

**LLC Managing Committee Meeting Agenda
Conference Call**

Thursday, August 2, 2018
3:00 PM

Committee Members (8):

Lise Asimont (ASEV Past President), Chair (July 1, 2018 - June 30, 2019)
John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Past President),
Dan Howard (ASEV Executive Director), Aaron Lange (CAWG Past Chair), Bill Pauli (CAWG Past Chair), and
Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of August 2 Agenda**
3. **Approval of July 9 Meeting Minutes***
4. **New Business**
 - a. 2019 Unified Wine & Grape Symposium Budget*
5. **Old Business**
 - a. 2019 Keynote Luncheon Speaker Update
 - b. State of the Industry 4th Speaker Update
 - c. Dates/Venue for 2021
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Conference Call**

Monday, July 9, 2018
3:00 PM

Committee Members Present

Lise Asimont (ASEV Past President), Chair (July 1, 2018 - June 30, 2019)
John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Past President),
Dan Howard (ASEV Executive Director), Aaron Lange (CAWG Past Chair), and Tom Slater (CAWG Director)

Committee Members Not Present

Bill Pauli (CAWG Past Chair)

Others Present

Jenny Devine (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Lise Asimont called the meeting to order at 3:06 PM.
2. **Approval of July 9 Agenda.** Nichola Hall moved to approve the July 9 meeting agenda, Aaron Lange second. Motion was approved.
3. **Approval of May 14 Meeting Minutes.** Aaron Lange moved to approve the May 14 meeting minutes, Nichola Hall second. Motion was approved.
4. **New Business**
 - a. **Graphic Designer.** Dan Howard reported that 2019 will be Unified's 25th anniversary. After further discussion with Mike Miller, with Brown Miller, he stated that it is time to look for a new graphic designer. The current graphic designer who works on the Unified design is semi-retired and there have been some issues with the new graphic designer who is working on the materials. The new proposed graphic designer, Fuel, will be \$5,000 more than the current designer. Dan Howard requested a motion to approve moving forward with the new firm and an increase in expenses. Tom Slater made a motion to approve the additional \$5,000 in expenses for the new graphic designer, Tom Collins second. Motion was approved.
5. **Old Business**
 - a. **Event Management Company Update.** Dan Howard reviewed the event management cost. The proposal is to hire a new company, CMR, to take over registration only, and ASEV would hire someone in-house to handle the event management at \$69 per hour. The end result would be a cost savings of close to \$50,000. CMR is local and is located in San Francisco. Aaron Lange moved to approve the discontinuation of TPN for Unified and move forward with a contract with CMR and the hiring of an in-house person at ASEV. Tom Slater second, and the motion was approved.

- b. **2019 Keynote Luncheon Speaker Update.** John Aguirre provided an update regarding Marvin Shanken. Marvin was at the Wine Business Institute opening, however he was surrounded by people at the event, and John Aguirre was unable to speak with him. John has reached out to Ray Johnson, with Sonoma State, and he said he will reach out to Marvin and should receive a quick response. He feels that it might be a no, but at this moment we do not have a firm no or a yes. The plan will be to move ahead by Friday, July 20, a solid deadline, and reach out to Lance . Tom Collins will be our contact to reach out to Lance Winters with St. George Spirits. We will give a hard deadline by July 27th to hear from Lance.
 - c. **State of the Industry 4th Speaker Update.** Mike Veseth has suggested both Tony Correia, The Correia Company, and Annette Alvarez Peters, Costco. He felt that Tony Correia was a very capable speaker and informative. He also knows Annette Alvarez Peters and would be willing to extend an invitation to participate on our behalf. The committee feels that Annette would be a good fit and brings in a little diversity to the panel. John Aguirre has asked if someone on the committee could help describe her role. She represents the very large retailer who has buying power within the industry, is producing their own wine, and can discuss the retail side of the industry, creating their own waves by creating their own label. The Kirkland brand is 15% of their wine business. The committee feels that Annette would complement Danny Brager well. John Aguirre will move forward with crafting a message for Mike Veseth to send to her.
 - d. **2020 Location for Tuesday Welcome Reception.** The Exhibitor Advisory committee met in June and the LLC Managing Committee is completely ok with keeping the welcome reception at the Sheraton. Aaron Lange moved that we host the welcome reception at the Sheraton, Nichola Hall second. Motion was approved.
 - e. **LLC Managing Committee Approved Lise Asimont as LLC Committee Chair by Email Vote on 5/23/2018 – for minutes only.** Lise Asimont thanks everyone for approving her as chair.
6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Thursday, August 2, at 3:00 PM.
7. **Adjournment.** Lise Asimont adjourned the meeting at 3:52 PM.

