

2022 Exhibitor Registration & Sponsorships



The Annual North Coast Wine Industry Expo (WIN Expo) is the largest trade show and conference focused exclusively on Napa, Sonoma, Mendocino and Lake counties, and is the 2nd largest wine industry show in North America. Established in 2012 by Wine Industry Network, WIN Expo is considered a must-attend event and has become an integral part of the North Coast wine industry with more than 3,000 wine professionals attending each year.

**DECEMBER 1, 2022
SONOMA COUNTY
FAIRGROUNDS
SANTA ROSA, CA**

The trade show features nearly 300 exhibitors presenting the latest products and services available along with a robust educational conference focusing on four distinct tracks, Production & Winemaking, Sales & Marketing, Strategy & Leadership, and Vineyard & Growers. The event is hosted at the Sonoma County Fairgrounds in Santa Rosa, CA, 9:00am - 4:00pm, on Thursday, December 1, 2022.

BOOTH INFORMATION

Booth Size: A standard booth is 10' x 10' and includes: traditional pipe and drape with 8' backdrop and 3' sides, 6' table w/ skirting, 2 chairs, 1 small trash bin, 1 Exhibitor ID sign, 500w 110V Electricity and Wi-Fi internet access. Other rentals are available at an additional cost.

Multiple booths: Exhibitors may purchase more than one booth. Please see the multiple booth rates section on page 4 of this document.

Booth Sharing: To share a booth space, please fill out the appropriate section of your registration form. An additional charge of \$300 will apply per booth. Payment in full by both parties is required by June 30, 2022 or the space will be forfeited. Both parties must complete and submit an Exhibitor Registration Form and fulfill all insurance requirements.

OUR CONTACT INFORMATION:

North Coast Wine Industry Expo Trade Show & Conference
155 Foss Creek Circle, Healdsburg, CA 95448
Phone: 707-433-2557 ext 100
Email: info@wineindustryexpo.com
Fax: 707-433-2551

ASSIGNMENT OF SPACE

Booth space will be assigned on a first come, first serve basis.

NOTE: All Exhibitors must carry insurance as indicated within this document, but are not required to submit insurance with this contract.

Official Floor Plan: The North Coast Wine Industry Expo reserves the right to reassign exhibit space and revise the floor plan as needed, without prior notice.

Please fax your completed Registration Form to 707-433-2551 or Scan and Email to: info@wineindustryexpo.com

You will be notified via email that we have received your registration form. If you have not received your email confirmation within 1 week, please contact us.

Web: wineindustryexpo.com
facebook.com/wineindustryexpo
twitter.com/WINexpo #WINexpo @WINexpo
youtube.com/wineindustrynetwork

2022 Exhibitor Insurance Requirements



1. **GENERAL LIABILITY INSURANCE** *(per the venue: Sonoma County Fairgrounds)*
 - a. Commercial General Liability Insurance on a standard occurrence form, no less broad than ISO form CG 00 01.
 - b. Minimum Limits: \$1,000,000 per Occurrence; \$2,000,000 General Aggregate and Products/Completed Operations Aggregate.
 - c. Exhibitor shall disclose any deductible or self-insured retention in excess of \$25,000 and such deductible or self-insured retention must be approved in advance by County. Exhibitor is responsible for any deductible or self-insured retention.
 - d. Coverage shall be on a standard Occurrence form. Claims-Made or modified, limited or restricted occurrence forms are not acceptable without prior written consent from FAIR.
 - e. The insurance provided to the additional insured's shall apply on a primary and non-contributory basis with respect to any insurance or self-insurance program maintained by them.
 - f. The policy shall cover inter-insured suits between the additional insured's and the Exhibitors, and shall include a "separation of insured's" or "severability" clause which treats each insured separately.
 - g. **Required Evidence of Coverage:**
 - i. Copy of the additional insured endorsement or policy language granting additional insured status.
 - ii. Certificate of Insurance
2. **STANDARDS FOR INSURANCE COMPANIES**
 - a. Insurers shall have an A.M. Best's rating of at least A:VII.
3. **DOCUMENTATION**
 - a. The Certificate of Insurance must include the following references:
"North Coast Wine Industry Expo. November 30th and December 1st, 2022" AND "The Sonoma County Fair and Exposition Inc., Harvest Fair Association of Sonoma County, the County of Sonoma, their officers, agents and employees shall be additional insured for liability arising out of Exhibitor's ongoing operations (ISO endorsement CG 20 26 or equivalent)."
 - b. All required Evidence of Coverage must be submitted prior to the execution of this Agreement, and all forms are required when submitting your booth registration forms.
 - c. Exhibitor shall provide immediate written notice if: (1) any of the required insurance policies is terminated; (2) the limits of any of the required policies are reduced; or (3) the deductible or self-insured retention is increased.
4. **MATERIAL BREACH**
 - a. If Licensee fails to maintain insurance coverage which is required pursuant to this Agreement, it shall be deemed a material breach of this Booth Registration Agreement.

