

1st Annual  
**Los Angeles  
Wine Expo**

August 23 – 24, 2008 | Los Angeles Convention Center

**Trade Registration Application**

To be approved to attend the Los Angeles Wine Expo as a member of the trade, please fill in ALL of the information below. As a qualified member of the trade, you may attend FREE of charge.

Please have each member of your establishment register separately. Once approved, you will receive an email confirming your registration. You must bring proper identification along with proof of your affiliation with the establishment that is listed on your application.

**HOW TO REGISTER:**

1. Complete all the information below
2. Fax to: 708-344-4444

**Or mail to:** Los Angeles Wine Expo, P.O. Box 624, Brookfield, IL 60513-0624

Badges will NOT be mailed and must be picked up onsite. Please bring your confirmation with barcode to the Los Angeles Wine Expo registration counter onsite and your badge will easily be printed for you.

For the trade only. No one under 21 will be admitted, including infants. For additional questions call us at (800) 840-5612.

**Pre-Registration Deadline:** August 19, 2008

After this date you may register on-site for \$50.00 per person.

**1. CONTACT INFORMATION**

First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company Name \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Business Phone \_\_\_\_\_ E-Mail (to receive confirmation) \_\_\_\_\_

**2. REGISTRATION INFORMATION**

**1. Your Specifying Role**

- A  Recommend the purchase of wine
- B  Make final decision on the purchase of wine
- C  No role

**2. What Is The Nature Of Your Business?**

- A  Wine Retailer
- B  F&B Hotel Industry
- C  Restaurant Industry
- D  Caterer
- E  Supplier
- F  Export/Producer
- G Other: \_\_\_\_\_

**3. What Is Your Title?**

- A  Wine Buyer
- B  Sommelier
- C  Owner
- D  Wine Salesperson
- E  Beverage Manager
- F  Chef
- G  Cellar Master
- H  Director of Catering
- I  Bar Manager
- J  President
- K  General Manager
- L  Director of Food & Beverage
- M  Import Manager
- N Other: \_\_\_\_\_

**4. How Much Wine Does Your Establishment Purchase Annually?**

- A  Less than \$10,000
- B  \$ 10,001 - \$24,999
- C  \$ 25,000 - \$99,999
- D  \$ 100,000 - \$249,999
- E  \$ 250,000 - \$499,999
- F  \$ 500,000 - \$999,999
- G  \$ 1 million+
- H Other: \_\_\_\_\_

**5. What Is Your Business' Annual Volume Of Sales?**

- A  Less than \$10,000
- B  \$ 10,001 - \$24,999
- C  \$ 25,000- \$99,999
- D  \$ 100,000 - \$249,999
- E  \$ 250,000 - \$499,999
- F  \$ 500,000 - \$999,999
- G  \$ 1 million+
- H Other: \_\_\_\_\_

**6. How Did You Hear About The Expo?**

- A  Post Card In The Mail
- B  Ad In The California Beverage Industry News
- C  A Distributor
- D  Website
- E Other: \_\_\_\_\_