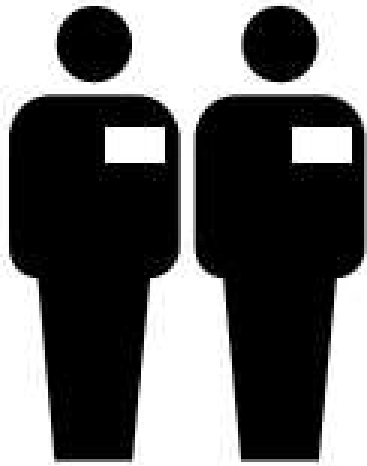


PRIMARY OBJECTIVE AT THE EVENT



**Product
Familiarization**

Attendee Objective



**Brand Awareness
+ New Listings**

Winery Objective