



**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Tuesday, July 7, 2020
10:00 AM

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):

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), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), Keith Striegler (ASEV Board Member)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of July 7 Meeting Agenda**
3. **Approval of June 2 Meeting Minutes***
4. **New Business**
 - a. Managing Committee Chair
5. **Old Business**
 - a. Unified 2021 Status: Virtual Conference Discussion
 - i. 2021 Virtual Budget Draft*
 - b. Program Development Committee 2nd Online Meeting Update & Process
 - i. Program Schedule*
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

LLC Managing Committee Meeting Minutes
Zoom Meeting

Tuesday, June 2, 2020
3:00 PM

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), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), Keith Striegler (ASEV Board Member)

Others Present:

Jenny Devine, CAWG (Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Tom Slater called the meeting to order at 3:03 pm.
2. **Approval of June 2 Meeting Agenda.** Bill Paul moved to approve the June 2 meeting agenda. Mike Boer second, motion was approved.
3. **Approval of May 21 Meeting Minutes.** Keith Striegler moved to approve the May 21 meeting minutes. Nichola Hall second, motion was approved.
4. **Old Business**
 - a. **Unified 2021 Status.** John Aguirre provided a summary based on our last LLC Managing Committee Meeting, and Dan Howard provided a financial overview.
 - i. Unified's breakeven is 1.8 million and the in-person symposium typically brings in 2.4 million.
 1. At this current date, if we do not host an in-person symposium, our hard costs will be \$150,000.
 2. If we host a virtual event, our expenses will increase to \$300,000 - \$400,000. This will include staff time, the virtual platform, etc. This does include the \$150,000 already committed.
 - ii. There is a lot of risk with moving forward with a symposium in January or February 2021. There will be significant restrictions on session and exhibitor spacing, and there is a chance that we would need to cancel due to another outbreak of the virus.
 - iii. There is an option to host the symposium in May. However, a vaccine or therapeutics may not be widely available, and we will still have significant restrictions in place. May is also a bad time for grape growers.
 - iv. It is important to make a decision very soon in order to manage our expenses accordingly, manage the Program Development Committee process, and communicate with our exhibitors.
 - v. The recommendation on the table is to not host an in-person meeting and wait until we have an online platform in mind before we make the decision on how we host the symposium virtually.
 1. Sessions only or sessions and a virtual exhibit hall
 2. How many days to host it?
 3. How many sessions and speakers?
 4. We do not want to make an announcement until we have a plan in place.

- vi. Communication. We need to think through how we communicate to the various groups, we do not want to wait too long, but we do need to delay until we coordinate our decision. Part of the message will be that we are looking forward to making a very successful virtual program for 2021. It is also important that we add in the communication of moving forward with an in-person symposium in 2022, we have a contract in place for the newly renovated convention center, and we plan on being there for the foreseeable future.
 - vii. Decision. The committee has decided to delay a vote for now and give staff time to put together a plan on moving forward with a virtual symposium. The committee will then review and make an informed decision.
 - 1. The convention center is putting pressure to release the February 2021 dates, we do need to tell them now, but we can hold May dates a little longer. The committee is in agreement to release the February 2021 dates.
 - viii. Convention Center Contract. The convention center is holding dates for the next 10 years, and the contract is typically signed two years in advance. We currently do not have a contract in place with the Safe Credit Union Convention Center for January 25 – 27, 2022, but we are holding the space for us
- b. **Program Development Committee 1st Online Meeting Update.** John Aguirre stated that we hosted the first virtual meeting on May 28, and we had a total of 32 committee members attend. Mike Veseth and Stephen Rannekleiv provided a global perspective of where we stand today. For the upcoming meeting this Thursday, June 4, at 1 PM, the next two speakers will be Jeff Bitter and Jon Moramarco.
- i. Brainstorming meetings: How are these going to go after our two meetings? John Aguirre will discuss with the two committee co-chairs on how to move forward.
5. **Next Meeting Date and Time.** Next meeting will take place on July 7, at 10 AM via Zoom.
6. **Adjournment.** Adjourned at 3:42 pm



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

Proposed to the LLC Managing Committee on ?

