



**WINE**
SYMPOSIUM
CENTRAL COAST

MARCH 6-7, 2012
PASO ROBLES EVENT CENTER

**SPONSOR &
EXHIBITOR**
Guide

ABOUT VINE

VINE is the only viticulture meeting of its kind in California, and the only wine grape production conference held on the Central Coast. The primary focus of the meeting is to address the needs and challenges of Central Coast wine grape producers but anyone who works in the industry can benefit from the meeting.

Now in its third year, **VINE** is recognized as a valuable resource for sponsors and attendees, and serves as an excellent forum for all facets of the California wine grape industry.

MISSION

The mission of the Central Coast VINE Symposium is...

- To provide Central Coast wine grape growers, vineyard managers, consultants and PCAs with information about production practices that optimize yields, improve quality, decrease production costs and keep them abreast of new technologies and techniques.
- To be a forum for the members of the wine grape industry to work together to improve the viability of the region.



SUPPORTING THE INDUSTRY

Producing premium quality wine grapes anywhere is a challenge. As a relatively new wine region, these challenges are even greater for Central Coast wine grape growers. Most recent research, trends, models and forecasts are not based on Central Coast growing conditions. And until **VINE**, there has not been a comprehensive California wine grape production conference.

VINE supports the industry by addressing both of these needs. The two-day seminar and trade show brings valuable instruction and resources to growers. The meeting provides information on practical, hands-on techniques, and insight into applied – rather than theoretical – research and technology.

By supporting **VINE**, your company is helping present a quality, educational meeting for wine grape producers. By sponsoring the meeting or exhibiting, you are showing your support for the wine grape industry and giving growers, managers and consultants access to the products and services they need to help the Central Coast AVA grow into a world-class wine producing region.

MEETING HOSTS

The meeting was developed and is hosted by Lowell Zelinski, Ph.D. and Becky Zelinski. The couple owns Precision Ag Consulting – a Paso Robles-based viticulture production and vineyard management company. They are passionate about ag education and as part of their business model, have been producing educational agriculture seminars, field days and workshops since 2003.

As a former U.C. Extension Agent and CSU professor with more than 30 years experience in agricultural research, education and consulting, Dr. Zelinski has spent much of his career researching, training and teaching. He is currently the education coordinator for the Independent Grape Growers of Paso Robles and serves on the San Luis Obispo Water Resource Advisory Committee.

Becky Zelinski has nearly 20 years in business administration, public relations and marketing. She was formerly the Public Information Officer for CSU Bakersfield and is the owner of First Crush Winemaking Experience – a Paso Robles winery that focuses on offering educational winemaking experiences.

TARGET AUDIENCE

The target audience for **VINE** is anyone working in or making a living from the wine grape industry. It includes wine grape growers, consultants, vineyard managers, pest control advisors, and educators, as well as colleagues that support the industry such as professional service providers, vineyard-related service providers, equipment and product suppliers, and more.

VINE DVD

The **VINE** Meeting Sessions will be recorded on DVD. Complimentary DVDs are included in some sponsor packages. Multi- and single-use copies are available for sale and make great training tools, client gifts and staff incentives.

CONFERENCE

CURRICULUM

The educational sessions for the **VINE Symposium** are directed by Lowell Zelinski, Ph.D. As a former U.C. Extension Agent, he has directed many educational meetings and uses his experience and industry connections to develop meaningful topics presented by engaging, qualified speakers.

The meeting content is focused in four areas:

- Viticulture Production & Management
- Pest & Disease Management
- Irrigation & Water Management
- Industry Outlook & Updates

SPEAKERS

Speakers for VINE represent a varied and vast wealth of experience and knowledge. They include researchers, educators, industry representatives, growers and vineyard managers. They are asked to present their topics in an interactive, discussion format to give the audience a chance to explore the topics in greater detail and get answers to their questions.

CONTINUING EDUCATION CREDITS

VINE provides attendees with 8-12 units of PCA continuing education units as well as Ag Waiver credits and credits for Certified Agronomists. The exact number of units is determined by the final agenda.

INDUSTRY UPDATES

VINE is the only viticulture production meeting that gives **SPONSORS** an opportunity to make a presentation during the meeting sessions. **NEW FOR 2012**, the **INDUSTRY UPDATE** Sessions will be inter-woven throughout the meeting and strategically scheduled on the agenda to maximize the value and exposure for the sponsor.



