



# SPONSOR & EXHIBITOR INFORMATION

## 45<sup>th</sup> Annual Conference and Trade Show Embassy Suites Hotel, Denton, TX

The Texas Wine and Grape Growers Annual Conference and Trade Show will provide extended hours of networking with the commercial Texas wine and grape industry attendees.

Wine tastings, break stations, buffet lunches and Social Media Headquarters are all taking place inside the Trade Show for increased conference attendee/exhibitor interactions.

**When:** February 17, 18, & 19, 2022

### Available Booths and Pricing

Ask about multiple booth discounts

*(Every booth 3 plus receives a \$100 discount on the specific booth fee)*

### ANNUAL CONFERENCE BOOTHS

Trade Show Exhibitor Per Booth Pricing	2022 Pricing			
	11/15/21 - 1/31/22		Standard Pricing (1/11/22 - 1/31/22)	
	Early Bird Pricing (11/15/21 - 12/31/21)		Standard Pricing (1/11/22 - 1/31/22)	
	Member Pricing	Non-Member Pricing	Member Pricing	Non-Member Pricing
Booth Fees includes Friday Buffet Lunch in Exhibitor Hall for 2 Exhibitor Staff only. Any Booth >2 will be an additional \$100 pp)				
Hallway Booths (14)	\$700.00	\$900.00	\$900.00	\$1,100.00
Prime Booths (Shown in Yellow - 26)	\$1,200.00	\$1,400.00	\$1,400.00	\$1,600.00
Standard Booth (123)	\$900.00	\$1,100.00	\$1,100.00	\$1,300.00
Thursday Awards Lunch	\$65.00	\$75.00	\$75.00	\$85.00
Friday Reception and Gala	\$125.00	\$145.00	\$145.00	\$165.00

### Booth Includes:

- 10 X 10 with pipe and drape
- 6 FT Table
- Two chairs
- Two staff included\*
- Includes Trade Show Buffet Luncheon for two\*
- Other ticketed event meals sold separately

Send inquiries or completed registrations to: Mary Judson, Operations Manager,  
Email: [marytwgga@gmail.com](mailto:marytwgga@gmail.com) or 210/823-7251

## Hotel Room Block



### Embassy Suites by Hilton Denton Convention Center

3100 Town Center Tr, Denton, TX 76201

**Promo Group Name:** TX Wine/Grape Growers

[Online Booking Here](#)

## Booth Selection Process Only

1. Booth selection is NOW AUTOMATED using the A2Z interactive floorplan
2. If you have never used A2Z, please [read these simple instructions](#)
3. [Click here](#) to access the 2022 Annual Conference and Trade Show floorplan portal
4. Click on “Select Your 2022 Booth Space”. If you have exhibited with TWGGA before, we have uploaded all the previous companies. Perform a search to locate your company before creating a ‘new’ exhibitor profile

### **NOTES Regarding Process of Booth Selection**

1. We are using the A2Z interactive Floorplan to allow exhibitors to select their own booth(s)
2. Once you select booth(s), you will ask to read and agree to the contract.
3. Click ‘SUBMIT’
4. An email will be sent to you indicating your booth selection is under review by Conference Management. Conference Management will either confirm or decline your booth selection.
5. Once Conference Management makes a decision you will be sent another email

### **A2Z will NOT be used for the following**

1. Invoicing and Payment. Invoicing and payment for your booth will be generated by Conference Management
2. Invoices will be generated out of [twgga@memberclicks.net](mailto:twgga@memberclicks.net) (Please make sure you this email address saved as safe sender.

## Booth Selection and Sponsorship Selection for Purposes of Invoicing

1. Once you have selected your Booth((s), you must **register** for your booth(s) and/or sponsorships on this [registration form](#). We will send you an invoice directly.



