

# 2012 ANNUAL CONFERENCE & TRADE SHOW *of the* TEXAS WINE & GRAPE GROWERS ASSOCIATION

## EXHIBIT INFORMATION & APPLICATION

Now in its 36<sup>th</sup> year, the ONLY Texas Wine & Grape Show is a great opportunity to develop new business through networking for vendors to the commercial wine and grape industry.

### REACH INDUSTRY BUYERS

The conference schedule has been set to allow for intensive exhibit hall time. **More than seven hours of conference time has been designated exclusively for the exhibit hall – no other conference activities will conflict with this time.** Special provisions have been put into place to ensure conference attendees circulate through the exhibit hall.

**WHEN:** FEBRUARY 16, 17, 18, 2012

**WHERE:** EMBASSY SUITES & CONFERENCE CENTER IN SAN MARCOS, TEXAS

**FEES:** \$750 FOR TWGGA MEMBERS/\$850 FOR NON MEMBERS

Includes 8' x 10' booth, 2 Exhibitor Program Registrations to seminars (does not include ticketed dining events), 7+ Concentrated Exhibit Hours and Networking over 3 days with hundreds of wine and grape industry professionals.

### SIGN UP TODAY!

Booth space is limited, so reserve yours today. Everything you need to sign up is included in this packet. If you have any questions, please contact Debbie Reynolds, Director of Events at (817) 421-3201 or [debbie@twgga.org](mailto:debbie@twgga.org).

NEW & IMPROVED SPONSORSHIP OPPORTUNITIES ARE AVAILABLE  
BECOME A SPONSOR & INCREASE YOUR COMPANY'S  
VISIBILITY AT THE CONFERENCE!

# CONFERENCE INFORMATION FOR EXHIBITORS

## ABOUT THE PROGRAM

The Texas Wine & Grape Growers Association (TWGGA) Trade Show & Conference is open for all to attend. Our focus is to provide a networking platform for winery and grape growing professionals to develop business relationships with one another and connect with vendors to the commercial wine and grape industry. Whether you're looking to showcase your products and services or learn more about the Texas wine industry, this conference is the place to be.

## PROFILE OF ATTENDEES

The TWGGA Conference draws hundreds of industry professionals interested in networking and exchanging information and making connections/purchases with exhibiting vendors. These professionals have the decision making and "buying power" for their businesses.

## OFFICIAL EXHIBITOR SERVICES COMPANY

Freeman Company will be handling exhibitor shipments, setting up the Exhibit Hall, and coordinating electrical services and furniture/equipment rentals. Exhibitor Kits, with all necessary forms and information, are being sent as you sign up. Freeman is provided with the most current Exhibit Hall registrations.

## EMBASSY SUITES & CONFERENCE CENTER

Welcome to the **Embassy Suites San Marcos Hotel, Spa & Conference Center** in Texas. Located just 25 minutes from the Austin Bergstrom International Airport, the Embassy Suites features 2-room suites, complimentary full cook-to-order breakfast each morning and a nightly reception with complimentary food/drinks. TWGGA single or double room rate is \$144. TWGGA triple or quad room rate is \$154. For reservations call (512) 392-6450 and mention TWGGA.

## PRELIMINARY AGENDA—SUBJECT TO CHANGE

### THURSDAY, FEBRUARY 16, 2012

8:00 A.M. - 9:30 A.M.	OPENING GENERAL SESSION
9:45 A.M. - 4:30 P.M.	BREAK-OUT SESSIONS & REGIONAL MEETINGS
11:30 A.M.- 1:00 P.M.	GENERAL SESSION LUNCHEON
2:00 P.M. - 6:00 P.M.	<b>EXHIBITOR SET UP</b>
9:00 P.M. - 11:00 P.M.	PRESIDENT'S RECEPTION