Highlights of Significant Changes

INCOME	
Exhibits Line #4	<ul style="list-style-type: none"> Managing Committee will need to set booth fee rate for 2020.
Advertising Program Line #6	<ul style="list-style-type: none"> Proposed 5% increase in ad rates for full page, half page, etc. Last increase was in 2016.
Registration General Line #12	<ul style="list-style-type: none"> Proposed 10% increase. SCC and F&B have increased 10% or more. Last increase was in 2016.

EXPENSE	
Exhibits Convention Center Exhibit Space Line #25	<ul style="list-style-type: none"> 10% increase in exhibit space (5% per year) and they are now charging for Terrace exhibit space. However, they do not charge for West Lobby exhibit space and are no longer charging for meeting room rental due to our hotel room block. Previous increases were 2.5%/yr.
Exhibits Luncheon Line #26	<ul style="list-style-type: none"> Approx. 17% increase in F & B.
Exhibits Regional Wine Tasting Line #31	<ul style="list-style-type: none"> Approx. 10% increase in F & B.
Exhibits Security/Door Monitors Line #32	<ul style="list-style-type: none"> Hourly rate increased from \$21/hr. to \$23/hr.
Program/Sessions Keynote Lunch Line #44	<ul style="list-style-type: none"> \$2/per person increase in F & B.
Program/Sessions Meeting Room Rental Line #46	<ul style="list-style-type: none"> SCC is no longer charging for meeting space, only exhibit space.
Public Relations Graphics Line #59	<ul style="list-style-type: none"> Increase due to new graphics for 2019 and new design firm.
Public Relations E-Newsletter Line #60	<ul style="list-style-type: none"> Increase of online storage of mailing lists.
Other Operating ASEV and CAWG Contracted Services Lines #86 & #90	<ul style="list-style-type: none"> Proposed 3% increase in hourly rates for 2019 - 2021. This is consistent with previous increases.
Other Operating Managing Member Fee Lines #97	<ul style="list-style-type: none"> Proposed 3% increase in fee for 2019 - 2021. This is consistent with previous increases.
Other Operating Welcome Reception (Tuesday) Line #106	<ul style="list-style-type: none"> \$2/per person increase in F & B.



