

57th Annual Meeting

June 26 - 30, 2006
Exhibits: June 28 & 29

Sacramento
Convention Center
Sacramento, California



SCIENCE

A PLATFORM FOR PROGRESS

2006 EXHIBIT CONTRACT KIT

Why Exhibit?

For over a half century, the ASEV has drawn winemakers, vineyard managers and other buyers together for a unique business opportunity in a personal setting at their annual June trade show.

The 2005 show ushered in a new era of program development. Hot topic events on closures, filtration, method validation and phenolics helped increase attendance by over 300 people from the 2004 conference. The 2005 - 2006 ASEV Board of Directors is committed to building on this platform and creating a dynamic program for the 2006 conference to reach out to even more industry members.

Highlights of the extensive tools available that make the ASEV trade show a sales and marketing opportunity you can't afford to miss are:

- » High caliber guests and lecturers tailored for the industry
- » Direct access to a large number of decision makers
- » Intimate trade show environment for building and renewing long-term customer relations
- » Opportunity to meet face-to-face with existing and potential clients
- » Rotating annual venues allow for business entertaining opportunities outside the show and as survey results indicate are preferred by your customers



Exhibits: June 28 & 29

This supplier showcase will include 200 10 ft. x 10 ft. booths. A wide range of products and services related to the wine and grape industry will be displayed. Approximately 2,000 representatives from wineries, vineyards, academic institutions, and corporate research and development centers from around the world will attend.

Annual Meeting Technical Program: June 26 - 30

Based on a three-year plan developed by the ASEV Board of Directors, significant enhancements to the 2006 Annual Meeting are now being planned to better serve the professional needs of our diverse membership. This strategy will result in a new program matrix for future ASEV annual meetings with varied technical levels from scientific research to fundamental practice.

The 57th June annual meeting in Sacramento, California will feature:

- » Aroma Symposium
- » Themed seminars addressing SO₂ and the fundamentals of experimental design
- » Research forums
- » Research reports
- » Work groups to develop future technical programs
- » Poster session with a wine reception
- » Broadened list of invited speakers

Exhibit Hall Hours

Wednesday, June 28 - 10:00 am to 5:30 pm (Wine Reception 4:00 to 5:30 pm)

Thursday, June 29 - 10:00 am to 4:00 pm

How to Reserve Booth Space

Complete the Exhibit Contract Application and return to ASEV along with a minimum 50% deposit. If after February 24, 2006, please enclose full fee. A floor plan of available booths is available on our Web site, www.asev.org, for your reference when selecting booth locations. Every effort will be made to allocate your first choice. Please note that booths are assigned based on availability of space on the date the application is received.

Booth Selection

Please keep in mind that there may be a number of other companies with the same number of points and/or the same product as yours. It is in your best interest to list at least six different booth locations by booth number. If you choose not to list at least six booth choices, you are lowering your chance of being assigned one of your requests. You are also lowering your chance by listing a series of booths in the same row, all corner booths, or in the same general area of the floor plan.

Competitors

If you do not want to have a booth location near a competitor, please list those particular companies' names. The ASEV will not assume liability for knowledge of which companies offer similar or same products or services. Please do not put "all other filtration" or "all other vineyard supply" companies in this section of the contract. For example, if your product is a specific type of filtration equipment, then "all other filtration companies" are not necessarily competitors. Accuracy in this area is imperative for efficient booth assignment.

Any specific request to avoid a booth location near a competitor will be a top priority of consideration in booth assignment. This criterion will supersede any requested booth locations. If one of your designated competitor's booth(s) is already located in an area that you have selected, we will avoid that area. However, we cannot guarantee distance from any competitor's booth(s).

Questions?

Contact the ASEV office
P.O. Box 1855
Davis, CA 95617-1855 USA
Phone: 530-753-3142
Fax: 530-753-3318
Email: society@asev.org
Web site: www.asev.org



2006 Contract/Application for Exhibit Space

ASEV Annual Meeting
Exhibits: June 28 & 29
Sacramento Convention Center
Sacramento, California

EXHIBITOR INFORMATION (please print clearly)

Company: _____

Address: _____

City: _____

State/Zip/Country: _____

Phone: _____

Fax: _____

Email: _____

Web site: _____

Contact Person: _____

Title: _____

All show material will be sent to this contact and address as listed

The undersigned, hereinafter, "Exhibitor", hereby applies to the American Society for Enology and Viticulture, hereinafter, "ASEV", for the use of exhibit space at the 57th ASEV Annual Meeting at the Sacramento Convention Center, Sacramento, California, June 28 & 29, 2006, and, upon acceptance of this application by ASEV, agrees to pay the fees specified herein and be bound by the terms and conditions set forth in the Exhibit Contract Kit for the 57th Annual Meeting and Exhibit Prospectus. If you find that you do not agree to these terms, you may cancel by written notice by February 1, 2006.

