



The Fine Print: Best Practices for Guest Speakers

As a trade association, Wine Institute brings together members of the wine industry that may compete with one another. All Wine Institute meetings and activities must comply with applicable antitrust and competition laws. When engaging outside speakers, staff should help ensure presentations and discussions remain compliant. The resources and checklist below provide practical guidance for preparing speakers and maintaining compliance at Wine Institute meetings and events.

Guidance

First, please review and use the following resources when planning a meeting that features a guest speaker:

- [Speaker Guidelines](#). Outlines best practices when inviting speakers to Wine Institute meetings and events. It may be shared with Wine Institute committee and working group members involved in planning meetings.
- [Speaker Guidance](#). Intended for guest speakers and may be shared directly with them or incorporated into speaker communications. It includes meeting expectations, compliance reminders, and a sample disclaimer statement.
- [Antitrust Guidance](#). Summarizes permissible and prohibited discussion topics from an antitrust compliance perspective and should be reviewed by meeting organizers and speakers before the meeting.

Copies of the files above can be accessed on Wine Institute's SharePoint under the [Legal Policies and Guidance](#) folder.

Practical Checklist

Second, use the checklist below to help ensure speaker presentations and related meeting discussions remain compliant with Wine Institute policies and applicable antitrust laws.

Checklist: Guest Speakers	
☐ Prepare Speakers	• Clearly identify the meeting's purpose, agenda, and define the speaker's role, topics, and objectives. • Ensure the proposed content aligns with Wine Institute's mission and meeting objectives and does not include prohibited topics under antitrust laws.



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	• Inform speakers of their obligations to comply with applicable antitrust and competition laws. Provide speakers with copies of Wine Institute's: (1) Speaker Guidance and (2) Antitrust Guidance.
☐ Presentation Content	• Presentations should be educational in nature and focused on sharing general information, insights, and expertise. Speakers may not use the forum to promote or market their products or services, and presentation content should avoid any discussion or recommendations that could be perceived as encouraging anti-competitive behavior or otherwise violating antitrust laws. • As a reminder, the following topics are generally permissible and prohibited under applicable antitrust and competition laws: ○ <u>Permissible</u>: Educational, regulatory, technical, safety, quality, sustainability, or compliance topics. ○ <u>Prohibited</u>: Pricing or price-related conduct; agreements to raise prices or limit output; sensitive business data; terms or conditions of sale (e.g., promotions, loyalty programs); market or customer allocation; complaints suggesting coordinated action (e.g., boycotts); non-public "best practices" or operational details; or future plans that could influence competitive behavior.
☐ Non-Endorsement and Antitrust Disclaimer	• At the beginning of the meeting, state that a speaker's participation does not imply endorsement by Wine Institute or its members of any company, organization, vendor, product, service, or viewpoint.



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	• Provide an antitrust disclaimer making clear that the presentation is intended solely for educational and informational purposes and should not be construed as an agreement, recommendation, or encouragement of any particular business practice, competitive strategy, or course of conduct.
☐ Guest Speaker Disclaimer	• Ensure the guest speaker includes a verbal and/or written disclaimer <i>before</i> the presentation begins. The purpose of the disclaimer is to clarify that the guest speaker's views are their own and do not necessarily represent the views of Wine Institute, and to confirm the speaker's awareness of and commitment to complying with Wine Institute's antitrust policy. • If the guest speaker is an attorney, the disclaimer should make clear that the presentation is for informational purposes only, does not constitute legal advice, and does not create an attorney-client relationship. • Example: <i>"This content is provided for informational purposes only and does not reflect the views of Wine Institute. Wine Institute's antitrust policy prohibits discussion or exchange of information relating to pricing, marketing or sales plans, boycotts, costs, output or production plans, or other competitively sensitive or proprietary business information. This presentation is for informational purposes only, does not constitute legal advice, and does not create an attorney-client relationship."</i>
☐ Q&A Sessions	• During audience Q&A, monitor discussions for antitrust compliance and avoid conversations involving competitively sensitive information. If a question touches on pricing, customer or market allocation, future strategic plans, or other sensitive matters,



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	immediately redirect the discussion and remind participants of the applicable guidelines.
☐ Virtual Meetings	• Monitor chat functions to help ensure that all discussions remain appropriate and compliant with applicable policies and guidelines. • Adhere to Wine Institute’s AI Policy by not recording, transcribing, or facilitating the recording or transcription of any meeting without prior approval.
☐ Networking & Informal Discussions	• Remind all guest speakers and participants that antitrust rules remain in effect throughout all Wine Institute activities and communications, including meals, receptions, breaks, social gatherings, text messages, emails, and event-related chat forums.

If you have any questions, please reach out to the legal team at legal@wineinstitute.com.