

60

SIXTIETH
ANNUAL MEETING

SCIENCE

a platform for **PROGRESS**

American Society for Enology and Viticulture

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Includes General, Custom, Golf Tournament Sponsorship and Advertising

March 2009

Dear Industry Colleague,

If you are looking for an economical way to position your company among the wine industry's leaders as an innovative, progressive and supportive player, sponsorship and advertising at this year's ASEV Annual Meeting is the answer.

The ASEV Annual Meeting provides an opportunity to network with the industry's leading decision makers and will take place in Napa for the first time. This is a special chance for your customers to spend time with colleagues and explore the science, services and products that will shape their future. In short, it's the perfect atmosphere to demonstrate your support of their work, their industry and the Society that addresses their critical research needs.

What can you expect as a sponsor or advertiser of the ASEV's 60th Annual Meeting in Napa?

EXPOSURE: The chance to put your name in front of the industry's leaders. Over 1,000 of the wine world's top decision makers are expected to attend this meeting. The Napa Valley appellation in our industry is a significant resource for marketing opportunities. Thousands more visit our conference website and refer to our printed program throughout the year.

DECISION MAKERS: More than 80 percent of our guests are owners, executives, managers or winemakers. We put you in front of the people who matter.

RESPECT: Your name reaches beyond the show to many industry members who appreciate and respect those companies that support the Society's efforts.

TRADITION OF SUCCESS: For six decades, the ASEV Annual Meeting has been the national science and research platform that industry leaders turn to for answers.

EXCLUSIVITY: Special packages ensure that your company enjoys exclusive naming rights that set you apart from your competition and provide you with the opportunity to invest in our industry.

We invite you to be recognized as an industry sponsor and/or advertiser when we convene at the Marriott and Meritage hotels June 23-26, 2009. Consider this ideal chance to highlight your company, show your support and set your company apart from the crowd. Please contact our office if you have any questions, and we thank you in advance for your support.

Sincerely,


Michael Silacci
President


Lyndie Boulton
Executive Director

60th Annual Meeting

June 23 - 26, 2009

Program Highlights:

- High Brix Symposium
- Rootstock Symposium
- Cabernet Symposium - A Global Perspective
- Honorary Research Lecture
- Merit Award Presentation
- Research Reports
- Supplier-Industry Seminars
- Winery Dinners



ASEV ANNUAL MEETING S

SPONSORSHIP OPPORTUNITIES & BENEFITS

■ GOLF TOURNAMENT

Please contact us if you are interested in sponsoring the entire ASEV golf tournament. ASEV will no longer host this event but is committed to providing support with registration services and marketing opportunities.

■ SYMPOSIA

High Brix Symposium (Tuesday, June 23)

Rootstock Symposium (Tuesday, June 23)

Cabernet Symposium - A Global Perspective (Friday, June 26)

■ Coffee Break - \$2,000

- Recognition on sign with company logo placed at entrance to symposium
- Acknowledgment in newsletter, official conference program and website

■ On-Demand Video for Web-based Viewing - \$4,000

- Recognition on sign with company logo placed at entrance to symposium
- Acknowledgment in newsletter, official conference program and website
- Showcasing your company on prominent event signage
- Your company logo recognition on online presentation template

■ Lunch - \$6,000

- Sign with company logo placed at entrance to symposium
- Acknowledgment in newsletter, official conference program and website
- Recognition on prominent event signage
- Recognition on sign with company logo placed at lunch serving stations
- PowerPoint slide featuring as company logo lunch sponsor
- Acknowledgement in opening remarks

■ HOSPITALITY

■ Student-Industry Mixer (Thursday, June 25) – \$1,000 each

This popular reception and announcement of the Best Student Presentation Awards always has a diverse mix of industry, academia and students.

- Recognition on sign with company logo placed at entrance to mixer
- Acknowledgment in newsletter, official conference program and website

■ Shuttle Transportation (Wednesday, June 24 or Thursday, June 25) - \$1,500/day/bus

Shuttles will run between the Meritage and the Marriott Napa Valley Hotels

- Recognition on sign with company logo placed in bus
- Acknowledgment in newsletter, official conference program and website

■ Session Coffee Break (Wednesday, June 24 or Thursday, June 25) - \$2,500

- Recognition on sign with company logo placed at entrance to session
- Acknowledgment in newsletter, official conference program and website
- Showcasing your company on prominent event signage
- Acknowledgment during president's welcome

■ Winery Hosted Dinner (Wednesday, June 24 and Thursday, June 25) - \$3,000 each

Dinners will be from 7:00 pm to 10:00 pm. Each winery will host 20 - 40 guests providing a special catered dinner with select wines. A shuttle for guests will be provided.