Wine Industry Network & WIN Expo are no longer required to collect insurance documents from Exhibitors.

WIN Expo Exhibitors who sign this booth contract agree to carry insurance that meets the Sonoma County Fair-ground's requirements as indicated above, and also to hold the event producer, Wine Industry Network & WIN Expo, harmless. It is the Exhibiting Company's sole responsibility to provide coverage for all WIN Expo move-in and move-out dates and the exhibitor is solely responsible for any actions that occur within the purchased "booth space". As a result, exhibitors shall keep an original certificate of insurance coverage available at all times, and may be required to reproduce proper documentation in the event of an occurrence requiring proof of insurance coverage.

2022 Exhibitor Agreement & Signature



DATE & LOCATION

Thursday, December 1, 2022

Sonoma County Fairgrounds & Event Center
1350 Bennett Valley Road
Santa Rosa, CA 95404

CANCELLATION / REFUND POLICY

Exhibitor cancellations must be submitted in writing via email or postmarked to the attention of Nick Young, by the following dates to receive a refund.

- July 1, 2022 within 150 days = 75% of payment refunded
- Aug. 1, 2022 within 120 days = 50% of payment refunded
- Sept. 1, 2022 within 90 days = 25% of payment refunded
- Oct. 1, 2022 within 60 days = No Refunds Available

No refunds will be made for cancellations made within 60 days of the Expo. Wine Industry Network & WIN Expo are not responsible for notices that are not received.

Submit cancellations in writing to: info@wineindustryexpo.com or North Coast Wine Industry Expo, 155 Foss Creek Circle, Healdsburg, CA 95448

EARLY BREAKDOWN / VACANT BOOTHS

Any exhibiting company that dismantles or vacates their booth space prior to 4:00pm, or any booth space that is not occupied before 8:59am on the day of the show, will forfeit that company's priority status, and will not be allowed to participate in the early registration process the following year. WIN Expo can opt to reassign the booth space at their sole discretion.

WINE INDUSTRY NETWORK MEMBER - BOOTH DISCOUNT AGREEMENT

Discount Booth Pricing is only available to WIN Members who have annual, active member profiles in "good standing". Member Exhibitors that are not in "good standing" will not be allowed to exhibit without bringing their WIN account to an "Active" status at least 180 days before WIN Expo and must also remain "Active" throughout WIN Expo or by paying the difference of non-member "standard" booth fees.

SHIPPING/RECEIVING:

Wine Industry Network / WIN Expo shall not be responsible for damage to uncrated materials; materials improperly packed or concealed damage. Wine Industry Network / WIN Expo shall not be responsible for loss or disappearance of any crated or uncrated materials that are improperly marked and without company identification, or items and materials left in booth or on the premises without prior consent and written agreement.

ACCEPTANCE OF TERMS AND SIGNATURE

The undersigned, hereinafter, "Exhibitor", hereby applies to Wine Industry Network, LLC, hereinafter, "WIN", for the use of exhibit space at the 2022 North Coast Wine Industry Expo at the Sonoma County Fairgrounds in Santa Rosa, CA, on December 1st, 2022 and, upon acceptance of this registration form, agrees to pay the fees specified herein and be bound by the terms and conditions set forth in this document, including requirements for Certificate of Liability Insurance and Additional Insured Endorsement.

Legal Entity Name: _____

Authorized Signature: _____

Printed Name: _____ Date: _____

Job Title: _____

2022 Exhibitor Registration



COMPANY LISTING INFORMATION

Company Name: _____
Address: _____
City: _____ State/Province: _____ Zip: _____
Company Phone: _____ Company Email: _____
Company Website: _____

DESCRIBE YOUR COMPANY PLEASE PROVIDE UP TO 5 KEYWORD TAGS (I.E. CORKS, BARRELS, BOTTLES, DESIGN, ETC.)

_____, _____, _____, _____, _____

PRIMARY CONTACT (EXHIBITOR ALERTS / BILLING / ETC.)