BOOTH FEES & BILLING

The Exhibitor applies for the use of _____ booth(s) per the rate of \$1100.00 U.S. or \$1000.00 U.S. for Industrial Affiliates (company members), for a total fee of \$_____. A 10% discount will be applied to two or more booths reserved by the same company. If you are requesting an peninsula booth, please request a copy of the Booth Construction Guidelines from the ASEV office for special requirements.

Invoices for remaining total booth fees for the 2006 Annual Meeting will be mailed to the address listed on this contract in February, 2006. **If you are submitting this contract after February 24, please enclose full fee.**

BOOTH SELECTION

List choices below using the floor plan found at www.asev.org. For additional selections please circle the booth(s) or row(s) on the floor plan. **Do not choose booth locations that cannot accomodate your booth design with regard to show regulations.**

1st _____ 2nd _____ 3rd _____

4th _____ 5th _____ 6th _____

PRODUCTS

Please specify the type of service or supply that your company sells by product number (see reverse). We need this information to list your product(s) in the program. The program may not include product information for contracts received after May 12, 2006.

1. _____ 2. _____ 3. _____ 4. _____ 5. _____

Please state estimated weight, height, and dimensions. If the equipment has wheels, please list the distance between the front and back wheels.

COMPETITORS

List all competitors you do not wish in your proximity. **If you do not list any we will assume you do not object to being close to competitors.** Please list competitors by name (rather than by product). Exhibitor understands that ASEV cannot guarantee distance from any competitor's booth(s).

SIGNATURE (required)



Authorized Signature: _____

Printed Name: _____

Title: _____ Date: _____

PAYMENT & INSURANCE LIABILITY CERTIFICATE

Enclosed herewith is the sum of \$_____ U.S., a minimum 50% deposit on the account of the total fees. **If after February 24, please enclose full fee.**

Check enclosed or by Credit card:   ASEV does not accept American Express

Card Number: _____

Expiration Date: _____ - _____

Print Cardholder Name: _____

Cardholder Signature: _____

A certificate of insurance for no less than \$1,000,000 must be provided to the American Society for Enology and Viticulture no later than April 28, 2006.

CONTRACT SUBMISSION

Please make sure that this Contract/Application is signed above before returning to the address below.

