

Cornell University
College of Agriculture and Life Sciences
Enology and Viticulture Program

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Re: Trade Show at the 38th New York State Wine Industry Workshop

Dear Wine Industry Colleague,

On behalf of the organizing committee, it is my pleasure to invite you to participate in the 38th New York State Wine Industry Workshop Trade Show Wednesday and Thursday April 1st-2nd, 2009 in Ithaca, NY. The NY Wine Industry Workshop is the largest regular wine meeting in New York and is attended by winery owners, winemakers, as well as extension associates, faculty and students from New York and other North Eastern regions including Ontario. In 2009, the workshop will take place in Ithaca in the heart of the Finger Lakes wine region and within a short drive of more than 100 vineyards and wineries, providing the opportunity to arrange for visits to local customers in this week. The workshop program features notable speakers from Germany and the United States and will provide a variety of presentations including winery technology, microbiology, sustainability and marketing.

In addition to the exciting program, we have scheduled many opportunities for workshop attendees to visit and interact with the trade show, including breaks, long lunches and dedicated time on Thursday afternoon. The trade show area will be directly adjacent to the meeting space, making it simple for attendees and exhibitors to interact (see attached floor plan). We are also offering a raffle-type activity where consumers will be required to visit each booth and collect information needed to enter a drawing for prizes. We have scheduled time for up to four seminars from trade show presenters who are so inclined - please contact us as soon as possible if you wish to take advantage of this possibility. The following pages list the registration information and also sponsorship opportunities. We hope you will join us in Ithaca in April to meet with the present and future of the NY wine industry. Thank you for your consideration.

Sincerely,

Chris Gerling, Trade Show Chair

38th Wine Industry Workshop Trade Show - April 1 & 2, 2009
Clarion Hotel University Hotel & Conference Center, Ithaca, NY USA

Trade Show Registration

Exhibitor Information - Information & Fees

Please select one option below by circling the registration fee and indicating the date (if applicable)

Table size	1 Day (please indicate April 1 st or 2 nd)		2 Days
8 ft. table (8' x 3')	\$150	Wed April 1_____ Thu April 2 nd _____	\$275
6 ft. table (6' x 3')	\$115	Wed April 1_____ Thu April 2 nd _____	\$200

Notes: The fees includes access to all seminars and trade show, lunch and morning and afternoon coffee breaks. Since the trade show floor will be on an upper level, all machinery/ equipment will be limited by size and weight to what will fit in a standard (non-freight, 3' x 3') elevator. Larger equipment may be brought to the exhibition floor using the staircase, which is larger. In addition, the teaching winery (off-site) will be hosting a reception on Wednesday, April 1 and we can accommodate some large equipment there. Please contact us ASAP for details.

Please fill out each line below and please print clearly.

Company Name to Appear in Program:

Address:

City:

State/ Zip/ Country:

Phone:

Fax:

Email:

Web site:

Contact:

Interested in providing a seminar? Please Contact us: 315-787-2277

Acceptance of Terms and Signature

I the undersigned, hereby apply to Cornell University for the use of exhibit space at the 38th New York Wine industry Workshop Trade Show (WIW), Ithaca, NY April 1 & 2, 2009, and, upon acceptance of this application by the WIW agree to pay the fees specified herein and be bound by the terms and conditions set forth in the attached legal disclosure,

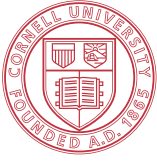
Authorized Signature:

Printed Name:

Title:

Date:

Please fax your completed contract to 315-787-2443



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38th Wine Industry Workshop Trade Show
April 1 & 2, 2009
Clarion Hotel University Hotel & Conference Center
Ithaca, NY USA

Sponsor Form

There are many choices available for those who would like to sponsor some portion of the NY Wine Industry Workshop. Sponsors will receive verbal recognition from the session moderators as well as the opportunity to have their logos featured prominently on the presentation screen before and between speakers. Sponsors will also be listed on any accompanying printed day schedules and on the proceedings CD that each attendee receives. For those who wish to sponsor lunches or breaks, placards with company logos will be placed prominently on food-service tables.

