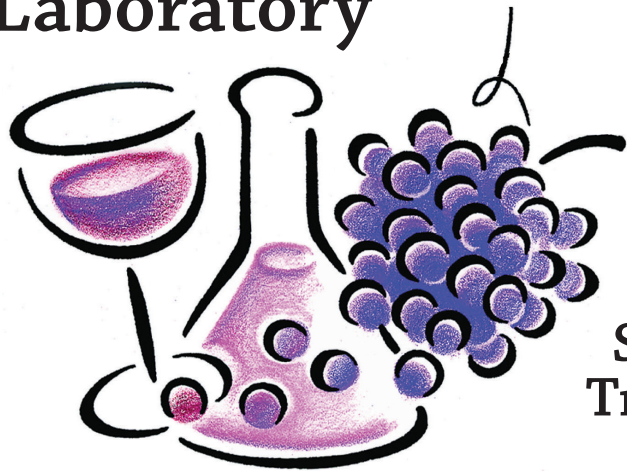


5th Annual

Managing the Winery Laboratory



Seminar & Trade Show

May 10, 2007

Flamingo Hotel, Santa Rosa, CA

EXHIBITOR PACKAGE

TRADE SHOW SPACE IS NOW BEING SOLD ON A FIRST-COME, FIRST-SERVED BASIS.

This is your chance to reach over 100 wine lab decision makers in a single place one afternoon! This event's loyal following makes it a sell-out every year.

- Increase customer knowledge
- Gather fresh, qualified leads
- Meet face-to-face with lab personnel
- Network with wine industry professionals
- Socialize with clients and prospects



Brought to you by
Vineyard & Winery Management
 ...the leader in wine industry education.

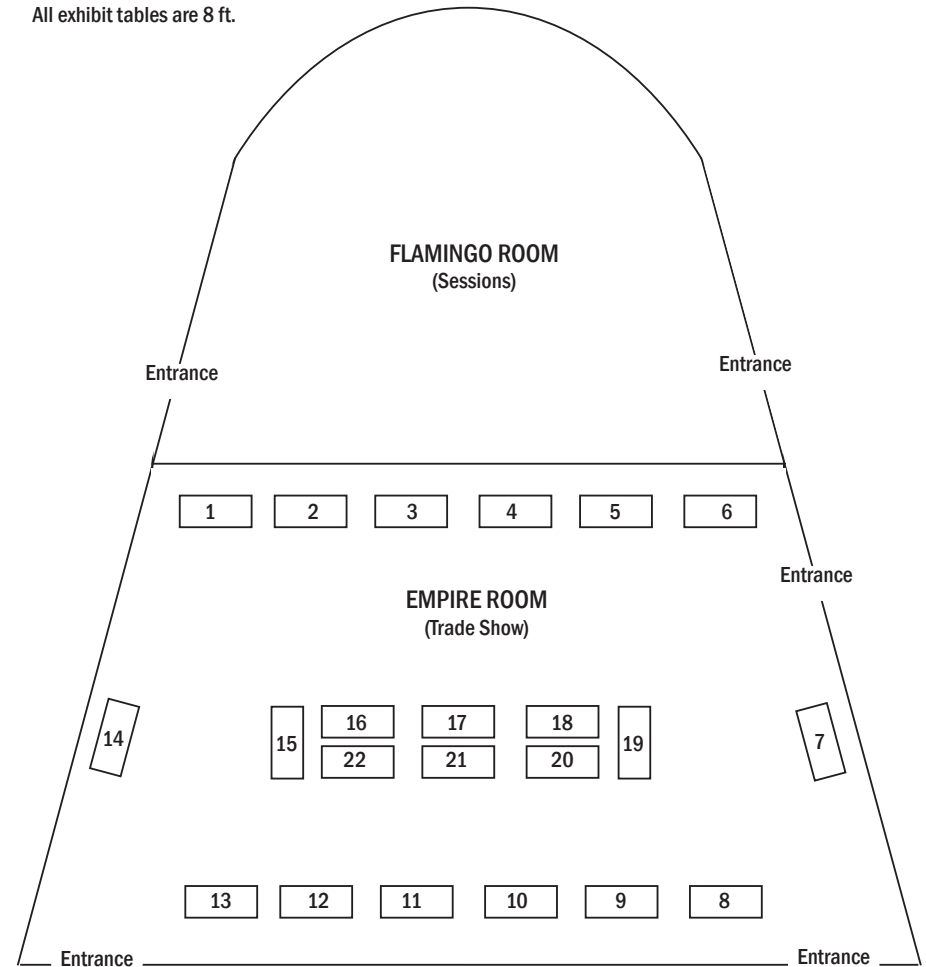
vwm-online.com

Vineyard & Winery Management

Managing the Winery Laboratory Seminar & Trade Show

Flamingo Hotel Trade Show Floor Plan

All exhibit tables are 8 ft.



FLAMINGO HOTEL
MAIN ENTRANCE

Increase Sales...Generate Qualified Leads

This unique venue provides you with the opportunity to get right into the wine lab without even setting foot through the winery door. That's because this event draws a loyal annual following of lab personnel out of the lab and into the classroom for a day of new and exciting information they need in order to improve their job performance.

Exhibiting here provides you with a cost-effective way to introduce or reacquaint your products to a captive audience of wine laboratory decision-makers. You'll have the chance to demonstrate and sell your products to hard-to-reach wine lab buyers, develop fresh and qualified prospects, increase your customer knowledge, socialize with your clients and network with industry professionals.

