

American
Society for
Enology and
Viticulture

57th Annual Meeting

June 27 - 30, 2006

Supplier Showcase
(Exhibits):
June 28 & 29

Aroma & Flavor
Symposium: June 27

Program Highlights Include:

- » Chemistry & Measurement of SO₂ Seminar
- » Experimental Design Seminar
- » Research Forums
- » Supplier Showcase Seminars

Sacramento Convention Center
California USA



SPONSORSHIP OPPORTUNITIES

Includes Golf Tournament, General & Custom Sponsorships

April 2006

Dear Industry Colleague,

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

The ASEV Annual Meeting provides an opportunity to network with the industry's leading decision makers. This is a rare 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 of the ASEV's 57th Annual Meeting?

EXPOSURE: The chance to put your name in front of the industry's leaders. Nearly 2,500 of the wine world's top decision makers are expected to attend this meeting. Thousands more visit our conference Web site 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 five decades, the ASEV Annual Meeting has been the science and research platform that industry leaders turn to for answers.

EXCLUSIVITY: Special packages ensure that your business 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 when we convene at the Sacramento Convention Center, June 27 - 30, 2006. 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,

Handwritten signature of Robert Wample in black ink.

Robert Wample
President

Handwritten signature of Lyndie Boulton in black ink.

Lyndie Boulton
Executive Director



2006 ANNUAL MEETING S

GOLF TOURNAMENT SPONSORSHIP

ASEV Classic (June 27) - Teal Bend Golf Course

■ Ace - \$500

- Company Name Prominently Displayed at the Tournament
- Acknowledgement in Newsletter, Printed Official Conference Program and on Web site
- Company Representatives Introduced During Tournament Luncheon

■ Eagle (Hole Sponsorship) - \$300

- Company Name and Logo at One Tee Box
- Acknowledgement in Newsletter, Printed Official Conference Program and on Web site
- Company Name and Level of Support Mentioned During Tournament Luncheon

■ Birdie - \$200

- Acknowledgement in Newsletter, Printed Official Conference Program and on Web site
- Company Name and Level of Support Mentioned During Tournament Luncheon

BRANDED SPONSORSHIP

Special Event Coffee/Refreshment Breaks

■ Morning Session Breaks (June 28 or 29) - \$2,000

- Sign with Company Logo Placed at Entrance to Session
- Acknowledgement in Newsletter, Printed Official Conference Program and on Web site
- Listing on Prominent Event Signage
- Acknowledgement at General Session

■ Experimental Design Seminar (June 30) - \$1,000

- Sign with Company Logo Placed at Entrance to Seminar
- Acknowledgement in Newsletter, Printed Official Conference Program and on Web site
- Listing on Prominent Event Signage

■ Research Forum (June 28 or 29) - \$500

These science forums were developed for researchers to discuss and debate scientific issues in an intimate setting.

- Sign with Company Logo Placed at Entrance to Forum
- Acknowledgement in Newsletter, Printed Official Conference Program and on Web site



SPONSORSHIP CATEGORIES

Reception Catering - Partial Sponsorships

■ Exhibit Hall Wine Reception (June 28) – \$2,000 each

This well-attended reception is held for all attendees from 4:00 – 5:30 pm. Hors d'oeuvres will be provided.

- Sign with Company Logo Placed at Exhibit Hall Entrance and in Food Court
- Acknowledgement in Newsletter, Printed Official Conference Program and on Web site
- Listing on Prominent Event Signage
- Acknowledgement at General Session

■ Student-Industry Mixer & Best Poster Awards Reception (June 29) – \$1,000 each

This popular reception always represents a mix of attendees, including industry, academia and students. This mixer will be held with our student poster sessions.

- Sign with Company Logo Placed at Entrance to Mixer
- Acknowledgement in Newsletter, Printed Official Conference Program and on Web site
- Listing on Prominent Event Signage

GENERAL SPONSORSHIP

■ Imperial - \$5,000

- Acknowledgement in Newsletter, Printed Official Conference Program and on Web site
- Your Logo on Prominent Event Signage
- Introduction at General Session
- Full-page B & W Advertisement in Official Program
- Full-page B & W Advertisement in One Issue of Our Quarterly Journal (AJEV)

■ Double Magnum - \$3,000

- Acknowledgement in Newsletter, Printed Official Conference Program and on Web site
- Listing on Prominent Event Signage
- Introduction at General Session
- Half-page B & W Advertisement in Official Program

■ Jeroboam - \$1,500

- Acknowledgement in Newsletter, Printed Official Conference Program and on Web site
- Listing on Prominent Event Signage
- Quarter-page B & W Advertisement in Official Program
- Acknowledgment at General Session

■ Magnum - \$1,000

- Acknowledgement in Newsletter, Printed Official Conference Program and on Web site
- Listing on Prominent Event Signage

CUSTOM SPONSORSHIP

We will work with you to create a sponsorship package to suit your needs. Please call us at (530) 753-3142 to share your idea with us.



2006 SPONSORSHIP ACCEPTANCE FORM



CONTACT INFORMATION

The contact regarding sponsorship ACTIVITIES is:

Name

Company

Company Name for Signs, Program and Printed Materials

Address

City State Zip

Country

Phone Fax

Email

The contact regarding sponsorship PAYMENT is:

Name

Company

Address

City State Zip

Country

Phone Fax

Email

SPONSORSHIP AUTHORIZATION

Authorized signature represents acceptance of terms as delineated in this sponsorship material.

Questions?

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

Visit our Web site www.asev.org for Annual Meeting program and registration information.

SPONSORSHIP COMMITMENT

Golf Tournament Sponsorship

- Ace - \$500
- Eagle - \$300
- Birdie - \$200

Branded Sponsorship

- Morning Session Coffee Break - \$2,000
- Experimental Design Seminar Coffee Break - \$1,000
- Research Forum Refreshments - \$500
- Exhibit Hall Wine Reception - \$2,000
- Student-Industry Mixer - \$1,000

General Sponsorship

- Imperial - \$5,000
- Double Magnum - \$3,000
- Jeroboam - \$1,500
- Magnum - \$1,000

Custom Sponsorship

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

RESPONSE/PAYMENT INFORMATION

- Fax your response to: (530) 753-3318
- Mail your response to:
ASEV, P.O. Box 1855, Davis CA 95617-1855, USA
- Checks made payable to ASEV may be mailed to the address above.
- MasterCard or VISA credit card payments are also accepted. Please complete the information below and fax it to our office at (530) 753-3318.
- All payments are due in full by May 26, 2006 to ensure proper acknowledgement in the program and on show signage, Payments are non-refundable.

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)

