

65

SIXTY-FIFTH ASEV
NATIONAL CONFERENCE

SCIENCE

a platform for **PROGRESS**

American Society for Enology and Viticulture SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Includes General & Custom Sponsorship and Advertising

*Set your company apart from your competition.
Support a 65-year-old tradition of professional
education widely recognized by your industry
colleagues!*

65th ASEV National
Conference &
39th ASEV Eastern Section
Annual Meeting
June 23 - 27, 2014
Hyatt Regency Austin
Austin, Texas USA

Program Highlights:

- Merit Award Presentation –
Dr. Linda Bisson
University of California, Davis
- Research Reports
- Industry Seminars with Supplier
Displays
- Water Use Efficiency
Symposium
- Winemaking for Challenging
Environments Symposium



The ASEV's 2014 National Conference in Austin offers an ideal opportunity to gain notoriety among your clients or colleagues while supporting an established platform for research reports and networking. Drawing winemakers, vineyard owners and other professionals from around the nation and world, the ASEV National Conference is an open forum for science and practice with a unique opportunity for personal and professional networking.

Differentiate Your Company

Securing a National Conference sponsorship, especially an exclusive sponsorship, is an outstanding way to differentiate your company. This is a unique opportunity to make your company name stand out – to distinguish yourself throughout the grape and wine industry.

Positive Publicity with Heightened Visibility

ASEV sponsorship and advertising is a positive way to distinguish your company. Our sponsors and advertisers are recognized as leaders in supporting ASEV and the National Conference as a direct connection with the industry.

Giving Back

A sponsorship or ad makes you part of the ASEV family. By demonstrating your commitment to the industry and the issues your customers care about, you become a friend, an insider and colleague rather than another vendor. Your support creates enormous goodwill.

Cost-Effective Choices

Choose from a wide range of exposure levels and corresponding benefits offered in this brochure. For example, sponsorship that offers hospitality opportunities such as a lunch or a coffee break or sponsoring an invited speaker provides maximum exposure and a direct connection to the session or symposium audience.

Strongly position your company through a sponsorship or advertising package at the Hyatt Regency Austin June 23–27, 2014, by making your commitment today.

Please contact our office or visit www.asev.org if you have any questions. Thank you in advance for your support.

65TH ASEV NATIONAL CONFERENCE

SPONSORSHIP OPPORTUNITIES & BENEFITS



■ HOSPITALITY - Wednesday/Thursday

■ Student-Industry Mixer (Thursday, June 26) – \$1,000 each

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

- Acknowledgment with sponsor's logo in conference program and on website
- Prominently displayed event signage with sponsor's logo
- Recognition at entrance to Student-Industry Mixer with sponsor's logo placed on sign

■ Session Coffee Break (Wednesday, June 25 or Thursday, June 26) – \$2,000

- Acknowledgment with sponsor's logo in eNewsletter, website and conference program
- Prominently displayed event signage with sponsor's logo
- Recognition in symposium coffee break area with sponsor's logo placed on sign

■ SYMPOSIA - Tuesday/Friday

Visit the Daily Schedule on the 2014 National Conference site for more details on these two symposia.

■ Symposia Coffee Break (Tuesday, June 24 or Friday, June 27) – \$1,500

- Acknowledgment with sponsor's logo in eNewsletter, website and conference program
- Prominently displayed event signage with sponsor's logo
- Recognition at entrance to symposium with sponsor's logo placed on sign

■ Symposia Lunch (Tuesday, June 24) – \$4,000

- Acknowledgment with sponsor's logo in eNewsletter, website and conference program
- Prominently displayed event signage with sponsor's logo
- Acknowledgment during symposium welcome
- Recognition at entrance to symposium with sponsor's logo placed on sign
- Napkins with 2-color sponsor logo
- Two complimentary symposium registrations and two complimentary hotel nights at conference hotel

Note: A combination of complimentary registrations and hotel nights may be chosen (i.e.: 3 complimentary registrations and 1 hotel night).

■ Invited Speakers

■ Domestic Speaker – \$1,000

- Acknowledgment with sponsor's logo in conference program and on website
- Prominently displayed event signage with sponsor's logo
- Recognition on sign with company logo placed at entrance to symposium

■ International Speaker – \$5,000

- Acknowledgment with sponsor's logo in eNewsletter, website and conference program
- Prominently displayed event signage with sponsor's logo
- Acknowledgment during president's welcome at national conference or symposium
- Full-page b & w advertisement in conference program
- Banner ad on AJEV online, www.ajevonline.org website (90 days)
- Recognition on sign with company logo placed at entrance to symposium
- Two complimentary symposium registrations and two complimentary hotel nights at conference hotel

Note: A combination of complimentary registrations and hotel nights may be chosen (i.e.: 3 complimentary registrations and 1 hotel night).



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

65TH ASEV NATIONAL CONFERENCE

SPONSORSHIP OPPORTUNITIES & BENEFITS (cont.)