- Recognition on sign with company logo placed on each table
- Acknowledgment in newsletter, official conference program and website
- Two of your company's representatives have a seat at two different dinner tables



SPONSORSHIP & ADVERTISING



■ GENERAL

■ Magnum - \$1,000

- Acknowledgment in newsletter, official conference program and website
- Recognition on prominent event signage

■ Double Magnum - \$3,000

- Acknowledgment in newsletter, official conference program and website
- Recognition on prominent event signage
- Acknowledgment during president's welcome

■ Imperial - \$5,000

- Acknowledgment in newsletter, official conference program and website
- Logo recognition on prominent event signage
- Acknowledgment during president's welcome
- Full-page b & w advertisement in official program
- Banner ad for four weeks on ajevonline.org website

Custom Sponsorship Also Available

ADVERTISING OPPORTUNITIES

■ OFFICIAL PROGRAM

The Official Program is the definitive source for information during the conference. The program contains details of sessions including speakers, descriptions and sponsorships. As an advertiser, you have the opportunity to reach attendees numerous times throughout the show and beyond, as people often use the program as a reference for sessions and speakers after the show.

- Estimated distribution: 1,000
- Finished size: 5.5" w x 8.5" L
- Advertising deadline: May 1, 2009

AD SIZE	DIMENSION	COST
Inside front or back cover (bleed)	5.5" w x 8.5" L	\$1,800 (four-color)
Inside full-page	4.5" w x 7.5" L	\$1,200 (four-color)
Full-page	4.5" w x 7.5" L	\$ 800 (b&w)
Half-page	4.5" w x 3.5" L	\$ 600 (b&w)
Quarter-page	4.5" w x 1.5" L	\$ 400 (b&w)

■ AJEV ONLINE BANNER AD - \$500

Place your company at the fingertips of thousands of wine and grape professionals by purchasing a banner ad that links to your website. AJEV is the premier journal in the English language dedicated to scientific research on winemaking and grapegrowing. The AJEVOnline website receives an average of 121,000 hits monthly. Visit www.ajevonline.org to view our current ads.

Home Page and All Content Pages - \$500 (3 months)

Banner ads will be in rotation with current ads.

Banner Ad Specs:

Dimension - 224 w x 44 h pixels

File Format - .jpg, .gif, animated .gif, .png

Resolution - 72 dpi



2009 SPONSORSHIP & ADVERTISING ACCEPTANCE FORM



CONTACT INFORMATION

The contact regarding SPONSORSHIP and/or AD is:

Name _____

Company _____

Company Name for Signs, Program and Printed Materials _____

Address _____

City _____ State _____ Zip _____

Country _____

Phone _____ Fax _____

Web site for sponsor link _____

Email _____

The contact regarding PAYMENT is:

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Country _____

Phone _____ Fax _____

Email _____

AUTHORIZATION

Authorized signature represents acceptance of terms as delineated in this sponsorship material. This is a contractual agreement.

CREDIT CARD INFORMATION

Pay by MasterCard or VISA (American Express not accepted)

Card Number _____

Expiration Date _____ \$ _____
Amount to be charged

Please Print Cardholder's Name _____

Authorized Signature (Authorizes Charge on Credit Card) _____

SPONSORSHIP COMMITMENT

Symposia Sponsorship

- High Brix or Rootstock or Cabernet
 - Coffee Break - \$2,000
 - On-Demand Video - \$4,000
 - Lunch - \$6,000

Hospitality Sponsorship

- Wine Reception - \$1,000 each
 - Poster Session (Wednesday) or
 - Student-Industry Mixer (Thursday)
- Shuttle Transportation - \$1,500/day/bus
 - Wednesday or Thursday
- Session Coffee Break - \$2,500
 - Wednesday or Thursday
 - Morning or Afternoon
- Winery Hosted Dinner - \$3,000 each
 - Wednesday or Thursday

General Sponsorship

- Magnum - \$1,000
- Double Magnum - \$3,000
- Imperial - \$5,000

Custom Sponsorship- including golf tournament

Please call the ASEV office at (530) 753-3142 to create a custom sponsorship.

- Custom sponsorship as confirmed with ASEV for _____ \$ _____
_____ \$ _____

ADVERTISING COMMITMENT

- Inside front cover (four-color) - \$1,800
- Inside back cover (four-color) - \$1,800
- Inside full-page (four-color) - \$1,200
- Full-page (b&w) - \$800
- Half-page (b&w) - \$600
- Quarter-page (b&w) - \$400
- AJEV Online Banner Ad - \$500 for 3 months

RESPONSE/PAYMENT INFORMATION

- Submit this form by fax or mail. Refer to the contact information to the right.
- Payment in full must be submitted with this form.
- Checks made payable to ASEV may be mailed to the address to the right.
- MasterCard or VISA credit card payments are also accepted.
- Artwork (if applicable) is due by May 1, 2009 to ensure proper acknowledgment.
- Payments are non-refundable.

**YOUR BENEFITS AND RECOGNITION WILL
BE EFFECTIVE UPON RECEIPT OF THIS FORM
AND PAYMENT IN FULL.**

THANK YOU FOR YOUR SUPPORT!

Questions?

Contact ASEV
P.O. Box 1855
Davis, CA 95617-1855
Phone: (530) 753-3142
Fax: (530) 753-3318
Email: society@asev.org