Send to: ASEV, P.O. Box 1855, Davis, CA 95617-1855 USA
Or Fax to: (530) 753-3318

FOR OFFICE USE ONLY

Booth #(s): _____

Date Assigned: _____ Total Cost: \$ _____

First Payment: Date Rcvd: _____ Check #: _____ Source: _____

Amount: \$ _____ CC: Authorization #: _____

Second Payment: Date Rcvd: _____ Check #: _____ Source: _____

Amount: \$ _____ CC: Authorization #: _____

2006 ASEV ANNUAL MEETING PRODUCT AND SERVICE CATEGORIES

1. Accountants
2. Aerators
3. Alcohol Adjustment Concentrators
4. Analytical Services
5. Animal and Bird Repellents/Devices
6. Architects
7. Automatic Control Equipment
8. Bacterial Cultures
9. Bag-in-Box Containers
10. Barrel Pallets/Racks
11. Barrels
12. Bird Alarms/Cannons
13. Bottle Washers
14. Bottles
15. Bottling Equipment
16. Boxes
17. Brokerage
 - a. Concentrate
 - b. Grape
 - c. Wine
18. Bungs
19. Cappers
20. Capsules
21. Case Packers
22. Cave Excavation/Caves
23. Centrifuge Repair Service
24. Centrifuges
25. Chemicals
 - a. Cleaning
 - b. Ingredients
26. Cleaning Equipment
 - a. Tank
 - b. Other
27. Communication Systems
28. Computer Software/Systems
29. Concentrators
30. Consultants
 - a. Enological
 - b. Financial
 - c. Managerial
 - d. Viticultural
 - e. Other
31. Contractors
32. Control Systems
 - a. Flow
 - b. Humidity
 - c. Level
 - d. Pressure
 - e. Temperature
 - f. Other
33. Conveyors
 - a. Belt
 - b. Pneumatic
 - c. Screw
34. Coopers Supplies
35. Cork Printers/Inspection
36. Corkers
37. Corks/Closures
38. Crushers/Destemmers
39. Custom Winemaking Supplies
40. Dejuicers/Drainers
41. Desulfiting Services
42. Dusters
43. eCommerce
44. Engineers
 - a. Civil
 - b. Construction
 - c. Electrical
 - d. Mechanical
 - e. Process
 - f. Refrigeration
45. Enzymes
46. Equipment Fabrication
47. Fencing
48. Fertilizer
49. Fertilizer Applicators
50. Fillers (Champagne/Wine)
51. Filter Media
52. Filters
 - a. Conventional Membrane
 - b. Crossflow Microfilter
 - c. Diatomaceous Earth
 - d. Lees
 - e. Plate & Frame
 - f. Reverse Osmosis
 - g. Rotary Vacuum
 - h. Ultrafilters
53. Financial Services
54. Financing/Leasing
 - a. Equipment
 - b. Legal Services
 - c. Vineyard
 - d. Winery
55. Fining Agents
56. Flavoring Agents
57. Flooring
58. Foggers
59. Foilers
60. Forklifts
61. Frost Prevention Devices
62. Fungicides
63. Gases
 - a. Generators
 - b. Supplies
64. Gondolas
65. Grafting Equipment
66. Grape Inspection
67. Grape Packing Machinery
68. Grapevines/Rootstock
69. Growth Regulators
70. Harvesting Equipment
71. Heaters/Heat Exchngers
 - a. Shell/Tube
 - b. Scraped Surface
 - c. Spiral
 - d. Others
72. Herbicides
 - a. Post-emergent
 - b. Pre-emergent
73. Hoses & Fittings
74. Insecticides
75. Insulation Materials
76. Insurance
77. Ion Exchange Equipment
78. Irrigation
 - a. Drip
 - b. Sprinkler
 - c. Other
79. Label Approval
80. Labelers
81. Labels
 - a. Design
 - b. Printing & Paper
82. Laboratory Equipment
83. Lubricants (Food Grade)
84. Measurement
 - a. Composition
 - b. Flow
 - c. Level
 - d. Humidity
 - e. Pressure
 - f. Soil Moisture
 - g. Temperature
 - h. Vine Stress
 - i. Other
85. Mobile Bottling
86. Motif Ware/Gift Ware
87. Mowers
88. Nematocides
89. Netting
90. Oak Chips
91. Ozone
92. Packaging Materials
93. Paints & Seals/Protective Coatings
94. Palletizers/Depalletizers
95. pH Meters
96. Point of Purchase Display Materials
97. Presses
 - a. Membrane
 - b. Screw
 - c. Other
98. Pumps
 - a. Air Diaphragm
 - b. Centrifugal
 - c. Flexible Impeller
 - d. Progressive Cavity
 - e. Rotary Vane
 - f. Other
99. Receiving Equipment
100. Refrigeration Equipment
101. Riddling Equipment
102. Rotary Fermentors
103. Rotary Tillers/Cultivator
104. Safety & Protective Equipment
105. Sanitation Equipment
106. Scales
107. Seeders
108. Soil Testing & Analysis
109. Solid Waste Treatment
110. Sparkling Wine/Carbonation Equip
111. Spectrophotometers
112. Sprinkler Systems for Buildings
113. Suckering Machines
114. Tanker Transport
115. Tank Mixers/Agitators
116. Tanks
 - a. Fiberglass
 - b. Polyethylene
 - c. Stainless Steel
 - d. Wood
 - e. Other
117. Tasting Room Supplies
118. Tractors
 - a. Standard
 - b. Vineyard
119. Trade Associations, Institutions & Organizations
120. Trade Publication
121. Trailers
122. Trellises
123. Used Equipment
124. Valves/Pipes/Fittings
125. Vine-tying Supplies
126. Vineyard Management & Services
127. Vineyard Monitoring Systems
128. Vineyard Sprayers
129. Vineyard Supplies
130. Vineyard Tools
131. Warehouse Equipment
132. Warehousing/Shipping/Trucking
133. Waste Disposal/Treatment
134. Wastewater Treatment
135. Weather Monitoring Systems
136. Welding & Supplies
137. Wine Glasses
138. Wine Industry Expositions
139. Winery Services
140. Yeast Cultures & Nutrients
141. Other _____

Products in the "Other" category will not be included in the Product Guide section of the program.

