

66

SIXTY-SIXTH 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 66-year-old tradition of professional
education widely recognized by your industry
colleagues!*

The ASEV's 2015 National Conference in Portland 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 Portland Marriott Downtown Waterfront Hotel June 15–18, 2015, 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.

66th ASEV National
Conference
June 15 - June 18, 2015
Portland Marriott Downtown
Waterfront Hotel
Portland, Oregon

Program Highlights:

- Merit Award Presentation –
Mr. E.B. Pete Downs
- 2nd International Symposium
on Nitrogen in Grapes and
Wine
- Research Reports
- Industry Seminars
- Supplier Displays
- Outreach Seminar



66TH ASEV NATIONAL CONFERENCE

SPONSORSHIP OPPORTUNITIES & BENEFITS



■ HOSPITALITY - Wednesday/Thursday

■ Student-Industry Mixer (Thursday, June 18) – \$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 17 or Thursday, June 18) – \$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

■ NITROGEN SYMPOSIUM - Tuesday

Visit the Daily Schedule on the 2015 National Conference site for more details on this symposium.

■ Symposium Coffee Break (Tuesday, June 16) – \$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

■ Symposium Wine Tasting Hors d'oeuvres (Tuesday, June 16) – \$5,000

- 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
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66TH 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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66TH 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: June 1, 2015

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)

■ ASEV ONLINE

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

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

■ 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

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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2015 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

- Nitrogen Symposium
 - Symposium Coffee Break - \$1,800 each
 - Symposium Wine Tasting Hors d'oeuvres - \$5,000 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
- 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, 2015 to ensure proper acknowledgment.
- Payments are non-refundable.
- Sponsor will be contacted for logo after receipt of form and deposit.



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