TRADE SHOW

The **VINE Showcase** is the only viticulture trade show held on the Central Coast. Nearly 7,000 sq. ft. of indoor trade show space plus ample outdoor equipment space is available. Exhibitors with large equipment can display equipment outdoors but also have an indoor exhibit booth.

Exhibitors are encouraged to offer demonstrations in the exhibit area during dedicated **VINE Showcase** hours. Scheduled demonstrations will be included in the **VINE** program, advertised in pre-event promotions, and announced prior to the start of each **VINE Showcase** session.

Exhibit spaces are included in ALL sponsorship packages, and **new for 2012, exhibit only spaces are available.**

Most sponsorship levels also provide the valuable benefit of allowing a company representative to make an educational presentation during the seminar. This is a **UNIQUE OPPORTUNITY NOT OFFERED AT MOST CONFERENCES.**



NEW for 2012

- Expanded Showcase Hours
- Showcase **ONLY** Passes
- More Frequent **UPDATE** Sessions
- Scheduled Vendor Demonstrations
- More Exhibit Space
- Complimentary Showcase Passes

2012 SPONSORSHIP OPPORTUNITIES

The Central Coast VINE Symposium is an excellent opportunity for your company to show its support for the Central Coast wine grape industry. It also provides you the opportunity to reach your target audience through advertising, promotions and face-to-face interaction with existing and potential customers. With complimentary meeting registrations, Showcase Reception Passes or the VINE DVD, you can thank your clients and reward your staff.

PLATINUM CLUSTER - \$4,500 / Early - \$4,000	GOLD CLUSTER - \$2,500 / Early - \$2,250
<ul style="list-style-type: none"> • Sole sponsorship of Welcome Reception or General Session. Includes signage, announcement and acknowledgement in program and pre-event advertising (if submitted by deadline) and on presentation screens • Full-color logo recognition in registration materials, pre-conference promotions and advertisements • Logo acknowledgement on presentation screen prior to start of every session • 4 complimentary meeting registrations • 15 complimentary VINE Reception/Showcase passes • 1 Multi-Use version of the 2012 VINE DVD • Corner VINE Showcase Exhibit Booth (300 sf) with complimentary outside equipment space • Complimentary banner placement behind stage* • Name recognition in all radio advertising • Premium position logo recognition as Platinum Sponsor in VINE Program • Full page color advertisement in VINE Program* • Full color logo recognition, hotlink and banner ad* on event website and emails • Opportunity to make a 15 minute, educational presentation during an Industry Updates Session • Opportunity to include materials in Registration Packets 	<ul style="list-style-type: none"> • Opportunity to be named Co-Sponsor of Lunch or General Session. Includes signage and acknowledgement in program and pre-event advertising, and on presentation screen (if submitted by deadline) • Logo recognition in pre-event promotions and registration materials • 3 complimentary meeting registrations • 10 complimentary VINE Reception/Showcase passes • 1 Complimentary Single Use VINE DVD • 10'x10' perimeter VINE Showcase Booth + complimentary outside equipment space • Full-color logo recognition and hotlink on event website and in email advertisements • Logo Recognition as Gold Cluster sponsor in VINE Program • Acknowledgement in pre-event promotions • 1/2 page black and white advertisement in VINE Program* • Acknowledgement on presentation screens prior to start of meeting • Acknowledgement in radio advertising • Opportunity to make a 10 minute, educational presentation during an Industry Updates Session • Opportunity to include promotional materials in Registration Packets*
SILVER CLUSTER - \$1,000 / Early - \$900	BRONZE - \$750 / Early - \$675
<ul style="list-style-type: none"> • Opportunity to be named Co-Sponsor of Breakfast or General Session • 2 complimentary meeting registrations • 5 complimentary VINE Reception/Showcase passes • 10'x10' perimeter VINE Showcase Booth • Recognition in Registration Guide • Logo recognition in VINE Program • Acknowledgement in pre-event promotions • 1/4 page black and white advertisement in VINE Program* • Acknowledgement on VINE website • Acknowledgement on presentation screen prior to start of meeting • Opportunity to make a 5 minute, educational presentation during an Industry Updates Session 	<ul style="list-style-type: none"> • 1 complimentary meeting registration • 3 complimentary VINE Reception/Showcase Guest passes • 10'x10' VINE Showcase Booth (OR) Outdoor Exhibit Space • Recognition in registration guide • Recognition in VINE program • Recognition on VINE website • Complimentary 1/8 page advertisement in VINE Program* <div style="background-color: #4b0082; color: white; padding: 5px; text-align: center;"> EXHIBITOR - \$500 / Early - \$450 </div> <ul style="list-style-type: none"> • 8'x8' interior VINE Showcase Booth (OR) Outdoor Exhibit Space • Listing in Showcase Exhibitor Guide • Listing on website as exhibitor • 2 complimentary VINE Reception/Showcase Guest passes <p>NOTE: All Trade Show personnel must register. Discounted Trade Show Personnel Registration: \$129/pp. (Includes meals.)</p>