1	INCOME	2020 Budget	2020 Actual	2021 Budget	% of '21
2		11/01/19 Through 10/31/20	Estimated Through 10/31/20	11/01/20 Through 10/31/21	Budget
4	Exhibits	\$1,913,700	\$2,006,220	\$450,000 A	62.41%
5	Advertising				
6	Program	\$40,690	\$38,660	\$0	0.00%
7	Online	\$4,400	\$5,150	\$50,000	6.93%
8	On-site	\$56,000	\$44,250		0.00%
9	<i>Advertising Total</i>	\$101,090	\$88,060	\$50,000	6.93%
10	Registration				
11	Keynote Presentation (Tuesday)	\$26,250	\$24,120	\$0	0.00%
12	General (Tuesday - Thursday)	\$456,110	\$412,560	\$149,245	20.70%
13	Exhibits Only	\$75,180	\$66,805	\$0	0.00%
14	Exhibits Only Guest Passes	\$14,525	\$20,660	\$0	0.00%
15	<i>Registration Total</i>	\$572,065	\$524,145	\$149,245 B	20.70%
16	Directory	\$21,142	\$27,092	\$21,142	2.93%
17	Sponsorship	\$106,500	\$113,750	\$50,000	6.93%
18	Interest	\$15,000	\$15,460	\$700	0.10%
19	Miscellaneous	\$209,000	\$8,990	\$0	0.00%
20	Total Income	\$2,938,497	\$2,783,717	\$721,087	100.00%
22	EXPENSE				
24	Exhibit				
25	Exhibit Space (2020 Cal Expo)	\$75,000	\$75,000	\$0	0.00%
26	Luncheon (exhibitor lunch vouchers)	\$40,000	\$26,120	\$0	0.00%
27	Online Exhibit Sales	\$10,000	\$10,000	\$10,000	1.53%
28	On-site Signage Design	\$2,000	\$1,333	\$0	0.00%
29	Printing & Postage	\$33,200	\$32,725	\$0	0.00%
30	Regional Wine Tasting (Catering)	\$61,600	\$39,399	\$0	0.00%
31	Security/Door Monitors	\$49,500	\$24,545	\$0	0.00%
32	Tent	\$33,120	\$33,053	\$0	0.00%
33	Virtual Trade Show	\$4,000	\$4,000	\$50,000	7.63%
34	Freeman (golf carts for staff)	\$1,822	\$1,830	\$0	0.00%
35	Miscellaneous	\$6,000	\$5,721	\$1,000	0.15%
36	<i>Exhibit Total</i>	\$316,242	\$253,726	\$61,000	9.31%
38	Program/Sessions				
39	A/V	\$54,000	\$56,461	\$0	0.00%
40	Catering	\$53,000	\$54,100	\$0	0.00%
41	Keynote Presentation (Tuesday)				
42	A/V	\$7,000	\$7,000	\$0	0.00%
43	Plated Lunch	\$24,820	\$29,482	\$0	0.00%
44	<i>Sub Total</i>	\$31,820	\$36,482	\$0	0.00%
45	Meeting Room - Door Monitors	\$2,700	\$2,272	\$0	0.00%
46	On-site Signage Design	\$2,000	\$1,333	\$0	0.00%
47	Printing (incl program layout)	\$16,000	\$17,147	\$0	0.00%
48	Program Development	\$18,400	\$17,493	\$0	0.00%
49	Speaker Reimbursement	\$33,619	\$37,500	\$0	0.00%
50	Cal Expo (setup labor & staging)	\$6,500	\$6,301	\$0	0.00%
51	Freeman (carpet)	\$39,115	\$38,661	\$0	0.00%
52	Miscellaneous	\$1,000	\$758	\$1,000	0.15%
53	<i>Program/Sessions Total</i>	\$258,154	\$268,508	\$1,000	0.15%
55	Public Relations				
56	Advertising (includes ad layout)	\$78,000	\$68,883	\$50,000	7.63%
57	Brown-Miller	\$64,350	\$64,350	\$49,350	7.54%
58	Graphics	\$12,750	\$9,434	\$5,000	0.76%
59	E-Newsletter	\$6,200	\$6,200	\$6,200	0.95%
60	Miscellaneous	\$4,500	\$4,504	\$1,000	0.15%
61	<i>Public Relations Total</i>	\$165,800	\$153,371	\$111,550	17.03%
63	Registration				
64	On-site Signage Design	\$2,000	\$1,333	\$0	0.00%
65	Printing & Postage (incl brochure layout)	\$17,000	\$14,787	\$0	0.00%
66	Security	\$2,900	\$649	\$0	0.00%
67	Service Contractor (CMR)	\$140,000	\$140,000	\$0	0.00%
68	Staff (Temp)	\$36,000	\$34,296	\$0	0.00%
69	Supplies	\$20,000	\$16,216	\$0	0.00%
70	Miscellaneous	\$10,000	\$8,941	\$1,000	0.15%
71	<i>Registration Total</i>	\$227,900	\$216,222	\$1,000	0.15%



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

Proposed to the LLC Managing Committee on ?

