

International Cool Climate Wine Symposium Sponsorship Guide



Brock University will host the 10th International Cool Climate Wine Symposium in July 2020.

Situated atop the picturesque Niagara Escarpment in St. Catharines, Ontario Canada. Brock is home to the Cool Climate Oenology and Viticulture Institute – otherwise known as CCOVI – an internationally recognized institute focused on addressing the research priorities and knowledge transfer needs of the Canadian grape and wine industry.

Together, CCOVI and its partners comprise the 2020 ICCWS Organizing Committee, ensuring rigorous scientific content and engaging programming for all participating delegates.

Get involved in sponsorship opportunities:
iccws2020@brocku.ca
iccws2020.ca

Brock
University



Sponsorship Opportunities

** Logo size is determined by sponsorship level*

All sponsors receive the following benefits:

- Hyperlinked logo* on the ICCWS 2020 home website
- Full color logo* in the Electronic Technical Program (PDF)
- Full color logo* on back cover of the printed Technical Program
- Full color logo* at on-site registration desk
- Appropriate acknowledgement in sessions
- Additional benefits are listed within each sponsorship opportunity

Research Seminars | \$2,000 per Seminar

Viticulture

- **Keynote:** Modelling grapevine phenology and impacts of climate change on viticulture
- Grapevine stress physiology
- Vineyard management to improve fruit quality
- Viticulture flash talks
- Vineyard pest management
- Vineyard disease management
- Grapevine breeding and rootstocks
- Improving vineyard sustainability

Oenology

- **Keynote:** The global wine industry view of climate adaptation and the challenges of new technology adoption in wineries
- Wine taint management
- Skin fermented white wines
- Minimal intervention winemaking
- Oenology flash talks
- Rosé wine
- Tropical fruit flavours
- Green flavour in red wines
- Sustainable wineries
- Non-alcoholic and low alcohol wines
- Yeast, bacteria and nutrients
- Sensory analysis and flavour chemistry related to wine style, regional identity and winery technology
- Red winemaking and phenolic management for mouthfeel & texture
- Tackling fake wine

Business

- **Keynote:** Building a sustainable wine business: People, place and profit?
- Why wine consumers buy what they buy (understanding customers more through virtual reality and augmented reality)
- Territorial branding and management (sense of place, authenticity, character, and more)
- Economic consequences and business implications of climate change
- Exploring the nexus between wine consumers and terroir
- The integration and separation of the digital and physical worlds of wine (what do they do to transaction and customer relationship management?)
- Learning and managing consumer perceptions of cool climate wines and grape varieties
- Women and other new faces in the cool climate wine world: Innovators, trailblazers, and more

Science Communication

- **Keynote:** Climate change and wine science communication: scientists, media and the public
- Communicating wine additives, allergens and labelling

Tastings | \$2,000 per Tasting

Oenology

- EU & US hybrid wines
- Canadian sparkling wine
- Canadian Cabernet franc wines
- Appassimento wines

Sponsorship Opportunities

Workshops | \$1,000 per Workshop

Viticulture

- Virus disease impacts and management
- Managing vineyard floor vegetation
- Precision vineyard management
- Reducing and mitigating cold damage

Oenology

- Aroma training (x 2 workshops)
- Developments in consumer wine sensory analysis

Business

- Emerging wine marketing technologies (can we balance tradition with innovation, and how?)
- Emerging wine marketing technologies: If it possible to do more with less? If so, how?
- Local, regional, and global movement of cool climate wines under the trade, tariff and non-tariff trade barriers to trade

Science Communication

- Data visualisation: Introduction to R & Python (2 workshops)
- Challenges with social media as a science communication tool
- Wine experiments and games for science and food festivals

Master Classes | \$1,000 per Class

Viticulture

- Sustainable winegrowing programs
- Management of invasive pests
- Grapevine crown gall management
- New technologies for vineyard management

Oenology

- Rot management in the winery
- Mitigation strategies for protein haze in wine

Science Communication

- Art of wine science
- How advisors and consultants can use modern tools and multimedia to rapidly influence grower decision making
- Integrating weather and climate science into viticulture and wine production investments

Business

- Building a successful beverage tourism destination

Panel Debates | \$1,000 per Debate

Business

- Wine industry and the growth of many home grown industries (breweries, distilleries, and legalized cannabis)
- Cool climate wine industry's opportunities and challenges for small and medium sized wineries

Science Communication

- Communicating science to grape growers and winemakers
- Media session: climate change & wine communication, and how to tackle miscommunication?