Call Bob Mignarri at 401-885-8788 x11 and secure your table today! This event is brought to you by Vineyard & Winery Management Magazine—the leader in wine industry education.

BOOTH PACKAGE & COST

The price to exhibit in 2007 is \$415 for one covered 8' exhibit table, one chair, 100v electricity, trade show passes and web link on vwm-online.com event page. Additional chairs available at \$5 each. Space is now being sold on a first-come basis. To discuss table assignments, call Bob Mignarri at Quality Event Management, 401-885-8788 x11 or fax 401-886-8020. Sign and mail the attached agreement to Managaing the Winery Laboratory, c/o Quality Event Management, 3960 Post Road, Warwick, RI 02886. For details online, visit vwm-online.com/lab.

CONVENIENT LOCATION

The show moves to the Flamingo Hotel in Santa Rosa, CA on May 10, 2007. The Flamingo, a non-union facility, is located in the heart of Santa Rosa — just 70 miles from San Francisco and Oakland International Airports.

ACCOMMODATING SCHEDULE

Thursday, May 10: 8 a.m. — Registration and coffee. 8-noon — Seminar Workshops. Noon-4:30 p.m. — Exhibits open in adjacent room.

MARKETING STRATEGY

This event will be advertised in every upcoming issue of *Vineyard & Winery Management* magazine and on our web site, including exposure on numerous related web sites and search engines. Marketing efforts will include a direct mail campaign, broadcast faxing and email to bring even more new and enthusiastic lab employees to the show. In addition, we will hyperlink your business name as a show exhibitor from our web site to yours or to a contact email address — merely provide us the link you wish to use.

SPONSORSHIP OPPORTUNITIES

Give your company's name the exposure it deserves — become an official show sponsor. Opportunities include attendee name badges, binders, coffee breaks. This is designed for companies eager to enhance their exposure to tasting room decision-makers. We invite you to get your name noticed! Those who secure a sponsorship by 2/1/07 will be included with the pre-conference promotional material. Contact Bob Mignarri at 401-885-8788 x11 immediately for details.

QUALITY PROGRAM

Our jam-packed conference encompasses your market by targeting both qualified buyers and managers. Barry Gump, Professor of Analytical Chemistry & Enology, California State University, Fresno, coordinates the line-up of wine industry experts and relevant topics.

EXHIBITOR BENEFITS

- **Free Advertising.** If you pre-register, your company will be highlighted in show ads promoting this event in *Vineyard & Winery Management* magazine. In addition, each exhibitor receives a FREE listing on our web site. We'll even hyperlink your business name to your web site or email address if you provide us with a link.
- **Leads!** You'll get a mailing list of all seminar attendees sent to you after the event for post-show follow-up.
- **Free Passes for your Customers and Prospects.** Your best and potential clients can receive free trade show passes.



MANAGING THE WINERY LABORATORY

A ONE-DAY CONFERENCE & TRADE SHOW

MAY 10, 2007

Flamingo Hotel, Santa Rosa, CA

Vineyard & Winery
Management

EXHIBIT SPACE APPLICATION & CONTRACT

Mail to: Quality Event Management
3960 Post Rd. Warwick, RI 02886
(401) 885-5830 Phone, (401) 886-8020 Fax

EXPECTED EXHIBIT DAYS & HOURS:
Thursday, May 10, 2007: Noon - 4:30 p.m.

Please accept this request for a table top exhibit at Managing the Winery Laboratory, a trade show being held at the Flamingo Hotel, Santa Rosa, CA on May 10, 2007. Complete this section as it should be published (please type or print clearly).

| | | | |
|---|--|--------------------|----------------|
| Company Name _____ | | Web site _____ | |
| Address (No P.O. Boxes please) _____ | | Phone _____ | Fax _____ |
| City _____ | | State _____ | Zip Code _____ |
| Exhibit Manager (Individual in charge of table) _____ | | Phone #/Ext. _____ | Email _____ |

IMPORTANT! DO NOT MISS THIS BENEFIT! INCLUDE A BRIEF DESCRIPTION OF YOUR EXHIBIT AS YOU WISH IT TO APPEAR IN PRINT (10 WORDS OR LESS).

We would like to give a technical demonstration or speak during a session.

We would like information on sponsorship opportunities.

Prices: All 8' tables are \$415 each. Includes one chair and 110v standard electricity, and web link on seminar page of vwm-online.com.

1st Choice - Table (s) # _____ 2nd Choice - Table (s) # _____

Indicate number of additional chairs @ \$5 each _____

Indicate number (1-50) of desired free VIP Trade Show Passes _____

Please reserve _____ lunch(es) at \$25 each.

Payment: 100% payment must accompany contract.

Remittance: Make checks payable to Quality Event Management.

Credit Card: Master Card Visa American Express

Credit Card Number _____ Exp. Date _____

Name as appears on card _____ 3-Digit Code _____

Applicant's Authorized Signature _____ Title _____ Date _____

FOR OFFICE USE ONLY

Acceptance of Application: This contract for exhibit space is accepted and the space listed below is assigned to change at Management's discretion should circumstance require.

Total Rental \$ _____ Deposit \$ _____ Balance \$ _____

Table Assigned: _____ Per: _____ Date: _____