SPONSOR PLEDGES & EXHIBIT REGISTRATIONS DUE – February 1, 2012

EARLY REGISTRATION DISCOUNT DEADLINE – December 31, 2011

**Banners, ads and promotional materials to be provided by Sponsor*

PRELIMINARY SCHEDULE

Monday – March 5, 2012

3:00 p.m. – 6:00 p.m. Exhibitor Setup (optional – may setup Tuesday morning)

Tuesday – March 6, 2012

7:00 a.m. – 8:00 a.m. Final Exhibitor Setup
 8:00 a.m. – 10:00 a.m. Continental Breakfast - *Sponsorship opportunity*
VINE Showcase and Exhibitor Demonstrations
Session 1 – Sponsorship opportunity
 - **Industry Updates**
LUNCH – Sponsorship opportunity
Tri-Tip BBQ by Cahoot's Catering & VINE Showcase
 1:00 p.m. – 3:30 p.m. **Session 2 – Sponsorship opportunity**
 - **Industry Updates**
 3:30 p.m. – 4:00 p.m. **WELCOME RECEPTION & VINE SHOWCASE** with appetizers,
 regional wine tasting and live music – *Sponsorship opportunity*
 4:00 p.m. – 7:00 p.m.

Wednesday – March 7, 2012

8:00 a.m. – 10:00 a.m. Continental Breakfast – *Sponsorship opportunity*
VINE Showcase and Exhibitor Demonstrations
 10:00 a.m. – 12:00 p.m. **Session 3 – Sponsorship opportunity**
 12:00 p.m. – 1:00 p.m. **LUNCH – Sponsorship opportunity**
 1:00 p.m. – 4:00 p.m. **Session 4 – Sponsorship opportunity**
 2:30 p.m. - 3:00 p.m. - **Industry Updates**
 3:00 p.m. – 4:00 p.m. Key Note Speaker and Closing Remarks

SPONSOR OPPORTUNITIES

- Session Sponsor
- Breakfast Sponsor
- Lunch Sponsor
- Welcome Reception

For details regarding sponsorship opportunities and benefits, please refer to the Sponsorship Opportunities Chart

LOCATION

VINE 2012 will be held at the Paso Robles Event Center located at 2198 Riverside Avenue in Paso Robles, California. Paso Robles lies in the heart of the Central Coast AVA. The Event Center provides ample meeting and exhibit space and is conveniently located at the intersection of Highways 101 and 46 East.

ACCOMMODATIONS

Discounted lodging has been arranged at several Paso Robles hotels:

- The Holiday Inn Express - \$109
- The Best Western Black Oak Motor Lodge - \$84.99
- The La Quinta Inn & Suites - \$118
- The Paso Robles Courtyard Marriott - \$119



ADVERTISING

As a **VINE** sponsor, your company name will receive a great deal of recognition. Depending on your sponsorship level, your logo or name will be included in pre-event advertising and promotions, as well as at the meeting. Pre-event advertising will include:

- Direct Mail
- Radio
- Print and website banner ads in Viticulture and Agriculture publications
- Press Releases
- Industry Calendars
- Association Newsletters

MORE ADVERTISING OPPORTUNITIES

Sponsors and non-sponsoring companies may reach the **VINE** audience with paid advertising including:

- VINE Program Ads
- Meeting Banners
- Website Banners
- Eblasts

For rates and information, please contact the **VINE** Office
 P. (805) 434-3331

Email: info@precisionagconsulting.com.



3rd ANNUAL

179 Niblick Road, #330
Paso Robles, CA 93446

MARCH 6 - 7, 2012
PASO ROBLES EVENT
CENTER

SPONSOR & EXHIBITOR DEADLINES

Early Pledge Deadline: December 31, 2011 – Register Early & Save!

Final Deadline: February 1, 2012

In order to be included all pre-event promotions, sponsor and exhibitor payments and information must be received by January 5, 2012



CONTACT

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California's ONLY comprehensive wine grape production conference