Unified Wine & Grape Symposium 2019 Budget

Proposed to LLC Managing Committee on 8/2/2018

	2018 Budget	2018 Actual	2019 Budget	% of '19 Budget
	11/01/17 Through 10/31/18	Estimated Through 10/31/18	11/01/18 Through 10/31/19	
INCOME				
Exhibits	\$1,848,450	\$1,862,405	\$1,848,450 A	68.78%
Advertising				
Program	\$36,995	\$40,985	\$44,450	1.65%
Online	\$1,200	\$0	\$0	0.00%
On-site	\$38,950	\$43,000	\$43,000	1.60%
<i>Advertising Total</i>	\$77,145	\$83,985	\$87,450	3.25%
Registration				
Keynote Presentation (Tuesday)	\$35,150	\$34,975	\$34,975	1.30%
General (Tuesday - Thursday)	\$473,000	\$448,415	\$484,320	18.02%
Exhibits Only	\$67,865	\$69,230	\$69,230	2.58%
Exhibits Only Guest Passes	\$16,100	\$20,680	\$20,680	0.77%
<i>Registration Total</i>	\$592,115	\$573,300	\$609,205 B	22.67%
Directory	\$20,824	\$21,014	\$21,014	0.78%
Sponsorship	\$110,500	\$107,500	\$107,500	4.00%
Interest	\$683	\$6,057	\$6,000	0.22%
Miscellaneous	\$8,200	\$8,003	\$8,000 *	0.30%
Total Income	\$2,657,917	\$2,662,264	\$2,687,619	100.00%
EXPENSE				
Exhibit				
Convention Center Exhibit Space	\$117,040	\$117,040	\$139,780	7.79%
Luncheon	\$110,000	\$110,459	\$129,000	7.19%
Online Exhibit Sales	\$10,000	\$10,000	\$10,000	0.56%
On-site Signage Design	\$2,000	\$1,915	\$2,000	0.11%
Printing & Postage	\$35,000	\$35,054	\$36,000	2.01%
(includes exhibit directory)				
Regional Wine Tasting (Catering)	\$50,000	\$50,886	\$56,000	3.12%
Security/Door Monitors	\$38,000	\$35,584	\$40,000	2.23%
Service Contractor (TPN)	\$55,500	\$55,004	\$55,500	3.09%
Tent	\$27,000	\$26,824	\$28,000	1.56%
Virtual Trade Show	\$4,000	\$3,400	\$4,000	0.22%
Miscellaneous	\$3,500	\$1,865	\$3,500	0.20%
<i>Exhibit Total</i>	\$452,040	\$448,031	\$503,780	28.07%
Program/Sessions				
A/V	\$51,000	\$49,638	\$52,000	2.90%
Catering	\$29,000	\$22,753	\$29,000	1.62%
Keynote Presentation (Tuesday)				
A/V	\$5,000	\$6,480	\$7,000	0.39%
Plated Lunch	\$28,050	\$28,271	\$28,900	1.61%
<i>Sub Total</i>	\$33,050	\$34,751	\$35,900	2.00% C
Meeting Room - Rental	\$10,170	\$10,170	\$0	0.00%
Meeting Room - Door Monitors	\$2,000	\$1,554	\$2,200	0.12%
On-site Signage Design	\$2,000	\$1,915	\$2,000	0.11%
Printing (incl program layout)	\$15,000	\$13,455	\$16,000	0.89%
Program Development	\$10,000	\$9,401	\$10,500	0.59%
Speaker Mgmt Contractor (TPN)	\$17,600	\$16,936	\$17,600	0.98%
Speaker Reimbursement (30%)	\$32,667	\$25,660	\$33,486	1.87% D
Miscellaneous	\$3,500	\$1,386	\$3,500	0.20%
<i>Program/Sessions Total</i>	\$205,987	\$187,619	\$202,186	11.27%
Public Relations				
Advertising (includes ad layout)	\$77,332	\$67,377	\$78,000	4.35%
Brown-Miller	\$64,350	\$64,350	\$64,350	3.59%
Graphics	\$6,300	\$5,360	\$12,750	0.71%
E-Newsletter	\$5,445	\$6,045	\$6,200	0.35%
Miscellaneous	\$3,500	\$2,197	\$3,500	0.20%
<i>Public Relations Total</i>	\$156,927	\$145,329	\$164,800	9.18%
Registration				
Computer Equip/Internet (On-Site)	\$21,000	\$13,410	\$21,000	1.17%
On-site Signage Design	\$2,000	\$1,915	\$2,000	0.22%
Printing & Postage (incl brochure layout)	\$21,000	\$19,520	\$21,000	1.17%
Security	\$2,000	\$1,800	\$2,200	0.12%
Service Contractor (TPN)	\$136,000	\$127,617	\$136,000	7.58%
Staff (Temp)	\$36,000	\$31,495	\$36,000	2.01%
Miscellaneous	\$3,500	\$3,495	\$3,500	0.20%
<i>Registration Total</i>	\$221,500	\$199,252	\$221,700	12.35%