# ANNUAL CONFERENCE & TRADE SHOW SPONSOR OPPORTUNITIES

## TITLE SPONSORSHIP

### TITLE SPONSOR

#### **\$10,000 (One available)**

- Title mentions in all text (emails, social media, signage, sponsor slides, etc)  
*The 2022 Annual Conference of the Texas Wine and Grape Growers Association Sponsored by Company XYZ*
- Exhibit Hall Prime Booth #504
- Inside front cover of Annual Conference Program
- Two Annual Conference registrations, including meals

## DAILY EDUCATIONAL PROGRAMMING SPONSORSHIPS

*(excludes Ticketed Wine sessions)*

### Full Day Educational Sponsorship

#### **\$3,500 (Thursday & Friday - One available each day)**

- Exhibit Hall Standard Booth
- Conference Program recognition
- PowerPoint Slide with company name as guests enter
- Podium recognition
- Placement of marketing materials on session tables

### Half Day Educational Sponsorship

#### **\$2,000 (Saturday – Half Day – One available)**

- Conference Program recognition
- PowerPoint Slide with company name as guests enter
- Podium recognition
- Placement of marketing materials on session tables

## INDIVIDUAL SESSION SPONSORSHIPS

*(excludes ticketed Wine Tasting events)*

### Break Out Educational Session Sponsorships

#### **\$1,500 plus speaker costs – 30 available**

- Sponsor one featured speaker for a one-hour breakout session
- Speaker and topic must be pre-approved by TWGGA
- Onsite signage
- Conference Program recognition
- PowerPoint Slide with company name as guests enter
- Podium recognition
- Placement of marketing materials on session tables

### Ticketed Wine Tasting Sponsorships

#### **\$1,000 – Three available (SOLD - TRICOR Braun)**

- Onsite signage
- Conference Program recognition
- PowerPoint Slide with company name as guests enter
- Podium recognition
- Placement of marketing materials on session tables



## FOOD & BEVERAGE SPONSORSHIPS

### Ticketed Dining Event Sponsorships

#### Thursday Annual Awards Luncheon

**\$3,000 (One available)**

- Exhibit Hall standard booth
- Onsite signage
- Conference program schedule recognition
- Signage at entrance to dining event
- PowerPoint Slide with company name as guests enter
- Recognition from the podium
- Annual Conference Standard Booth
- Approved collateral materials placed on dining tables
- Two tickets to sponsored dining event

#### Friday Exhibitor Buffet Lunch

**\$3,000 (One available)**

- Exhibit Hall standard booth
- Onsite signage
- Conference program schedule recognition
- Signage at entrance to dining event
- PowerPoint Slide with company name as guests enter
- Recognition from the podium
- Annual Conference Standard Booth
- Approved collateral materials placed on dining tables
- Two tickets to sponsored dining event

#### Gala Reception Sponsorship

**\$2,500 (One available) (SOLD Wonderful Nurseries)**

- Exhibit Hall standard booth
- Onsite signage
- Conference program schedule recognition
- Signage at entrance to dining event
- PowerPoint Slide with company name as guests enter
- Recognition from the podium
- Approved collateral materials placed on reception tables
- Two tickets to sponsored dining event

#### Gala Dinner Sponsorship

**\$5,000 (One available) (SOLD – Johnson & Associates)**

- Exhibit Hall standard booth
- Onsite signage
- Conference program schedule recognition
- Signage at entrance to dining event
- PowerPoint Slide with company name as guests enter
- Recognition from the podium
- Approved collateral materials placed on reception tables
- Two tickets to sponsored dining event

#### HEADS & TAILS Sponsorship @ Gala

**\$2,000 plus prize (One available)**

- Onsite signage
- Conference program schedule recognition
- Signage at entrance to dining event
- PowerPoint Slide with company name as guests enter
- Recognition from the podium
- Approved collateral materials placed on reception tables
- Two tickets to sponsored dining event



# 2022 ANNUAL CONFERENCE AND TRADE SHOW SPONSOR OPPORTUNITIES

## UNIQUE SPONSORSHIPS

### Wine and Cheese Opening Reception Sponsorship **\$3,000 (One available)**

- Exhibit Hall standard booth
- Conference program schedule recognition
- Signage at entrance of event
- PowerPoint Slide with company name as guests enter
- Recognition from the podium
- Approved collateral materials placed on reception tables

### Daily Coffee Break Sponsorships **\$2,000 (Three available) (SOLD – Trysk Print Solutions-Thursday AM: Novavine – Friday AM)**

