportation	7 CA - Airfare @ \$300/ea	\$2,100.00
84	Transportation	70 CA - 400 miles @ .54/mile	\$15,120.00
85	Total Speaker Expense		\$108,890.00

86

87 **Note: 30% of Speakers Estimated to Submit for Reimbursement** **\$32,667.00**

88

89 **E. ASEV/CAWG Contract Services (Rates Based on Operating Agreement)**

90	Hrs/Yr	Description	Price ea.	Total
91	ASEV			
92	209.50	Bookkeeping/Accounting	\$42.25	\$8,851.38
93	1,384.25	Event Management	\$97.50	\$134,964.38
94	1,860.75	Trade Show Management	\$69.00	\$128,391.75
95	3,454.50	<i>ASEV Total</i>		\$272,207.50
96	CAWG			
97	888.50	Program Development	\$78.25	\$69,525.13
98	350.00	Sponsorship	\$69.00	\$24,150.00
99	1,238.50	<i>CAWG Total</i>		\$93,675.13
100				
101				
102	Total ASEV/CAWG Contracted Services Expense			\$365,882.63

103

104 **Note: Each LLC Managing Member may invoice up to 5% over the total budgeted Contract Service amount**

105 **for actual hours incurred (per policy).**

106

107	F. Welcome Reception (Tuesday)		
108	550 Reception w/Wine & Hors d'oeuvres	\$42.00	\$23,100.00
109	Total Welcome Reception Expense		\$23,100.00

DRAFT
 Confidential

Registration, Booth, and Program Ad Fee History

General Registration - 3 Days (\$)						
	Pre-Reg			On-site Reg		
	Member	Non-Mem	Student	Member	Non-Mem	Student
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
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
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
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
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
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
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
2019	0%		0%		0%	
2018	0%		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

Program Ad Fees (\$)

	B & W			Color	
	Full Page	Half Page	Qtr Page	Inside	Covers
				Full Page	Full Page
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

Program Ad Fees (%)

	B & W			Color	
	Full Page	Half Page	Qtr Page	Inside	Covers
				Full Page	Full Page
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

DRAFT
Confidential