**Unified Wine & Grape Symposium
2019 Budget**

Proposed to LLC Managing Committee on 8/2/2018

	2018 Budget	2018 Actual	2019 Budget	% of '19 Budget
EXPENSE CONTINUED	11/01/17 Through 10/31/18	Estimated Through 10/31/18	11/01/18 Through 10/31/19	
Other Operating				
Accounting Services	\$21,650	\$21,650	\$14,000	** 0.78%
Bank Charges (cc)	\$70,000	\$70,441	\$72,000	4.01%
Contract Services (ASEV)				
Bookkeeping/Accounting	\$8,851	\$10,510	\$10,821	0.60%
Event Management	\$134,964	\$140,278	\$143,875	8.02%
Event Coordination	\$0	\$0	\$14,910	
Trade Show Management	\$128,392	\$141,830	\$145,941	8.13%
Budget Adjustment	\$0	-\$7,099	\$0	
Contract Svcs (ASEV) Total	\$272,207	\$285,519	\$315,546	E 17.58%
Contract Services (CAWG)				
Program Development	\$69,525	\$70,229	\$72,339	4.03%
Sponsorship	\$24,150	\$24,288	\$24,992	1.39%
Contract Svcs (CAWG) Total	\$93,675	\$94,517	\$97,331	E 5.42%
Event Coordinator (TPN)	\$24,840	\$19,503	\$24,840	1.38%
Food & Beverage Coordinator (TPN)	\$21,000	\$21,000	\$21,000	1.17%
Insurance (Liability, D&O, Internet)	\$32,000	\$32,000	\$32,000	1.78%
Legal	\$10,000	\$5,000	\$10,000	0.56%
LLC Franchise Tax	\$6,800	\$6,800	\$6,800	0.38%
LLC Property Tax	\$2,800	\$2,800	\$2,800	0.16%
Managing Member Fee (ASEV)	\$45,300	\$45,300	\$46,660	2.60%
Meetings (LLC Managing Committee)	\$2,000	\$759	\$2,000	0.11%
Parking	\$600	\$212	\$600	0.03%
Postage (office)	\$1,000	\$839	\$1,000	0.06%
Sponsorship (incl brochure design)	\$4,950	\$4,536	\$4,950	0.28%
Supplies	\$3,000	\$2,766	\$3,000	0.17%
Telephone/Utilities	\$10,000	\$9,070	\$10,000	0.56%
On-site Vendor Advertising	\$8,600	\$8,150	\$8,600	0.48%
Website	\$1,800	\$1,800	\$1,800	0.10%
Welcome Reception (Tuesday)	\$23,100	\$24,152	\$24,200	F 1.35%
Miscellaneous	\$3,000	\$2,911	\$3,000	0.17%
Other Operating Total	\$658,322	\$659,725	\$702,127	39.12%
Total Expenses	\$1,694,776	\$1,639,956	\$1,794,593	100.00%
Net (Profit/Loss)	\$963,141	\$1,022,308	\$893,026	

A-F Refer to corresponding lettered categories on attached Worksheet

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

** Review instead of audit.

Note: 90% of estimated profit to be distributed by the end of May, 2019 and the remaining balance based on actual to be distributed by the end of Feb, 2020 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 2018	Qty/Yr	Description	Price ea.	Total
Pre-Registration				
281	281	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$21,075.00
106	106	Non-Member	\$125.00	\$13,250.00
13	13	ASEV Student Member/Press	\$50.00	\$650.00
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
400	400	Total Keynote Presentation		\$34,975.00

