



Call for Speakers: Fifth Annual Direct to Consumer Wine Symposium, January 18-19, 2012

Trade Show Sponsorships Selling Out Fast

Napa, CA (July 27, 2011) – The 2012 Direct to Consumer Wine Symposium is now accepting [speaker submissions](#) to its annual summit on wine direct marketing and sales.

The event is once again seeking qualified speakers who can discuss the latest tools and trends for winery e-commerce, tasting room operations, wine club management, and cutting-edge direct to consumer technologies. Speaker proposal outlines are due by Friday, August 5, 2011 to Karen Barnes at karen@winedirectmarketing.com. “We are diversifying our search for speakers this year to attract a broader array of expertise showcasing proven tactics and solutions that attendees have come to expect from our summit each year,” said Barnes.

Brisk Response from Trade Sponsors

The event has already attracted an impressive list of wine trade sponsors, including FedEx, WTN Services, Benchmark Consulting, Elypsis, Inc., Benson Marketing Group, eWinery Solutions, GSO (Golden State Overnight), ShipCompliant, Wines & Vines, Wineshipping, and WISE Academy.

Only 13 trade show slots remain. Interested companies should contact Toni Lizotte at Lizotte@bensonmarketing.com or (707) 254-1115.

The Direct to Consumer Wine Symposium will be held on January 18-19, 2012 at the prestigious Stanford Court Hotel in San Francisco's Nob Hill neighborhood. For the past four years, the Direct to Consumer Wine Symposium has brought together winery owners, marketers, and tasting room managers to discuss the latest strategies and tactics helping wineries increase their direct to consumer business.

The event is presented by and a fundraiser for Free the Grapes! and Coalition for Free Trade, two organizations who have worked tirelessly with local winery associations and industry representatives to increase the number of legal direct shipping states from 17 to 38 in the last decade, including the recently opened state of Maryland.

To receive periodic email updates on the event please sign up to the Free the Grapes! winery email list at www.freethegrapes.org/signup.html

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