■ GENERAL

■ Magnum – \$1,000

- Acknowledgment with sponsor's logo in eNewsletter, website and conference program
- Prominently displayed event signage with sponsor's logo

■ Double Magnum – \$3,000

- Acknowledgment with sponsor's logo in eNewsletter, website and conference program
- Prominently displayed event signage with sponsor's logo
- Acknowledgment during president's welcome at national conference or symposium
- 1/2 page b & w advertisement in conference program
- Banner ad on AJEV online, www.ajevonline.org website (60 days)

■ Imperial – \$5,000

- Acknowledgment with sponsor's logo in eNewsletter, website and conference program
- Prominently displayed event signage with sponsor's logo
- Acknowledgment during president's welcome
- Full-page b & w advertisement in conference program
- Banner ad on AJEV online, www.ajevonline.org website (90 days)
- Two complimentary general registrations and two complimentary hotel nights at conference hotel

Note: A combination of complimentary registrations and hotel nights may be chosen (i.e.: 3 complimentary registrations and 1 hotel night).

■ AWARDS

■ Best Student Presentation Award – \$1,000 per presentation (4 total awards)

Each year at the ASEV National Conference, four student presentations are selected by the Best Student Presentation Awards Committee. These awards are extended to an oral and a poster presentation in enology and in viticulture.

- Acknowledgment with sponsor's logo in conference program and on website
- Prominently displayed event signage with sponsor's logo

■ AJEV Best Paper Award – \$2,000 per paper

An AJEV best paper award in enology and in viticulture is designated by the Best Paper Awards Committee for two papers published in the past calendar year of the AJEV.

- Acknowledgment with sponsor's logo in eNewsletter, website and conference program
- Prominently displayed event signage with sponsor's logo

Custom Sponsorship Also Available

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



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65TH ASEV NATIONAL CONFERENCE

ADVERTISING OPPORTUNITIES



■ CONFERENCE PROGRAM AD

The Conference 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: 800 • Finished size: 5.5"W x 8.5"L • Advertising deadline: May 20, 2014

AD SIZE

Inside front or back cover (allow an extra 1/8" bleed)

Inside full-page

Full-page

Half-page

Quarter-page

DIMENSION

5.5" W x 8.5" L

4.5" W x 7.5" L

4.5" W x 7.5" L

4.5" W x 3.5" L

4.5" W x 1.5" L

COST

\$1,800 (four-color)

\$1,200 (four-color)

\$ 800 (b&w)

\$ 600 (b&w)

\$ 400 (b&w)

■ AJEV ONLINE AD

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 AJEV Online website receives an average of 121,000 hits monthly. Online ads run in rotation with current ads. Visit www.ajevonline.org to view our current ads.

Banner Ad - \$500 (3 months)

Displays on Home Page and All Content Pages

Specs:

Dimension - 224 w x 44 h pixels

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

Resolution - 72 dpi

Tower Ad - \$1,000 (3 months)

Displays Below Navigation Menu on Home Page and All Content Pages

Specs:

Dimension - 190 w x 190 h pixels

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

Resolution - 72 dpi

Leader Board Ad - \$1000 (1 month)

Displays at Top of Home Page and All Content Pages

Specs:

Dimension - 728 w x 90 h pixels

File Format - .jpg, .gif, .png

Resolution - 72 dpi



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2014 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 _____

Website 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 throughout sponsorship material. This is a contractual agreement.

CREDIT CARD INFORMATION

Accepted credit cards    

Card Number _____

Expiration Date _____ \$ _____
Amount to be charged

Please Print Cardholder's Name _____

Authorized Signature (Authorizes Charge on Credit Card) _____

SPONSORSHIP COMMITMENT

Hospitality – Wednesday/Thursday

- ☐ Student-Industry Mixer - \$1,000 each
- ☐ Session Coffee Break - \$2,000
 - ☐ Wednesday or ☐ Thursday
 - ☐ Morning or ☐ Afternoon

Symposia – Tuesday/Friday

- ☐ Water Use Efficiency Symposium
- ☐ Winemaking for Challenging Environments Symposium
 - ☐ Symposia Coffee Break - \$1,500 each
 - ☐ Lunch - \$4,000 each
- ☐ Invited Speakers:
 - ☐ Domestic - \$1,000 Name _____
 - ☐ International - \$5,000 Name _____

(Confirmed speakers will be posted on the National Conference Daily Schedule site)

General

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

Awards (one sponsor per each award)

- ☐ Best Student Presentation – Enology - \$1,000/each
 - ☐ Oral or ☐ Poster **SOLD No Longer Available**
- ☐ Best Student Presentation – Viticulture - \$1,000/each
 - ☐ Oral or ☐ Poster
- ☐ AJEV Best Paper - \$2,000/each
 - ☐ Enology or ☐ Viticulture **SOLD No Longer Available**

Custom

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 (3 months)
- ☐ AJEV Online leader board ad - \$1,000 (1 month)
- ☐ AJEV Online tower ad - \$1,000 (3 months)

RESPONSE/PAYMENT INFORMATION

- Submit this form by fax or mail. Refer to the contact information to the right.
- Your benefits and recognition will be effective upon receipt of this form and 50% deposit.
- If paying by check, make payable to ASEV and mail to the address listed to the right.
- Final payment and artwork (if applicable) are due no later than May 20, 2014 to ensure proper acknowledgment.
- Payments are non-refundable.
- Sponsor will be contacted for logo after receipt of form and deposit.



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