General (Tuesday - Thursday)* - Based on 2018 Attendance				
Qty/Yr	Description	Price ea.	Total	
Pre-Registration				
<i>(3-Day, Tues-Thursday)</i>				
491	Member (ASEV/CAWG)	\$345.00	\$169,395.00	
176	Non-Member	\$565.00	\$99,440.00	
30	ASEV Student Member	\$50.00	\$1,500.00	
64	Exhibitor	\$345.00	\$22,080.00	
<i>(1-Day)</i>				
198	Member (ASEV/CAWG)	\$230.00	\$45,540.00	
241	Non-Member	\$290.00	\$69,890.00	
34	Exhibitor	\$230.00	\$7,820.00	
On-Site Registration				
<i>(Tues-Thursday)</i>				
26	Member (ASEV/CAWG)	\$545.00	\$14,170.00	
18	Non-Member	\$765.00	\$13,770.00	
1	ASEV Student Member	\$250.00	\$250.00	
3	Exhibitor	\$545.00	\$1,635.00	
<i>(1-Day)</i>				
21	Member (ASEV/CAWG)	\$430.00	\$9,030.00	
43	Non-Member	\$490.00	\$21,070.00	
5	Exhibitor	\$430.00	\$2,150.00	
Spanish Track Only				
106	Member/Non-member	\$55.00	\$5,830.00	
1,457				
Misc				
12	Cancellations	\$50.00	\$600.00	
6	Lost Badge	\$25.00	\$150.00	
Total General Registration			\$484,320.00	

*General Registration includes Tuesday welcome reception.

54 **Income (continued)**

55	Exhibits Only - Based on 2018 Attendance		
56			
57	1,016 Pre-Reg Member/Non-member	\$35.00	\$35,560.00
58	481 On-Site Member/Non-member	\$70.00	\$33,670.00
59	1,497 Total Exhibits Only		\$69,230.00
60			
61	Exhibit Guest Passes (sold to exhibitors only) - Based on 2018 Sales		
62	4,136 Vouchers	\$5.00	\$20,680.00
63			
64	Total Registration Income		\$609,205.00

66 **Expense**

67	C. Keynote Presentation w/Lunch (Tuesday)		
68			
69	1 A/V	\$7,000.00	\$7,000.00
70	425 Plated Lunches	\$68.00	\$28,900.00
71	Total Keynote Presentation Expense		\$35,900.00

72	D. Speaker - 93 Speakers (Tuesday - Thursday)		
73			
74	Lodging	\$232/night (77 CA Speakers -1 Night)	\$19,096.00
75	Lodging	\$232/night (6 Out of State Spkrs -2 Nights)	\$2,976.00
76	Lodging	\$232/night (10 Int'l Speakers - 4 Nights)	\$9,920.00
77	Ground Transportation	\$100/ea	\$9,300.00
78	Meals	\$64/day (77 CA Speakers - 2 Days)	\$9,856.00
79	Meals	\$64/day (6 Out of State Spkrs - 3 Days)	\$1,152.00
80	Meals	\$64/day (10 Int'l Speakers - 5 Days)	\$3,200.00
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		\$111,620.00

86

87 **Note: 30% of Speakers Estimated to Submit for Reimbursement** **\$33,486.00**

88	E. ASEV/CAWG Contract Services (Rates Based on Operating Agreement)		
89			
90		Description	Price ea. Total
91		ASEV	
92	248.75	Bookkeeping/Accounting	\$43.50 \$10,820.63
93	1,438.75	Event Management	\$100.00 \$143,875.00
	210.00	Event Coordination	\$71.00 \$14,910.00
94	2,055.50	Trade Show Management	\$71.00 \$145,940.50
95	3,953.00	ASEV Total	\$315,546.13
96			
97		CAWG	
98	897.50	Program Development	\$80.60 \$72,338.50
99	352.00	Sponsorship	\$71.00 \$24,992.00
100	1,249.50	CAWG Total	\$97,330.50
101			
102	Total ASEV/CAWG Contracted Services Expense		\$412,876.63

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).**

107	F. Welcome Reception (Tuesday)		
108	550 Reception w/Wine & Hors d'oeuvres	\$44.00	\$24,200.00
109	Total Welcome Reception Expense		\$24,200.00

