

SAN DIEGO BAY WINE + FOOD FESTIVAL

2017 Fact Sheet

All events start on time. We require that you are set up and ready to serve at least 30 minutes prior to the start of each event. Late arrival may result in exclusion from the event.

The San Diego Bay Wine + Food Festival is a tasting event, not a “drunk fest.” We ask that you please help us keep the Festival’s reputation intact by taking the following steps:

- Keep your pours under 1oz for wine and 1oz for beer
- Do not serve individuals who are obviously overbeveraged
- At the close of the event, put any opened bottles you have under your table
- Stop serving 15 minutes prior to the close of each event

Required events for each winery + brewery exhibitor:

The Trade Tasting at SommCon

Friday, November 17

3:30 p.m. – 7:30 p.m.

Marriott Marquis San Diego Marina

800 – 1,000 Attendees

Grand Tasting

Saturday, November 18

11:00 a.m. – 3:00 p.m. Trade, Media, VIP, Early Entry

12:00 p.m. – 3:00 p.m. General Admission

Embarcadero Marina Park North

4,000 – 5,000 Attendees

Exhibitor Fees

Your exhibitor fees cover the following:

- Table space and sign at the Friday Night Wine Tasting
- Table space and sign at the Grand Tasting (linen not provided)
- Two (2) exhibitor badges for each event
- Hyperlinked logo listing on Festival website
- Brand listing in En Bouche, the official Festival program
- Two (2) tasting glasses at each event
- Ice and ice bins as needed

In return, your brand will provide the following:

- Product for 1,000 attendees at the Friday Night Wine Tasting (recommended 9-12 bottles for wineries)
- Product for 4,000+ attendees at the Grand Tasting (recommended 12-18 bottles for wineries)
- Brand logo for website listing
- Headshot and bio of winemaker, brewmaster, or head representative for website
- Charitable donation to Festival Charity Partner to receive exhibit space discount

Festival Charity Partner

All exhibitor donations for the San Diego Bay Wine + Food Festival will benefit Fast Forward Futures, a 501©3 non-profit, which provides scholarships to individuals seeking education in the culinary, hospitality, and/or oenology fields. Once your charitable donation has been received, you can contact Festival Management for the tax-id number for any of your tax related paperwork.

Badges

With your registration, you are given two (2) exhibitor badges at no charge. You may also purchase up to two (2) extra badges at \$75 each. All badges are picked up on-site. Extra badges must be purchased by November 1, 2017.

Tickets

In addition to your exhibitor badges, exhibitors may purchase up to four (4) tickets to either the Grand Tasting (Early Entry or General Admission) or the Friday Night Wine Tasting at a 40% discount. Please be advised that tickets do not grant the ticket holder admission into the gate until the event begins. Tickets are NOT intended for people working your booth. This discount is only available for pre-purchased tickets, not for on-site ticket sales. Once you are registered, you can contact 619-312-1212 for your unique discount code.

SAN DIEGO BAY
**WINE + FOOD
 FESTIVAL**

**2017 Grand Tasting Registration Form
 Wineries + Breweries**

Exhibitor Information + Program Listing <i>Please fill in the information exactly as you would like it to appear in event directories and signage. Individual contact information will not be printed.</i>			
Company Name:		Signage Name:	
Address:			
City:		State:	Zip:
Phone:		Website:	
Contact Name:		Contact Phone:	
Contact Email:			

Booth Options	Early Bird – Before June 1	Advanced – Before September 15	Final
Rate includes \$50 charity donation	<input type="checkbox"/> \$450	<input type="checkbox"/> \$550	<input type="checkbox"/> \$650
Rate without charity donation	<input type="checkbox"/> \$550	<input type="checkbox"/> \$650	<input type="checkbox"/> \$750

Electricity <i>All electrical outlets start at 500 watts</i>		
Before September 1	Before November 1	Final
<input type="checkbox"/> \$85	<input type="checkbox"/> \$105	<input type="checkbox"/> \$145