Name: _____
Email: _____
Phone: _____

SECONDARY CONTACT

Name: _____
Email: _____
Phone: _____

PLEASE PROVIDE A SINGLE POINT OF CONTACT FOR EACH, WE WILL NOT ACCEPT INFO@ CONTACT@ OR "GROUP" EMAIL ADDRESSES DUE TO SPAM TRAPS.

Booth Choices #1: _____ Choice #2: _____ Choice #3: _____ Choice #4: _____



SINGLE BOOTH RATES

- Standard 10' x 10' booth + [Annual WIN Membership](#) = \$3370
- Premium 10' x 10' booth = \$2450
- Standard 10' x 10' booth = \$2350
- [WIN Member](#) 10' x 10' booth = \$1750
- Send Sponsorship / Advertising Info

Total number of booths: _____

Sharing a booth (Add \$300) Sharing with? _____

List up to 3 of your competitors, by name, that you DO NOT wish to be adjacent to:

MULTIPLE BOOTH RATES

Standard Double = \$4700	WIN Member Double = \$3500
Premium EndCap (2) = \$4900 Corner (3) = \$7250	Member Premium EndCap (2) = \$3700 Corner (3) = \$5450

BOOTH FEES INCLUDE:

- 500w 110V Electricity
- (1) 6' Table w/ Skirt
- (2) Chairs, (1) Trash Bin
- (1) Exhibitor ID Sign
- WiFi Internet Access
- Free Venue Parking
- +More [See the full list](#)

NOT INCLUDED:

- (ADDITIONAL PURCHASE REQUIRED)
- Custom Sign Hanging
 - Custom or Specialized Large Equipment Movers
 - Crate & Container Storage
 - Parking Vehicles/Trailers in Outdoor Attendee Areas

50% REQUIRED UPON REGISTRATION · FULL PAYMENT DUE BEFORE 6/30/2022

If paying by credit card, the remaining balance will be automatically charged on 6/30/2022

PAYMENT INFORMATION

Pay Half Now = \$ _____ Pay in Full = \$ _____

Credit Card #: _____ v-code: _____

Expiration: _____ Name on Credit Card: _____

Billing Address: _____ City: _____

State/Province: _____ Zip: _____ Paying by Enclosed Check # _____

Fax completed form to: 707-433-2551

Wine Industry Network, 155 Foss Creek Circle, Healdsburg, CA 95448

MAKE CHECKS PAYABLE TO

2022 Sponsorship & Advertising Rates



MARKETING & BRANDING PACKAGES	
2022 WIN Expo Presenting Package	SOLD _____
Exhibit Hall (Grace Pavilion) Package	\$11,000 _____
Exhibit Hall (Hall of Flowers) Package	\$8,000 _____
Lunch Hall (Garden Building) Package	\$5,500 _____
Gold Package	\$8,000 _____
Silver Package	\$5,500 _____
Registration Tent Package	SOLD _____
Lanyard Package	SOLD _____
Tote Bag Package	\$6,000 _____
Tasting Glass Package	SOLD _____
Coffee/Pastry Station Package	SOLD _____
Parking Shuttle Package	\$2,250 _____
"Meet & Eat" - Antipasti Bar Package	\$2,000 _____

CONFERENCE TRACK PACKAGES	
Winemaking & Production Track	\$7,000 _____
Sales & Marketing Track	\$7,000 _____
Vineyard & Grower Track	\$7,000 _____
Strategy & Leadership Track (Shared)	\$2,750 _____

Trade Show sponsorships are a conduit for networking - WIN Expo provides a variety of sponsorship and advertising programs that create additional exposure opportunities that put your company in front of winery owners, winemakers, purchasing decision-makers, vineyard managers, tasting room buyers and other management personnel that attend the show.

LEARN MORE BY VISITING
wineindustryexpo.com/sponsor

ADDITIONAL BRANDING & EXPOSURE	
Promotional Postcard Mailer	
6" x 11"	\$3,850 _____
5.5" x 8.5"	\$3,400 _____
4" x 6"	\$3,200 _____
Exhibit Hall Ceiling Banner	\$1,650 _____
Exhibit Hall Floor Stickers Pack	\$1,650 _____
Tote Bag Promotional Insert	\$1,200 _____
Featured Exhibitor Advertorial	\$950 _____
Total: \$	_____

PROGRAM GUIDE ADVERTISING	
Outside Back Cover	SOLD _____
Inside Front Cover	SOLD _____
Inside Back Cover	\$2,000 _____
Full Page	\$1,650 _____
1/2 Page Vertical	\$1,100 _____
1/2 Page Horizontal	\$1,100 _____
1/4 Page	\$700 _____

**RESERVATIONS & ARTWORK
DUE BY: 10/14/2022**

Questions? Call Kim Badenfort
kim@wineindustrynetwork.com
Call: 707-433-2557 x104
Fax form to: 707-433-2551

Email This Form & Your Artwork File To:
info@wineindustryexpo.com

Artwork Specifications:
4-Color Vector .eps / .pdf / .ai / .jpg* only if 300 dpi
How Do I Check DPI?