### FRIDAY, FEBRUARY 17, 2012

7:00 A.M. - 11:00 A.M.	<b>EXHIBITOR SET UP</b>
8:00 A.M.—11:30 A.M.	GENERAL & BREAK-OUT SESSIONS
11:30 A.M.— 1:45 P.M.	<b>EXHIBIT HALL &amp; LUNCH IN HALL (2.25 HR.)</b>
2:00 P.M. - 3:00 P.M.	BREAK-OUT SESSIONS
3:00 P.M. - 5:00 P.M.	<b>EXHIBIT HALL &amp; WINE/CHEESE RECEPTION (WINE AT EXHIBITOR BOOTHS) (2 HR.)</b>
5:30 P.M. - 9:30 P.M.	OFF SITE DINNER WITH TEXAS WINE
9:30 P.M. - 11:00 P.M.	PRESIDENT'S RECEPTION

### SATURDAY, FEBRUARY 18, 2012

9:00 A.M.—12:00 P.M.	<b>EXHIBIT HALL OPEN (3 HR.)</b>
12:00 P.M. - 1:45 P.M.	GENERAL SESSION LUNCHEON
1:45 P.M.— 4:00 P.M.	BREAK-OUT SESSIONS
6:00 P.M. - 10:00 P.M.	<b>RECEPTION &amp; GALA DINNER &amp; AUCTION</b>
10:00 P.M. - 12:00 A.M.	PRESIDENT'S RECEPTION

## WHAT THE EXHIBIT FEE INCLUDES

- 7 plus concentrated hours of exhibit time—plus additional free networking time. Special provisions have been put into place to ensure conference attendees circulate through the exhibit hall.
- Two Exhibitor Program Registrations to conference seminars. Exhibitors can attend all three days of the conference for maximum networking opportunities. Additional Exhibitors may participate for \$80 each. This does not include separate ticketed dining events (i.e. Breakfasts, unless staying at hotel, Luncheons, Off-Site Winery Dinner and Saturday Gala).
- Exhibit Booth: 8' deep x 10' wide with 8' high back wall and 3' side walls. Includes one 6' draped table, two chairs and a 7" x 44" sign with company name and booth number.
- Attendee List: One hard copy attendee list distributed two weeks after conference.
- Pre-conference listing on conference website.
- Take Home Exhibit Hall Guide/Program: TWGGA's printed exhibit hall guide includes full company and contact information for each exhibitor.
- Security: The Exhibit Hall is locked and monitored by Hotel; however, exhibitors are responsible for their property and should insure any valuables.

## EXHIBIT HALL FLOORPLAN

**\*Booths are Assigned in the order payment is received. An Exhibit Hall diagram with booth numbers is posted at [www.txwines.org](http://www.txwines.org).**

**Can't Make it to the Texas Show? Check out our Literature Stand Marketing Sponsorship!**

## QUESTIONS?

CONTACT DEBBIE REYNOLDS, (817) 421-3201 OR [DEBBIE@TWGGA.ORG](mailto:DEBBIE@TWGGA.ORG)

# MARKETING OPPORTUNITIES TO FIT EVERY BUDGET

## LEAD SPONSORSHIPS

### PROGRAM SPONSOR—\$2,500

You will receive a one-hour speaking opportunity during scheduled Conference Break-out or General Session (assigned by TWGGA). Prior credentialed speaker & topic outline must be provided to TWGGA in advance.

### ATTENDEE BINDER SPONSOR—\$1,500

You will receive prime placement on the back cover of the attendee program. Provide us with a color advertisement and we'll make sure your name and message gets in every attendee's hands.

### NAME BADGE LANYARD SPONSOR—\$1,500 SOLD

Each attendee will receive a name badge with a handy lanyard that eliminates the need for pins and clips. The lanyard can be imprinted with your company's name and/or logo in the color of your choice on a white background—1 color imprint.

### WINE & CHEESE RECEPTION SPONSOR—\$1,500 SOLD

Each exhibit hall attendee will receive a wine glass with YOUR logo on it to take home. Receive exclusive sponsor signage during the reception in the exhibit hall.