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
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
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
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
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
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
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
2020			25%	\$16.88	25%	\$16.88
2019			25%	\$16.88	25%	\$16.88
2018			25%	\$16.88	25%	\$16.88
2017			25%	\$15.75	25%	\$15.75
2016			25%	\$15.75	25%	\$15.75
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	
	Booth		Per Sq/Ft		Per Sq/Ft	
	Pre-Sales	Post-Sales	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.	Pre-Sales/ sq. ft.	Post-Sales/ sq. ft.
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						

Program Ad Fees (\$)

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

Program Ad Fees (%)

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

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**EXHIBIT “3” OF UNIFIED WINE & GRAPE SYMPOSIUM LLC
OPERATING AGREEMENT**

MEMBERS' COMPENSATION & REIMBURSEMENT TERMS FOR 2016-2018
(per LLC Members' Agreement for Contracted Services)

MEMBER FEE & COMPENSATION **

ASEV (American Society for Enology and Viticulture)

Rate for Member Contracted Services for Management Services Fee = \$45,300 payable by March 31 of each year

Rates for LLC Member Contracted Services:

Trade Show Support/Webmaster = \$69 per hour
Accounting Services = \$42.25 per hour
Event Management Services = \$97.50 per hour

Cost Reimbursements as incurred and documented. Payable within 10 days of the Company's receipt of Member's invoice and no later than June 1 each year

CAWG (California Association of Winegrape Growers)

Rates for Member Contracted Services:

Program Development Services = \$78.25 per hour
Sponsorship Development = \$ 69 per hour

Cost Reimbursements as incurred and documented. Payable within 10 days of the Company's receipt of Member's invoice and no later than June 1 each year

** Compensation for contracted services paid to each Member shall not exceed by more than 5% of the total amount approved by the LLC Managing Committee in the annual budget per Member unless any of the following take place that impacts an LLC Member and after the budget is approved by the LLC Managing Committee for a given year per the term of this Exhibit 3: (a) new or expanded contract services approved by the LLC Managing Committee and/or (b) a new policy or policy changes approved by the LLC Managing Committee. Fees and compensation will be reviewed by the LLC Managing Committee every three years using the CA CPI as a guideline for any adjustments.

ASEV

CAWG

By: Lyndie Boulton, Executive Director

By: John Aguirre, President

Date:

Date:

**EXHIBIT "3" OF UNIFIED WINE & GRAPE SYMPOSIUM LLC
OPERATING AGREEMENT**

MEMBERS' COMPENSATION & REIMBURSEMENT TERMS FOR 2019-2021
(per LLC Members' Agreement for Contracted Services)

MEMBER FEE & COMPENSATION **

ASEV (American Society for Enology and Viticulture)

Rate for Member Contracted Services for Management Services Fee = \$46,660 payable by March 31 of each year

Rates for LLC Member Contracted Services:

Trade Show Management	= \$71.00 per hour
Event Coordination	= \$71.00 per hour
Accounting Services	= \$43.50 per hour
Event Management Services	= \$100.00 per hour

Cost Reimbursements as incurred and documented. Payable within 10 days of the Company's receipt of Member's invoice and no later than June 1 each year

CAWG (California Association of Winegrape Growers)

Rates for LLC Member Contracted Services:

Program Development Services	= \$80.60 per hour
Sponsorship Development	= \$ 71.00 per hour

Cost Reimbursements as incurred and documented. Payable within 10 days of the Company's receipt of Member's invoice and no later than June 1 each year

** Compensation for contracted services paid to each Member shall not exceed by more than 5% of the total amount approved by the LLC Managing Committee in the annual budget per Member unless any of the following take place that impacts an LLC Member and after the budget is approved by the LLC Managing Committee for a given year per the term of this Exhibit 3: (a) new or expanded contract services approved by the LLC Managing Committee and/or (b) a new policy or policy changes approved by the LLC Managing Committee. Fees and compensation will be reviewed by the LLC Managing Committee every three years using the CA CPI as a guideline for any adjustments.

ASEV

CAWG

By: Dan Howard, Executive Director

By: John Aguirre, President

Date: _____

Date: _____