

## 2008 CRUSHPAD WINE MARKETING & SELLING SEMINAR & WORKSHOP

**MARK YOUR CALENDAR! September 19 – 21, 2008** Crushpad is holding its 2<sup>nd</sup> Annual Marketing and Selling Seminar and Workshop at The Lodge at Sonoma.

**IT'S HARVEST TIME! Reserve Your Room By August 28, 2008!**  
**(Discounted rooms through Crushpad will not be available after August 28, 2008)**



### EVENT SUMMARY

Come enjoy a luxurious weekend in Sonoma during the most exciting time of year - Harvest! Learn the ins and outs to marketing and selling your brand while indulging in everything wine country has to offer from dining, golfing, shopping, rejuvenating spas, and much more.

#### Friday, September 19, 2008 – Welcome to Wine Country

3:00 p.m. – 4:00 p.m. Napa Valley Vineyard Tour – Educational tour guided by industry professional and photo opportunity for web site  
6:30 p.m. – 7:30 p.m. Reception at The Lodge at Sonoma

#### Saturday, September 20, 2008 – Seminar and Workshop

8:00 a.m. – 9:00 a.m. Hosted Breakfast  
9:00 a.m. – 12:00 p.m. Keynote Address: **Michael Brill**, CEO Crushpad  
Speaker 1: **Steve Myers** of Duckhorn Wine Company  
Speaker 2: **Tom Wark** of Wark Communications and Fermentation: The Daily Wine Blog  
12:00 p.m. – 12:30 p.m. Leading **Commerce Partners** Share Their Secrets for Success in a round table discussion  
12:30 p.m. – 1:30 p.m. Hosted Lunch  
1:30 p.m. – 4:30 p.m. Small group, hands-on breakout sessions lead by industry professionals

Afternoon Breakout Session 1 (select one per attendee):

\_\_\_\_\_ 1:30 p.m. – 2:30 p.m. **Brand Building for Small Winery** with Dixie L. (Gill) Huey  
\_\_\_\_\_ 1:30 p.m. – 2:30 p.m. **Personal Selling to Retailers/Restaurants** with Keith Lindstrom

Afternoon Breakout Session 2 (select one per attendee):

\_\_\_\_\_ 2:45 p.m. – 3:45 p.m. **PR Engage Wine Press** with Dixie L. (Gill) Huey  
\_\_\_\_\_ 2:45 p.m. – 3:45 p.m. **Personal Selling to Retailers/Restaurants** with Keith Lindstrom

#### Sunday, September 21, 2008 – Crushpad Winery

1:00 p.m. – 3:00 p.m. Visit Crushpad in San Francisco and participate in an interactive educational experience

(OVER)

**Reserve Your Room Today! A Limited Number of Discounted Rooms Are Still Available.**

**LODGING and SEMINAR Weekend – September 19 - 21, 2008**

Price Includes: Two nights lodging, seminar, vineyard tour, reception, breakfast and lunch (Saturday), and Crushpad Winery educational experience.

\_\_\_\$ 900.00 for *one* Commerce Partner\*      \_\_\_\$1,250.00 for *one* Non-Commerce Partner\*\*  
\_\_\_\$1,000.00 for *two* Commerce Partners\*      \_\_\_\$1,500.00 for *two* Non-Commerce Partners\*\*

**SEMINAR Only – September 20, 2008**

Price Includes: Seminar, vineyard tour, breakfast and lunch (Saturday), and Crushpad Winery educational experience.

\_\_\_\$125.00 per Commerce Partner\*      \_\_\_\$250 per Non-Commerce Partner\*\*

\*Commerce Partner status determined by participation in Crushpad Commerce program.

\*\*Non-Commerce Partners will receive a refund of the price difference if participation in the Crushpad Commerce program is established by December 31, 2008.

**REGISTRATION**

(Please complete and return this form to the address below)

**First and Last Name of Attendee(s):** \_\_\_\_\_

**Commerce Wine Brand (if applicable):** \_\_\_\_\_

Abbi Papendick  
Crushpad  
2573 3<sup>rd</sup> Street  
San Francisco, CA 94107  
E-mail: [abbi@crushpadwine.com](mailto:abbi@crushpadwine.com)  
Tel: 415.864.4232 ext. 272  
Fax: 415. 276-8964

Please make checks payable to **Crushpad**.

**Credit Card Information**

Name (as it appears on Card): \_\_\_\_\_

Type of Card (circle one):    Visa    American Express    MasterCard    Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Security Code (on back): \_\_\_\_\_

Billing Address (associated w/ card):  
\_\_\_\_\_  
\_\_\_\_\_

**CANCELLATION POLICY**

Should you find it necessary to cancel your reservation prior to August 28, 2008 you will receive a full refund. Cancellations after August 28, 2008 will not be refunded.