50% REQUIRED UPON SUBMISSION · FULL PAYMENT DUE BEFORE 6/30/2022
If paying by credit card, the remaining balance will be automatically charged on 6/30/2022

PAYMENT INFORMATION	Pay Half Now = \$ _____	Pay in Full = \$ _____
Company Name: _____		
Credit Card #: _____		v-code: _____
Expiration: _____		Name on Credit Card: _____
Billing Address: _____		City: _____
State/Province: _____ Zip: _____		<input type="checkbox"/> Paying by Enclosed Check # _____
MAKE CHECKS PAYABLE TO: Wine Industry Network, 155 Foss Creek Circle, Healdsburg, CA 95448		

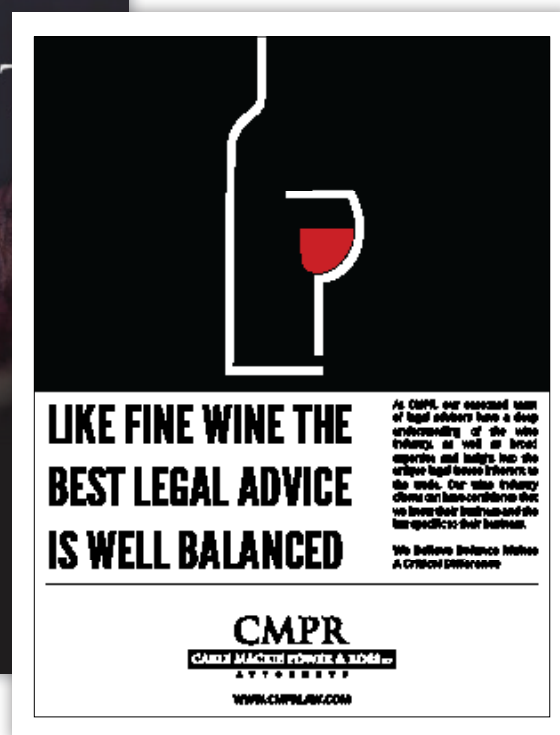
Program Guide Advertising Sizes/Specs.



2021 Program Guide



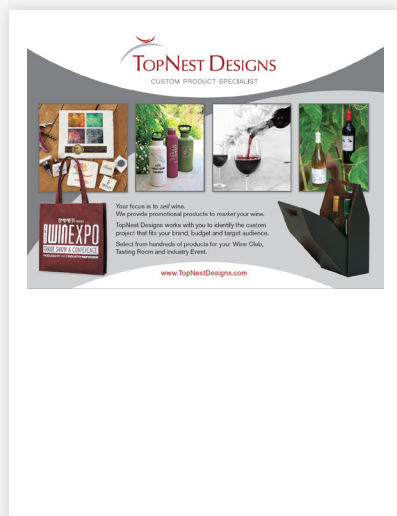
Back Cover, Inside Covers
 & Full Pages w/ Bleed
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 Trim size: 8.5" x 11"
 Live Area: 8" x 10.5"



Full Page no Bleed
 7" x 10"

SIZING, BLEED & TRIM

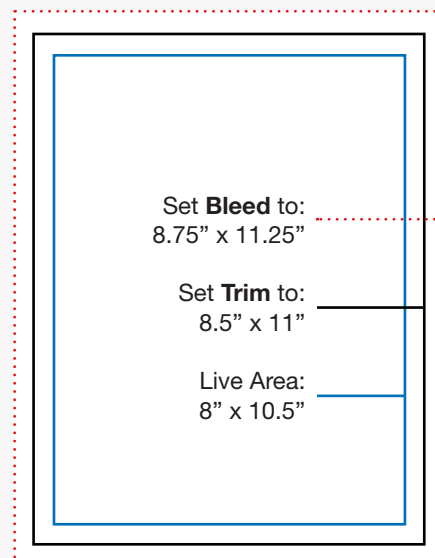
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1/4 Page
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Vertical 1/2 Page
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Back Cover, Inside Covers
 Full Page with bleed