

## Direct to Consumer Symposium 2010: Register Now for the Wine Industry's Most Comprehensive Summit on Direct Marketing & Sales

October 20, 2009, Napa, CA, – The Direct to Consumer Symposium today announced that online registrations are being accepted for the wine industry's premier summit on direct marketing and sales at [www.coalitionforfreetrade.org/symposium](http://www.coalitionforfreetrade.org/symposium). The third annual event will take place on Tuesday, January 19, 2010 at Hyatt Vineyard Creek Hotel & Spa in Santa Rosa, California.

Presented by Coalition for Free Trade and Free The Grapes!, the Direct to Consumer Symposium brings together the brightest wine industry minds and leaders to discuss today's trends and tools helping wineries grow their direct to consumer sales. It features speakers from inside and outside the wine industry, discussing their approaches to marketing and how they can help wineries succeed in current economic conditions.

"Each year attendees say the Direct to Consumer Symposium was the single most important conference they attended on wine direct marketing and sales," said Brian Baker, this year's chairman and Vice President of Sales and Marketing at Chateau Montelena winery. "We've put together an impressive line-up of topics and speakers for January's event that is guaranteed to help wineries gain a competitive advantage in the marketplace."

Sessions topics will include:

- **Acquisition: Targeting New Customers** - A panel of experts will explore how to leverage tourism, social media, and mobile media marketing to attract new customers and retain them.
- **Boosting Brand Advocacy: How to Integrate Social Media into Your Marketing Program** – Learn how to use Twitter, Facebook, and other social networking sites to build brand awareness and increase direct to consumer sales.
- **Hot Trends In Direct to Consumer Marketing** – Stay ahead of the Web 2.0 curve in 2010 by learning which hot trends and emerging tools will help improve your marketing and sales initiatives.
- **Marketing Promotions and Compliance** – Update on the ABC guidelines for winery marketing and sales promotions.
- **Wine Club 101** - Wine club experts will provide insight on tools and technology, key metrics for measuring success, and proven tactics for turning your wine club into a profit center.
- **Retention: Keeping you Customers** – Discover the latest CRM, e-commerce, and email marketing tools designed to retain customers.

For more information and updates on speakers and workshop sessions visit [www.coalitionforfreetrade.org/symposium](http://www.coalitionforfreetrade.org/symposium). Tickets are \$275 per person through December 4, 2009, then \$325 thereafter. Registration includes participation in the general session, lunch, workshops, trade show and reception.

To receive email updates on sessions, speakers and registration, sign up to the winery email list at <http://www.freethegrapes.org/signup.html>.

Many past sponsors are returning to support the 2010 event, including FedEx, Nexternal Solutions, Benson Marketing Group, ShipCompliant, WTNServices, Golden State Overnight, Heritage Paper, WineCountry.com, Wine Institute, Napa Valley Vintners, and Chateau Montelena.

To inquire about sponsorship opportunities, contact Jeremy Benson at (707) 254-1107 or [benson@bensonmarketing.com](mailto:benson@bensonmarketing.com). You can also find sponsorship packages and forms online at <http://www.coalitionforfreetrade.org/symposium/sponsorship.html>.

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