



# Annual Meeting & Conference

**November 11-12, 2024**

**Omni Hotel  
Charlottesville, VA**

[www.vawine.org](http://www.vawine.org)

As a sponsor of the VWA Annual Meeting & Conference, your company's name and logo will be showcased as an integral part of this event. In addition to receiving complimentary registration for one attendee, your company logo will appear in the Conference Program, event signage, inclusion of giveaways and promotional materials in attendee gift bags, and in conference related emails. Sponsorship requests will be honored in the order received, so don't delay...SPONSOR TODAY!

## Sponsorship Opportunities

- Monday Breakfast Sponsor..... **\$1,100**
- Monday Lunch Sponsor ..... **\$1,320**  
*(includes 5 minutes to speak to VWA membership during lunch)*
- Monday Reception Sponsor ..... **\$1,650**
- Tuesday Breakfast Sponsor ..... **\$1,100**
- Tuesday Lunch Sponsor ..... **\$1,320**  
*(includes 5 minutes to speak to VWA membership during lunch)*
- Technology Sponsor ..... **\$1,100**  
*(includes your company ad displayed during breaks)*
- Full page ad on program inside front cover..... **\$550**
- Full page ad on program back cover..... **\$550**
- Exhibitor bingo prize ..... **\$550**

Sponsorship requests will be honored in the order received, so don't delay ... SIGN UP TODAY!

## Exhibitor Info

As an exhibitor of the VWA Annual Meeting & Conference, your company's name and logo will be showcased as an integral part of this event. In addition to receiving complimentary registration for two attendees, one 6' draped table & two chairs, 1/2 page ad in the Conference Program, company logo on event signage, inclusion of giveaways and promotional materials in attendee gift bags, and in conference related emails. Exhibitor booths will be assigned in the order received, with 25 total available, so don't delay...SIGN UP TODAY!

Set-up is available after 6:00 p.m. on Sunday, November 10th or on Monday morning November 11th beginning at 7:00 a.m. and tear down on Tuesday.

- Members ..... **\$1,200**
- Non-Members ..... **\$1,500**



**AGENDA** \*Topics/Speakers are subject to change

**Day 1 – November 11, 2024**

**8:00 AM**

**Registration Open, Visiting with Exhibitors, Breakfast**

**9:00 – 9:05 AM KICK OFF**

**9:05 – 9:35 AM**

**Marketing Update**

*Annette Boyd, Wine Marketing Office*

**9:35 – 10:45 AM**

**Sustainable Practices Panel Discussion**

**Moderator:** *Stephanie Pence, Brix and Columns Vineyards*

**Panelists:** *Joe Moore, Tiger Solar; Matt Wade, Virginia Clean Cities; Heidi Wren Reyer, Packaging Works; Samantha Dobra, Hauser Packaging Inc.*

**10:45 – 11:00 AM**

**VWDC Update**

*Staci Saunders, Operations Manager, VWDC*

**11:00 – 11:15 AM**

**VVA Update**

*AJ Greely, President, VVA*

**11:15 – 11:30 AM**

**VWB Grants Update**

*Jennifer Reichert, Virginia Wine Board Grants and Budget Manager*

**11:30 AM – 12:15 PM – LUNCH**

**12:15 – 12:45 PM**

**Annual Membership Meeting**

**12:45 – 1:30 PM**

**Free the Grapes!**

*Thea Schlendorf, Executive Director*

**1:30 – 2:00 PM**

**Legislative & Election Update**

*Michael Kaiser, Executive VP and Director of Government Affairs, WineAmerica*

**2:00 – 2:15 PM – BREAK**

**2:15 – 2:45 PM**

**Low & Non-Alcohol Wines**

*AJ Greely, Winemaker, Hark Vineyards; Lee Hartman, Winemaker, Bluestone Vineyard*

**2:45 – 3:05 PM**

*Cathy Huyghe, CEO and Co-Founder, Enolytics*

**3:05 – 3:30 PM**

*Matthew Brown, Managing Partner, New World Wine Consulting*

**3:30 - 4:30 PM**

**Regulation & Rules Round Up**

*Mary Beth Williams, President, Williams Compliance*

**5:00 – 6:30 PM – Awards Reception**

**Day 2 – November 12, 2024**

**8:30 AM**

**Registration Open, Visiting with Exhibitors, Breakfast**

**9:00 – 10:00 AM**

**The Science of Flavor Perception**

*Steven D. Munger, PhD, Professor, Co-Director of Research, Otolaryngology, UVA*

**10:00 – 10:45 AM**

**Winemaker Application Activity**

**10:45 – 11:00 AM**

**Break (Visiting with Exhibitors)**

**11:00 – 12:00 PM**

**Governor’s Cup Case Tasting & Discussion (Flight 1)**

**12:00 PM – 1:00 PM LUNCH**

**1:00 PM – 1:15 PM**

**Group Sensory Activity**

**1:15 – 2:15 PM**

**Multisensory Nature of Perception, Genetic Diversity, Environmental Factors, Expectation**

*Steven D. Munger, PhD, Professor, Co-Director of Research, Otolaryngology, UVA*

**2:15 – 2:30 PM Break (Visiting with Exhibitors)**

**2:30 – 3:15 PM**

**Governor’s Cup Case Tasting & Discussion (Flight 2)**

**3:15 PM - 3:30 PM Break**

**3:30 PM – 4:10 PM**

**Governor’s Cup Case Tasting & Discussion (Flight 3)**

**4:10 PM CLOSING REMARKS**



A room block has been reserved at the [Omni Hotel Charlottesville](#) for the nights of Sunday, November 10th and Monday, November 11th. To receive your discounted rate of \$195 please click [HERE](#) to reserve.

The room block rate is available until Friday, October 11, 2024 or until the block is sold out, whichever comes first.

**CONFERENCE ATTENDEE REGISTRATION INFORMATION**

	MEMBER	NON-MEMBER
Day One	\$175	\$275
Day Two	\$175	\$275
Both Days	\$300	\$450

Full payment must accompany registration. No refunds will be given after Monday, November 4th; substitutions are acceptable. To pay by credit card, [click here](#) to register online. For any questions, please contact Laura Lake at (434) 326-9813 or [info@vawine.org](mailto:info@vawine.org).

Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_ Date: \_\_\_\_\_