Listed below are some of the options. If you would like to be a sponsor but don't see the perfect choice below, please feel free to contact us.

Sponsor Levels:

Session Sponsor- \$500

Platinum Level- \$500

Gold Level- \$250

Silver Level- \$100

To sponsor a lunch/ break please contact us: 315-787-2277

Company name as you would like it mentioned: _____

Note: Please provide an electronic version of your logo by March 20th to: cjg9@cornell.edu

RULES AND REGULATIONS -38th New York Wine Industry Workshop Trade Show (hereinafter WIW)

1. EXHIBIT CONDITIONS - Facility lighting does not illuminate all areas evenly and effectively and WIW will not assume responsibility for providing additional lighting. WIW reserves the option in any emergency to either substitute comparable display space if required by unforeseen circumstances, or to refund the exhibit fee. All pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility shall bind exhibitors or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held. No exhibitor shall so arrange his exhibit so as to obscure or prejudice adjacent exhibitors.

2. INSURANCE - Exhibitor shall carry its own insurance. WIW and the exhibition facility assume no responsibility for the safety of the properties of the exhibitor, its officers, agents or employees from theft, damage by fire, accident or any other cause whatsoever, and the exhibitor expressly agrees to save and hold harmless WIW and the exhibition facility and their respective WIW, agents and employees from any and all liability resulting from injuries or damage to exhibitor, its agents, employees, persons and/or properties in connection with the exhibitor's use of the exhibit space.

3. EXHIBITION SPACE - On the exhibition space, a draped table (8' x 3' or 6' x 3') with an identification sign and one chair will be provided by WIW without cost to the exhibitor. If an exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard equipment, no part thereof shall so project as to obstruct the view of adjacent spaces. No display may exceed a height of eight feet without prior communication with WIW.

6. MUSIC, PHOTOGRAPHY AND COPYRIGHTED MATERIAL - Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor's booth, display, hospitality suite or any form of entertainment. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to WIW proof satisfactory that the exhibitor has, or does not need a license to use such music or copyrighted material. WIW reserves the right to remove from the exhibitor all or any part of any booth, display, hospitality suite or any form of entertainment which incorporates music, photographs, or other copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for an shall indemnify and hold WIW, their agents and employees, harmless from all loss, cost, claims, causes of action, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent, copyright or trade secret rights or privileges.

7. TAXES AND LICENSES - Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local, state or federal law applicable to their activity at the exhibition. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with their activities at the exhibition.

8. ELIGIBLE EXHIBITS - Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to registrants. WIW reserves the right to determine the eligibility of any product for display.

9. LIMITATION OF LIABILITY - The Exhibitor agrees to indemnify and hold harmless the WIW, the Co-Sponsors, Owner, Exhibition Hall Facility, and City in which this Exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space herein contracted for by reason of personal injuries, death, property damages or any other cause sustained by any persons or others. The WIW shall not be responsible for loss or damage to displays or goods belonging to exhibitors, whether resulting from fire, storms acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk, and should be safeguarded at all times. WIW will provide the services of a reputable protective agency during the period of installation, show and dismantling, and Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of the WIW to supervise and protect Exhibitor's property within the Exhibition. Exhibitors may furnish additional guards at their own cost and expense only with prior approval by WIW. The Exhibitor agrees that WIW shall not be responsible in the event of any errors or omission in the listings in the Exhibitors' Official Directory and in any promotional material. Exhibitor agrees to indemnify WIW against and hold it harmless for any claims and for all damages, costs and expenses, including, without limitation, attorneys' fees and amounts paid in settlement, incurred in connection with such claims arising out of the acts of negligence of Exhibitor, his Agents or Employees.

10. DAMAGE TO PROPERTY - Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to other Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives or other coating to building columns and floors or to standard booth equipment.

11. SOUND LEVEL - Mechanical or electrical devices that produce sound must be operated so as not to prove disturbing to other Exhibitors. WIW reserves the right to determine the acceptable sound level in all such instances.