EXPENSE CONTINUED	2020 Budget 11/01/19 Through 10/31/20	2020 Actual Estimated Through 10/31/20	2021 Budget 11/01/20 Through 10/31/21	% of '20 Budget
Other Operating				
Accounting Services	\$14,125	\$14,125	\$23,770	** 3.63%
Bank Charges (cc)	\$72,000	\$78,306	\$40,000	6.11%
Cal Expo (bathroom cleaning)	\$10,000	\$10,758	\$0	0.00%
Contract Services (ASEV)				
Bookkeeping/Accounting	\$12,365	\$16,726	\$13,050	1.99%
Event Management	\$124,925	\$74,125	\$60,000	9.16%
Event Coordination	\$42,600	\$130,463	\$71,000	10.84%
Trade Show Management	\$169,087	\$173,524	\$85,200	13.01%
Contingency 10%	\$34,898	\$0	\$0	0.00%
Contract Svcs (ASEV) Total	\$383,875	\$394,838	\$229,250	C 35.01%
Contract Services (CAWG)				
Program Development	\$71,976	\$72,137	\$64,077	9.78%
Sponsorship	\$24,921	\$24,779	\$17,679	2.70%
Contingency 10%	\$9,690	\$0	\$0	0.00%
Contract Svcs (CAWG) Total	\$106,587	\$96,916	\$81,756	C 12.48%
Insurance (Liability, D&O, Internet)	\$25,000	\$19,546	\$19,000	2.90%
Legal	\$10,000	\$7,238	\$10,000	1.53%
LLC Franchise Tax	\$6,800	\$6,800	\$6,800	1.04%
LLC Property Tax	\$2,800	\$2,800	\$2,800	0.43%
Managing Member Fee (ASEV)	\$46,660	\$46,660	\$46,660	7.12%
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	1.53%
On-site Vendor Advertising	\$18,942	\$15,981	\$0	0.00%
Website	\$7,300	\$7,300	\$7,300	1.11%
Welcome Reception (Tuesday)	\$31,350	\$32,882	\$0	0.00%
Miscellaneous	\$14,000	\$13,864	\$1,000	0.15%
Other Operating Total	\$781,848	\$778,299	\$480,336	73.35%
Total Expenses	\$1,749,944	\$1,670,126	\$654,886	100.00%
Net (Profit/Loss)	\$1,188,553	\$1,113,591	\$66,201	

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.

Income

Proposed to the LLC Managing Committee on ?

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
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Total Registration Income

\$149,245.00

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

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
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 Member/Non-Mem	On-site Reg 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 Member/Non-Mem	On-site Reg 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 Per Sq/Ft		Large Winery Equipment Areas Per Sq/Ft		
	Pre-Sales	Post-Sales	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.	Pre-Sales/ sq. ft.	Post-Sales/ 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

Program Ad Fees (\$)

	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	\$1,100	\$830	\$660	\$2,700	\$3,010
2020	\$1,100	\$830	\$660	\$2,700	\$3,010
2019	\$1,050	\$790	\$630	\$2,575	\$2,875
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 Full Page	Covers Full Page
	N/A	N/A	N/A	N/A	N/A
2021	0%	0%	0%	0%	0%
2020	5%	5%	5%	5%	5%
2019	0%	0%	0%	0%	0%
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



Unified Wine & Grape Symposium
January 26 – 28, 2021

2021 Virtual Conference
Draft Template

Tuesday, January 26

8:00 AM – 5:00 PM	Exhibit Hall Open	
8:45 AM – 9:00 AM	Welcome Attendees	
9:00 AM – 9:45 AM	Session #1	Session #2
9:45 AM – 10:00 AM	Break	
10:00 AM – 10:45 AM	Session #3	Session #4
10:45 AM – 11:00 AM	Break	
11:00 AM – 12:00 PM	Session #5	Session #6

Wednesday, January 27

8:00 AM – 5:00 PM	Exhibit Hall Open	
9:00 AM – 11:00 AM	State of the Industry – Live Session	
11:00 AM – 1:00 PM	Break	
1:00 PM – 2:00 PM	Spanish General Session	
2:00 PM – 2:15 PM	Break	
2:15 PM – 3:00 PM	Spanish Grapegrowing Session	Spanish Winemaking Session

As of 7/6/2020



Unified Wine & Grape Symposium
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2021 Virtual Conference
Draft Template

Thursday, January 28

8:00 AM – 5:00 PM	Exhibit Hall Open	
8:45 AM – 9:00 AM	Wrap-Up Remarks: Next Year Details & Thank You	
9:00 AM – 9:45 AM	Session #7	Session #8
9:45 AM – 10:00 AM	Break	
10:00 AM – 10:45 AM	Session #9	Session #10
10:45 AM – 11:00 AM	Break	
11:00 AM – 12:00 PM	Session #11	Session #12

Friday, January 29

8:00 AM – 11:00 AM	Exhibit Hall Open
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