### LUNCHEON SOCIAL SPONSOR—\$1,200 SOLD

Entrance exclusive sponsor signage at dining/networking event. At your request, TWGGA will distribute product literature on dining tables. Product literature must be submitted in advance to TWGGA for approval. Includes two (2) tickets to the dining event.

## LEAD SPONSORS BENEFITS

- **Prime Sponsor Booth in Exhibit Hall INCLUDED** (includes all listed under What The Exhibit Fee Includes on page 2)
- Logo Recognition as Lead Sponsor on registration information sent out to almost 2,000 industry members.
- Logo recognition on the TWGGA conference web page as Lead Sponsor
- Link from TWGGA Conference website to your website.
- Logo to remain with the conference archive on the website for one year.
- Recognition as Lead Sponsor by the Conference Chair during opening session, Thursday Luncheon and Saturday Gala.
- Logo recognition in conference program.
- Logo recognition at conference on all signage.
- 20% discount on additional registrations & dining networking opportunities from the sponsoring organization.

## SUPPORTING SPONSORSHIPS

### ATTENDEE TOTE BAG MARKETING BUNDLE—\$500

Put your company's product information into the hands of qualified buyers right from the start! TWGGA will insert a preprinted advertisement/promotional literature about your company into the conference tote bags provided to all attendees. Inserts must be delivered to TWGGA by January 15, 2012.

### PRESIDENT'S RECEPTION—\$500

Receive signage in the President's hospitality suite, recognition in the event program and space at the reception to display promotional information. The nightly President's Receptions are the perfect place to network with attendees in a relaxed atmosphere.

### COFFEE BREAK SPONSOR—\$500

Receive signage in coffee break area, recognition in the event program and space near coffee station to display promotional information during coffee break.

### LITERATURE DISPLAYS—\$500

An opportunity for your company logo and marketing information to be strategically placed around the convention center. These displays will be placed in high traffic areas providing greater exposure to the buying audience throughout the conference.

NOTE: This sponsorship does not exclude other publications from being distributed throughout the Convention Center.

### PASSPORT TO PRIZES—\$250

Attendees pick up their passport cards at registrations and must visit all sponsors noted on the card and receive a stamp. When the cards are completed, attendees must drop them in the designated bins located at Conference Registration. On Saturday, February 18, 2012, a drawing will be held in the Exhibit Hall for the sponsors' prizes and TWGGA's Grand Prize of \$500! We will promote Passports to Prizes in mailings, on conference website, and other conference promotions. Each sponsor must provide a gift or gift certificate valued at \$200 or more. Winners must be present to win a prize.

## SUPPORTING SPONSORS BENEFITS

- Text Recognition as Supporting Sponsor on registration information sent out to almost 2,000 industry members.
- Logo recognition on the TWGGA conference web page as Supporting Sponsor.
- Link from TWGGA Conference website to your website.
- Logo to remain with the conference archive on the website for one year.
- Logo recognition in conference program.
- Text recognition at the conference on all signage.
- 20% discount on additional registrations & dining networking opportunities from the sponsoring organization.

**HAVE A SPONSORSHIP IDEA YOU DON'T SEE  
HERE? GIVE US A CALL AND WE'LL SEE IF A  
CUSTOM OPTION MAY BE CREATED FOR YOU!**



## EXHIBITOR & SPONSOR RULES, TERMS & CONDITIONS

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### GENERAL

For the purposes below, "TWGGA" refers to the Texas Wine and Grape Growers Association. Admission to TWGGA's Annual Conference is by badge only. It is stipulated that each Exhibitor subscribes to the following rules, terms and conditions.

### PURPOSE OF EXHIBITION

The Exhibition is an integral part of admission to the display floor and is limited to persons and organizations whose products, services, displays, demonstrations, literature and related exhibit materials are directly related to the professional development of persons involved in the Texas wine and grape industry. Exhibits may not be in violation of TWGGA's policies and code of ethics.

