



LICENSE TO STEAL:

NATIONAL WINE MARKETING CONFERENCE

April 1-2-3 -- Host property: The Lodge at Geneva, Ohio [www.thelodgeatgeneva.com] - \$79 room rate
Beginning at 1 p.m. on April 1 and concluding at 12:30 p.m. April 3

Why should I attend and bring my key staff – and maybe even those ancillary tourism businesses who benefit from having the wine community in their midst ???

- The best marketing minds in the wine and tourism communities will share their best 'secrets'
- The networking opportunities will exceed your expectations.
- The registration fee is very affordable .
- Some of the nation's most respected wine editors, authors and publishers will be on hand:
 - One of the Keynoters is Tim Morarity, editor of Wine Enthusiast
 - The second Keynoter is Bill Geist, nationally acclaimed tourism and marketing speaker from Madison, Wisconsin
 - The third 'Star' will be Patrick Fegan of the Chicago Wine School
- Several additional national and regional wine and tourism media outlets will also be in attendance to listen to your stories, network throughout the conference and give advice on how to best attract attention to your winery and your region

Where else will you have ONE-ON-ONE access to so many 'influentials' in the wine business – in the wine media and in consumer press?

Major topics to be covered:

Wine Trails

Wine Schools

Trends to Watch

Generational Marketing

'Women Who Wine'

Save Big Bucks through Shared Advertising

Wine and Chocolate as a hook

'Meet the Editor' – a panel of experts

'Steal' session – the best ideas from participating states

Interstate shipping – How New York is penetrating the Florida market

Wine festivals: some nuts and bolts to generate dollars and publicity

And much, much more.....Join us April 1-2-3

Register on line at: www.NationalWineMarketing.com -- \$195 for the first person from an organization, \$165 for the second or more from the same business