Extra Badges <i>Wineries + breweries are provided 2 badges with registration. Below you can order up to 2 extra badges at \$75 each.</i>
Quantity of Extra Badges: _____

Subtotals
Booth Options: _____
Electricity: _____
Badges: _____
Marketing: _____
Grand Total: _____

Marketing Opportunities <i>Pending Availability</i>	
Logo inclusion in program	<input type="checkbox"/> \$50
1/4 Color Page Ad	<input type="checkbox"/> \$650
1/3 Color Page Ad	<input type="checkbox"/> \$800
1/2 Color Page Ad	<input type="checkbox"/> \$1,200
1 Full Color Page Ad	<input type="checkbox"/> \$2,200
Full Page Editorial Feature	<input type="checkbox"/> \$2,500
Premium Package	<input type="checkbox"/> \$2,700
<ul style="list-style-type: none"> • Full page editorial • Logo inclusion • Inserts in 600 VIP bags • Feature in e-broadcast to 22,000 wine + food enthusiasts 	

Payment & Billing			
Amount Due:		<input type="checkbox"/> Payment by Check <input type="checkbox"/> AMEX <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard	
Cardholder Name:		Card Number:	
Exp. Date:		Sec. Code:	
Billing Address:			
City:		State:	Zip:
Authorization Signature**:			

***By signing this contract, you agree to all policies listed on the 2017 Terms & Conditions.*

Please send completed forms to Caitlin Purkey at purkey@fastforwardevents.com. If you have any questions, you can also contact Festival Headquarters at 619-312-1212.

Don't miss out on your chance to capture the taste buds of over 10,000 influencers, including wine collectors and food enthusiasts, acclaimed chefs and wine buyers, retailers, and media. These special influencers can be reached through the following additional promotional opportunities. Please check the box for opportunities that you find of interest and the Festival team will contact you.

Sponsorship

There are endless types of sponsorship opportunities available at the Festival with a wide variety of exposure levels and price points to meet every marketing budget. Contact Festival Management at 619-312-1212 for a complete sponsorship deck. Have an idea that you don't see in the deck? Let us know! We work closely with our sponsors to build programs that directly meet marketing objectives while keeping in line with budget. Past sponsors have included Lexus, Southwest Airlines, BMW, Tabasco, Chipotle, Citi, Coking Light magazine, Robert Mondavi, and over 60 others.

En Bouche Advertising

As a Festival exhibitor, your text listing is FREE. You may also upgrade your listing by adding a color logo. Want to really stand out? Advertising in *En Bouche* magazine is available with ¼ page to full page editorial spreads available.

Editorial Features

From your Head Sommelier, to your Executive Chef, to your Wine Club, the editorial opportunities are endless. Editorial features include custom copy, images and headshots. Each feature is printed in over 10,000 copies of *En Bouche*, and included in the online version.

Culinary Classes

From national celebrity chefs to local, award-winning culinary stars, the Festival takes great pride in building a fun and informative series of culinary classes for event attendees. We feature 1-2 wineries in each class, partnering winemaker with chef for a unique tasting and educational experience.

Wine Seminars

Trendsetters and legends unite in the Festival's series of wine tasting classes. Opportunities exist for wineries to have their winemaker as part of the panel discussion, or have your wines featured in one of the classes. Prior topics have included: Napa AVA Panel Discussion led by Master Sommelier Joe Spellman, Simply Sensational Syrah led by winemaker Kerry Damsky, and many more.

Live + Silent Auctions

Live + silent auctions will be hosted at the Festival's annual scholarship dinner benefitting the Fast Forward Future's culinary and oenology scholarship program. The spirited live auction has included everything from jet-setting vacation packages, large format magnums, and one-of-a-kind dining experiences with nationally acclaimed chefs. To date, over \$300,000 has been raised through both silent and live auction items. The Festival is asking for unique items or large format bottles for the scholarship fundraising dinner.

