

# 67

SIXTY-SEVENTH 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 67-year-old tradition of professional  
education widely recognized by your industry  
colleagues!*

The ASEV's 2016 National Conference in Monterey 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 Portola Hotel & Monterey Marriott June 27 – 30, 2016, by making your commitment today.

Please contact our office or visit [www.asev.org](http://www.asev.org) if you have any questions. Thank you in advance for your support.

67<sup>th</sup> ASEV National  
Conference  
June 27 - 30, 2016  
Portola Hotel & Monterey  
Marriott  
Monterey, California USA

### **Program Highlights:**

- Merit Award Presentation
- Extension Distinction Award Presentation
- Managing Water in California Vineyards Symposium
- Research Reports (submitted through Call for Abstracts)
- Monterey Regional Wine Reception
- Student Flash Talks



# 67<sup>TH</sup> ASEV NATIONAL CONFERENCE

## SPONSORSHIP OPPORTUNITIES & BENEFITS



### ■ WATER MANAGEMENT SYMPOSIUM - Tuesday

Visit the Daily Schedule on the 2016 National Conference site for more details on this symposium.

#### ■ Symposium Coffee Break (Tuesday, June 28) – \$1,800

- 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

#### ■ 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](http://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)

### ■ HOSPITALITY - Wednesday/Thursday

#### ■ Student-Industry Mixer (Thursday, June 30) – \$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 29 or Thursday, June 30) – \$2,000

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



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[www.asev.org](http://www.asev.org)

# 67<sup>TH</sup> 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 at national conference or symposium
- 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 (6 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 oral, poster, and flash talk presentations 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~~ **SOLD No Longer Available**

*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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## 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: 500 • Finished size: 6"W x 9.5"H • Advertising deadline: June 1, 2016

#### AD SIZE

Inside front or back cover (allow an extra 1/8" bleed)  
Inside full-page  
Full-page  
Half-page  
Quarter-page

#### DIMENSION COST

6" W x 9.5" H \$1,800 (four-color)  
5" W x 8.5" H \$1,200 (four-color)  
5" W x 8.5" H \$ 800 (b&w)  
5" W x 4" H \$ 600 (b&w)  
5" W x 1.75" H \$ 400 (b&w)

### ■ ASEV ONLINE

#### ASEV Homepage Online Ad - \$500 (1 month)

*Displays on Home Page*

#### Specs:

Dimension - 190 w x 190 h pixels  
File Format - .jpg, .gif, animated .gif, .png  
Resolution - 72 dpi

### ■ 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](http://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

#### 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

**Note:** Ad locations and sizes are subject to change as the website is undergoing a redesign. The new website will launch this spring.



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# 2016 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

### Symposium – Tuesday

- Water Management Symposium
  - Symposium Coffee Break - \$1,800 each
  - Invited Speakers:
    - Domestic - \$1,000 Name \_\_\_\_\_
    - International - \$5,000 Name \_\_\_\_\_

*(Confirmed speakers are posted on the National Conference Website)*

### 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  Poster or  Flash Talk
- Best Student Presentation – Viticulture - \$1,000/each
  - Oral  Poster or  Flash Talk
- 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 **SOLD No Longer Available**
- 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
- ASEV Homepage Online Ad - \$500
- 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 June 1, 2016 to ensure proper acknowledgment.
- Payments are non-refundable.
- Sponsor will be contacted for logo after receipt of form and deposit.



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