- Conference program schedule recognition
- Signage at onsite break station
- Approved collateral materials placed on coffee break tables

### Hospitality Suites (plus cost of food) **\$1,000 (Thursday and Friday night - Two available)**

- Conference program schedule recognition
- Signage at entrance of event
- Approved collateral materials placed on tables

### Audio Visual – Post Live Streaming of Educational Sessions **\$5,000 (One available)**

- Conference program advertisement
- Logo and hyperlink on website to link to post session videos

## CONFERENCE PROGRAM ADVERTISING

- \$800 Full page color
- \$600 Full page black & white
- \$1400 Inside Back Cover (must be color)
- \$1400 Back Cover (must be color) **(SOLD)**
- \$450 Half-page color
- \$350 Half-page black & white
- Camera ready PDF files\* must be sent to [sabrina@twgga.org](mailto:sabrina@twgga.org) by January 31, 2022
- Size of artwork TBD\*

## COLLATERAL SPONSORSHIPS

### Logoed Lanyards (SOLD – SensorInsight) **\$2,500 (plus cost of lanyard - One available)**

- Company's logo on all conference lanyards
- Approximately 800 needed

### Logoed Conference Tote Bags (SOLD – Bingham Family Vineyards) (\$3,500 plus, cost of tote bags - One available)

- Company's logo on all conference bags
- Approximately 800 needed

### Logoed Wine Glasses for Ticketed Wine Tastings **\$2,500 (plus cost and shipping of glassware - One available) (SOLD – Opti Harvest)**

- Company's logo on all the wine glasses
- Estimate 600 glasses

### Logoed Wine Glasses for Ticketed Meals and Receptions **\$3,000 (plus cost and shipping of glassware - One available)**

- Company's logo on all the conference wine glasses
- Estimate 1,000 glasses

### Tote Bag Marketing Bundle **\$300 (15 available)**

- Promotional items to be inserted into conference bags
- Inserts must be delivered to Embassy Suites Denton 3100 Town Center Tr, Denton, TX 76201 by February 1, 2022
- Estimate 800 inserts or promotional items

## MISCELLANEOUS NOTES

- We will entertain split sponsorships for any amount \$5,000 and above only).
- A high-res logo will be required to ensure your company logo is correctly printed.
- If you do not see a Sponsorship that fits your needs, please contact Sabrina Houser Amaya directly at [sabrina@twgga.org](mailto:sabrina@twgga.org) or 830/456-2787



## Additional Exhibitor and Sponsor Information

### 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 and purchases with exhibiting vendors. These professionals have the decision making and "buying power" for their businesses.

### OFFICIAL EXHIBITOR SERVICES COMPANY

Superior Expo Services (SES) will be handling exhibitor shipments, setting up the Exhibit Hall, coordinating electrical services, and furniture and equipment rentals. SES will distribute Exhibitor Kits in November 2021

### BOOTH ASSIGNMENT

Booths are assigned in the order received. An Exhibit Hall diagram with booth numbers is attached.

### CONFERENCE HOTEL

[Embassy Suites Hotel](#) by Hilton

3100 Town Center Trail, Denton, TX 76201

[Discount Hotel Room Block and Reservation Information Pending](#)

### TRANSPORTATION

Shuttle service pending. Complimentary parking is available at the Hotel.

### WHAT THE EXHIBIT FEE INCLUDES

- Eighteen hours of exhibit and networking time.
- Exhibit Booths: 10' 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. All booths will have carpet.

- Two exhibitor representative registrations.
- Exhibitor representatives can attend all 2.5 days of the conference for maximum networking opportunities. Additional representatives may register for \$100 each.
- Additional Friday buffet lunch tickets may be purchased. Ticketed dining events other than Friday lunch buffet are not included and must be purchased separately.
- Two Friday buffet lunch tickets are included.
- An electronic copy of the attendee list will be distributed after the conference.
- Pre-conference listing on conference website.
- Security: The Exhibit Hall is locked and monitored by Hotel; however, exhibitors are responsible for their property and should secure any valuables.