### INDEMNITY & LIABILITY LIMITS

Neither TWGGA nor Embassy Suites & Conference Center of San Marcos nor any of their officers, agents, employees or other representatives shall be held liable, and are hereby released from liability for any damage, loss, harm or injury to the person or property of the Exhibitor or any of its agents, officers, employees or other representatives, resulting from fire, water, accident or any other cause. Exhibitor shall indemnify, defend and hold TWGGA, Embassy Suites & Conference Center of San Marcos and their respective representatives, harmless from any and all claims, demands, suits, liability damages, loss, costs, attorney's fees and expenses of any kind of nature which might result from any action, or failure to act, on the part the Exhibitor, its officers, agents, employees or representatives. **It is the sole responsibility for each Exhibitor to maintain proper insurance coverage for its property and liability.**

In addition, it is understood that TWGGA and Embassy Suites & Conference Center of San Marcos and all staff, employees, representatives and agents are held harmless from any claims arising from the products and/or promotions items sold or dispersed by Exhibitor.

### ASSIGNMENT OF SPACE

TWGGA shall assign exhibit space to Exhibitor for the period of the Exhibit, provided the exhibit site is made available to TWGGA, **on a first priority receipt of the properly executed "Exhibitor Agreement" and payment of appropriate fees.**

TWGGA reserves the right to arrange, rearrange and/or reassign exhibit space as deemed necessary for the effective management of the overall exhibit. TWGGA reserves the right to deny exhibit space to any company or individual it determines, in its sole discretion, is not eligible to participate or who's product is not eligible to be displayed and/or demonstrated in this exhibit.

### USE OF EXHIBIT SPACE

Exhibitor may not assign or resell to a third party its rights to the exhibit space as described herein without the express written consent of TWGGA.

### FEES & MOVE-IN

It is mutually agreed that, in the event Exhibitor fails to install his/her products in the assigned exhibit space in a timely manner, or fails to remit payment for required space rental at the times specified, TWGGA shall have the right to take possession of said space, and lease same in any way it deems proper.

### CANCELLATIONS

If, for any reason, the Annual Conference is canceled, or prevented from being held, TWGGA shall refund Exhibitor's exhibit fees less a pro-rata share of any non-refundable expenses incurred by TWGGA on behalf of Exhibitor. Cancellation by an Exhibitor after December 31, 2011 obligates Exhibitor to full payment of contracted exhibit space fees. If written notice of cancellation is received by TWGGA on or before December 31, 2011, a full refund, less a \$100 service fee, will be issued. After December 31, 2011, 0% of Exhibitor fee will be refunded.

### DÉCOR, MUSIC, CONDUCT

Nothing may be pasted, taped, tacked or nailed to walls. Any damages by an Exhibitor to hotel property will be subject to appropriate fines. Merchandise, displays and equipment must be restricted to the assigned booth space. TWGGA reserves the right to determine the appropriateness of Exhibitor's physical properties, displays and personal conduct and behavior during this exhibition and shall be the sole authority for maintaining an atmosphere that is conducive to the professional development goals of the conference.

### FIRE REGULATIONS

Exhibitor shall not pack property in paper, straw, excelsior or any other flammable material. Exhibitor shall use no flammable decorations or covering for display fixtures, and all fabrics and other materials shall be flame-proof. All electrical fixtures must be in good condition and meet the requirements of local law. Equipment with engines/motors must have their fuel tanks emptied and batteries disconnected during the exhibit.

### OBSERVANCE OF LAWS

Exhibitor shall abide by and observe all laws, rules, regulations and ordinances of any applicable government authority and all rules of TWGGA and Embassy Suites & Conference Center.