Exclusive Dinners + Luncheons

With over 60 restaurants and chefs participating in the Festival, numerous opportunities exist for winemakers to set up dinners and luncheons while in town for the event. The Festival supports the marketing of these sub-events by including all dinners and luncheons on the website and *En Bouche* magazine. Wineries interested in setting up a dinner or luncheon will be sent a list of restaurants who are interested in the same opportunity, and coordinate details from there. The Festival will then publish the final details on our website.

The San Diego Bay Wine + Food Festival® is authorized to reserve space for our use in the 14th Annual Festival in San Diego, November 13-19, 2017. Signature and payment constitutes company agreement to abide by the cancellation policy and all other rules and policies stated in the registration fact sheet. Registration and booth space will not be confirmed until payment is received.

I also understand that my company/company representatives may be filmed and photographed during the event and I give San Diego Bay Wine + Food Festival® (the Festival) permission to do so and grant to the Festival the absolute and irrevocable right and unrestricted permission concerning any photographs. I understand that all footage is the property and rights of the San Diego Bay Wine + Food Festival® and agree that I/my company will not receive any compensation for the use of any images or likeness in the filming or airing of the Festival. The San Diego Bay Wine + Food Festival® reserves the right to use all recipes, photos, and biographies in Festival promotional materials including, but not limited to, the official website, advertising and marketing collateral, to use, reuse, publish, and republish the photographs in whole or in part, individually or in connection with other material, in any and all media now or hereafter known, including the internet, and for any purpose whatsoever, specifically including illustration, promotion, art, editorial, advertising, and trade, without restriction as to alteration; and to use my name/company name in connection with any use the Festival so chooses.

I/my company releases and discharges the Festival from any and all claims and demands that may arise out of or in connection with the use of the photographs, biographies, or recipes, including without limitation any and all claims for libel or violation of any right of publicity or privacy. This authorization and release shall also inure to the benefit of the heirs, legal representatives, licensees, and assigns of the Festival, as well as the person(s) for whom the Festival took the photographs. I am a legally competent adult and have the right to contract in my own and my company's name. I have read this document and fully understand its contents. This release shall be binding upon me, my company, my heirs, legal representatives, and assigns.

The San Diego Bay Wine + Food Festival® reserves the right to refuse service to any individual or company. All terms and regulations for the San Diego Bay Wine + Food Festival® are subject to change, and all final decisions regarding terms of regulations are at the discretion of Festival Management.

All wine, beer, spirits, and/or food is donated and you are responsible to transport your product to each event unless other arrangements have been made with Festival Management. We are not responsible for missing wine or product at the event; your product is your responsibility.

INSURANCE: Exhibitor and exhibitor display contractor(s) shall maintain Comprehensive General Liability Insurance and Personal Injury coverage for all Exhibitor's activities at the show, all at Exhibitor's sole cost and expense. Policy limits shall be at least \$1,000,000/\$1,000,000 Bodily Injury and Property Damage combined. Exhibitor and exhibitor display contractor(s) shall also maintain, at their sole cost and expense, Workers Compensation Insurance for employees participating in the show. Evidence of insurance coverage in the form of a valid Certificate of Insurance specifying that coverage include activities at the show must be provided to San Diego Bay Wine + Food Festival® prior to move-in and exhibiting. Exhibitor warrants that Exhibitor has and shall have insurance complying with these insurance requirements and with such other requirements as may be in the Rules & Regulations. Evidence of insurance coverage in the form of a valid certificate of insurance must be supplied to San Diego Bay Wine + Food Festival® before move-in and exhibiting.

PAYMENT POLICY: Signed contract and full payment must be received by applicable registration dates in order to receive discounted rates. Cancellations must be submitted in writing and received by July 1, 2017 to receive a full refund minus \$45 handling fee. By August 1, 2017 50% refund. After August 1, no refund.