### TENTATIVE ANNUAL CONFERENCE AGENDA

#### Wednesday, February 16, 2022

- 3:00 pm – 8:00 pm: Exhibitor Set-Up

#### Thursday, February 17, 2022

- 6:00 am – 8:00 am: Exhibitor Set-Up
- 8:00 am: All Exhibitors must be set, and all set up items removed from exhibit floor
- 8:00 am – 8:30 am: Exhibitor Meeting (*Mandatory*)
- 9:00 am – 5:00 pm: Exhibit Hall Open
- 9:00 am: General Membership Meeting
- 10:30 am – 5 pm: Educational Sessions\*
- 12:00 pm – 1:45 pm: Keynote Luncheon\*
- Dinner on Your Own
- 8:00 pm. – 10:00 pm. Hospitality Suites\*

#### Friday, February 18, 2022

- 9:00 am – 5:00 pm: Exhibit Hall Open
- 9:00 am – 5:00 pm: Educational Sessions\*
- 11:30 am – 1:30 pm: Buffet Lunch\* in Exhibit Hall
- 6:30 pm: Gala Reception\*
- 7:30 pm: Gala Dinner\*
- 9:00 p.m. – 11:00 p.m. Hospitality Suites\*

#### Saturday, February 19, 2022

- 9:00 am – 12:00 pm: Exhibit Hall Open
- 9:00 am – 12:00 pm: Educational Sessions\*

\*Sponsorships Available



## Exhibitor and Sponsor Rules, Terms & Conditions

### 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 and Sponsor 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 the Embassy Suites by Hilton in Denton, Texas 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, the Embassy Suites by Hilton in Denton, Texas 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 the Embassy Suites by Hilton in Denton, Texas 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.

### 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.

### ELECTRIC, WIFI, SHIPPING, STORAGE,

Electrical, Wi-Fi, shipping and storage services are all coordinated through Superior Expo Services (SES). Necessary forms and contact information will be distributed by SES via the Exhibitor Kit in November 2022

### ASSIGNMENT OF SPACE

TWGGA shall assign exhibit space to Exhibitor for the period of the Trade Show, provided TWGGA is in receipt of the properly executed forms and payment of fees. Exhibit space is confirmed on a first come, first serve basis. Space is not held without payment. 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.

### 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 the Irving Convention Center.

### ICE & ICE CONTAINERS PROCUREMENT/ON-SITE TASTING

Ice and ice containers and any on-site tastings must be arranged for and approved by Embassy Suites by Hilton in Denton, Texas.



### DÉCOR, MUSIC, CONDUCT

Nothing may be pasted, taped, tacked or nailed to walls. Any damages by an Exhibitor to Conference Center property will be subject to appropriate fees set out by the Conference Center. **Merchandise displays and equipment must be restricted to the assigned booth space and cannot block the space of another exhibitor.** 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.

### CANCELLATIONS

If, for any reason, the Annual Conference is canceled, or prevented from being held, TWGGA shall refund exhibit fees less a pro-rata shares of any non-refundable expenses incurred by TWGGA on behalf of Exhibitor. **Cancellation by an Exhibitor after December 31, 2021, obligates Exhibitor to full payment of contracted exhibit space fees.** If written notice of cancellation is received by TWGGA on or before December 31, 2021, a full refund, less a \$100 service fee, will be issued. On or after January 1, 2022, 0% of Exhibitor fee will be refunded.

### FEES, MOVE-IN & MOVE OUT REQUIRMENTS

It is mutually agreed that, in the event an 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 said space in any way deemed proper.

**There will be one mandatory meeting one-hour prior to the opening of the Exhibit Hall.**

Times are specified for move-in and move-out. Exhibitors are required to be fully set up by stated start time and are prohibited from tearing down prior to specified end time on the final day of the trade show.

### 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 and/or the Embassy Suites by Hilton in Denton, Texas, 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.

Any and all questions and concerns you may have about the Exhibitor and/or Sponsor Requirements or Terms & Conditions, please contact Sabrina Houser Amaya, Director of Operations at [sabrina@twgga.org](mailto:sabrina@twgga.org) or 830/456-2787