### AGREEMENT TO PARTICIPATE

Exhibitor hereby agrees to observe and abide by the foregoing terms, conditions and rules, and to such additional rules that may, from time to time, be made by TWGGA to assure the efficient, safe and productive operation of the conference. All points not specifically covered herein, are subject to settlement by TWGGA an/or Embassy Suites & Conference Center, as appropriate. Each Exhibitor is responsible for applicable Texas sales permits and associated legal requirements. For details, call the Texas Comptroller's Office at 1-800-531-5441.

# 2012 TEXAS WINE & GRAPE GROWERS ANNUAL CONFERENCE & TRADE SHOW

## EXHIBITOR SPACE/SPONSOR APPLICATION



EMBASSY SUITES & CONFERENCE CENTER  
SAN MARCOS, TEXAS  
FEBRUARY 16, 17, 18, 2012

**IMPORTANT—PLEASE PRINT ALL INFORMATION CLEARLY.** COMPLETED APPLICATION WITH PAYMENT INFO MUST BE FAXED TO (817)421-3212 OR EMAIL TO DEBBIE@TWGGA.ORG

TWGGA Member?  NO  YES

If you are not a member you can still become one and take advantage of the member discount on this form.

### Exhibitor Information

Company Name \_\_\_\_\_

Company Contact \_\_\_\_\_

Job Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ EXT. \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

### Company Information

Please provide a brief description of your company, product, or service to be included in the program & event website: \_\_\_\_\_

### Exhibiting Personnel

Please list all people who will be exhibiting, including the contact person shown above if that person will be exhibiting. \_\_\_\_\_

### Preference in Booth Location

1st \_\_\_\_\_ 2nd \_\_\_\_\_

3rd \_\_\_\_\_ 4th \_\_\_\_\_

5th \_\_\_\_\_ 6th \_\_\_\_\_

**IMPORTANT**—TO HELP US IN ASSIGNING THE LOCATIONS FOR THE EXHIBIT BOOTHS, PLEASE LIST BELOW THE NAMES OF COMPETITORS YOU DO OR DO NOT WISH TO BE NEAR. THIS IS CRITICAL INFORMATION FOR BOOTH ASSIGNMENT.

I DO NOT WISH TO BE NEAR: \_\_\_\_\_

I DO WISH TO BE NEAR: \_\_\_\_\_

Please check here if this is your first time exhibiting at this show. If so, how did you hear about us? \_\_\_\_\_

### Booth Payment and/or Sponsor Payment

#### Exhibit Booth Only Fee (includes two exhibitor's registrations)

TWGGA Member Rate	\$750	_____
Non-Member Rate	\$850	_____
TWGGA 2011-2012 Dues	\$150	_____
Additional Exhibitors	\$80 each	_____

#### Add On Supporting Sponsorships

Attendee Bag Marketing Bundle	\$500	_____
President's Reception	\$500	_____
Coffee Break Sponsor	\$500	_____
Literature Displays	\$500	_____
Passport to Prizes	\$250	_____
Passport Prize:	_____	_____

#### Lead Sponsorships (includes Booth Fee)

Program Sponsor	\$2,500	_____
Attendee Binder Sponsor	\$1,500	_____
Name Badge Lanyard Sponsor	\$1,500	<u>SOLD</u>
Wine & Cheese Reception Sponsor	\$1,500	<u>SOLD</u>
Luncheon Social Sponsor	\$1,200	<u>SOLD</u>

**TOTAL** \_\_\_\_\_

### Payment

Please check choice of payment:

AMEX  VISA  MasterCard  Check (made out to TWGGA)

Credit Card Number or Check Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_

Name (as it appears on the card) \_\_\_\_\_

Company Name \_\_\_\_\_

Signature \_\_\_\_\_

**I have read the Exhibitor Terms & Conditions and agree to abide by them as set forth by TWGGA.**

Signature \_\_\_\_\_

**I give you permission to email me information on TWGGA news and events.**

Signature \_\_\_\_\_

**Mail to: Debbie Reynolds**  
Director of Events  
Texas Wine & Grape Growers Association  
624 S. Dooley St., Grapevine, TX 76051  
Phone: (817) 421-3201