

Wine Club Summit and Tasting Room Profitability 2010

REGISTRATION FORM 800-535-5670 wwm-online.com/trpwcs

STEP 1: GENERAL INFORMATION

Please make copies of form for each additional registrant. Print name as you would like it to appear on badge.

Name _____
 Title _____
 Company _____
 Mailing Address _____
 City/State/Zip _____ County _____
 Phone _____ Fax _____
 Email _____

STEP 2: ATTENDEE PROFILE

Indicate Current Job Title

- Owner, Pres, CEO, GM
- Winemaker
- Vineyard Manager
- Department Manager
- Non-manager
- Student or trainee
- Other

Indicate Primary Responsibility

- Winery Admin or Purchasing
- Winemaking
- Grapegrowing
- BOTH Growing & Winemaking
- Marketing & Distribution
- Retail & Hospitality
- Vineyard & Winery Supply
- Media & Public Relations
- Research & Academia
- Other than above

Indicate Primary Decisions

- Exclusive decision control
- Participate in decisions
- Have no control over purchasing

STEP 3: REGISTRATION (check options below - one form for each attendee, please)

- | | | EARLY BIRD
(by 3/1/10) | REGULAR
PRICE | |
|---|--|---------------------------|------------------|----------|
| <input type="radio"/> FULL PACKAGE | | | | |
| April 6-8, 2010 | | | | |
| This package affords access to Wine Club Summit on April 6, 2010 and Tasting Room Profitability on April 7-8, 2010, including seminars each day, entry to each respective trade show and lunch. | | \$435 | \$495 | \$ _____ |
| Plus as an added bonus, included in your seminar fee is a one-year (six issue) new or renewal subscription to <i>Vineyard & Winery Management Magazine</i> (\$37 value). | | | | |
| SINGLE EVENTS | | | | |
| If you prefer to attend only one of these events, indicate choice below. Included in your seminar fee is a one-year (six-issue) new or renewal subscription to <i>Vineyard & Winery Management Magazine</i> (\$37 value). | | | | |
| <input type="radio"/> WINE CLUB SUMMIT ONLY | Single day event Includes sessions, lunch and access to exhibits. | \$195 | \$225 | \$ _____ |
| April 6, 2010 | | | | |
| <input type="radio"/> TASTING ROOM PROFITABILITY ONLY | Two-day event includes sessions each day, lunch with wine tasting each day, entry to our afternoon Wine Reception on Day One, and access to the trade show each day. | \$369 | \$395 | \$ _____ |
| April 7-8, 2010 | | | | |
| TRADE SHOW ONLY | | | | |
| <input type="radio"/> Trade Show Access | This two-day pass allows you onto the exhibit hall floor each day of the trade show including lunch. | \$20 | \$25 | \$ _____ |
| April 7-8, 2010 | | | | |

Total Amount \$ _____

STEP 4: PAYMENT

- Credit Card (circle one) VISA MC AMEX Check or money order enclosed (payable to Vineyard & Winery Management Magazine)

Card Number _____ Card Holder Name _____

Signature _____ Exp _____ Security Code _____

TERMS & CONDITIONS Payment of registration fee is due in order to guarantee a spot at the event. Vineyard & Winery Management Magazine makes every effort to offer all sessions as planned. However, Vineyard & Winery Management Magazine reserves the right to alter the seminar programming (content/speaker/venue/date/time/etc) as necessary. Pre-registered attendees will be notified of postponement or cancellation of the event. Vineyard & Winery Management Magazine assumes no responsibility for non-refundable expenses incurred by registrants due to event cancellation. **CANCELLATIONS** All cancellations must be received in writing (to PO Box 2358, Windsor, CA 95492), even if a phone call precedes the written cancellation. Substitutions may be made at any time. A refund of the registration amount minus a \$25.00 service fee will be given for written cancellations made by March 22, 2010. Cancellations received after March 22, 2010 will not be entitled to any refund. Confirmed registrants who do not attend and do not cancel are liable for the entire registration fee. Please note: Non-payment does not constitute cancellation.

Register Now by any of these options!



800-535-5670



wwm-online.com/trpwcs



707-577-7705



Complete and mail the attached form with payment to:
 TRP and/or WCS Registration, c/o Vineyard & Winery Management Magazine
 PO Box 2358, Windsor, CA 95492

Preferred Event Lodging: FountainGrove Inn Hotel & Conference Center, 101 FountainGrove Parkway, Santa Rosa, CA 95403, 800.222.6101, www.fountaingroveinn.com. Individuals should call in your own reservation to 800.222.6101 no later than March 15, 2010. FountainGrove Inn is pleased to confirm a special rate of \$109/night based on single/double occupancy. Rates will be valid from April 4 - April 12, 2010. Please mention the name of this event when booking your reservation. For more hotels in the immediate and surrounding area, please visit the Sonoma County Tourism Bureau's web site Sonoma Country for more details. **Airfare/Rental Car Discounts:** Attendees receive special airfare discounts when flying directly into Charles M. Schulz Sonoma County Airport on Horizon Air. You'll also save on Avis car rentals or air travel on American Airlines. Visit our web site for specific details, prices, and applicable travel dates.

SOURCE: trpwcs10c