

# San Diego Bay Wine & Food Festival November 16-20, 2011

## IMPORTANT SET UP INFORMATION FOR ALL FESTIVAL PARTICIPANTS

Dear Participant,

The San Diego Bay Wine & Food Festival is rapidly approaching. Following is information to help you with your experience in this event and answer some of your set-up and operational questions. Inside this document you will find:

- Set-up instructions for all events
- Dates, times and locations for all events
- Parking instructions
- Badge and extra ticket information
- Hotel information
- Shipping details
- Auction donation details (shipping information and deadlines)
- Program Advertising mechanical requirements and deadlines
- Marketing and Promotional offers for your customers

We look forward to seeing you in November and please do not hesitate to let us know how we may be able to assist you in having a fantastic event!

Cheers!

Ken Loyst & Michelle Metter  
Festival Co-Producers

Festival Headquarters:  
1399 North Cuyamaca Street  
El Cajon, CA 92020  
619-312-1212  
Fax: 619-312-1211

On Site Contact:  
Veronika Romero, Exhibit Coordinator  
619-840-5450 (cell)

## 1. EVENT SCHEDULE

### **SUNDAY, NOVEMBER 13**

VIP Party  
Harley Davidson Little Italy  
5:00 p.m. – 8:00 p.m.  
(By Invitation Only)

### **WEDNESDAY, NOVEMBER 16**

WineRave San Diego 2011  
Eden in Hillcrest (University Ave & Vermont Street) 7:00 p.m. – 10:00 p.m.

### **THURSDAY, NOVEMBER 17**

Wine Tasting Seminars & Cooking Classes  
San Diego Wine & Culinary Center  
Various Times

### **THURSDAY, NOVEMBER 17**

Industry Insiders Party  
Searsucker  
(By Invitation Only)

### **THURSDAY, NOVEMBER 17**

Official Artist Reception  
Exclusive Collections Gallery- Seaport Village  
6:00 p.m. – 9:00 p.m.

### **THURSDAY, NOVEMBER 17**

L'Aventure Languedoc Tasting  
Wine Steals East Village  
5:00 p.m. – 7:00 p.m.

### **FRIDAY, NOVEMBER 18**

Wine Tasting Seminars & Cooking Classes  
San Diego Wine & Culinary Center / Macy's School of Cooking  
Various Times

### **FRIDAY, NOVEMBER 18**

Reserve & New Release Tasting & Silent Auction  
San Diego Air & Space Museum  
6:30 p.m. – 9:30 p.m.

### **SATURDAY, NOVEMBER 19**

Grand Tasting & "Chef of the Fest" Competition  
Embarcadero Park North Behind Seaport Village  
11:00 a.m. – 12:00 p.m. Trade/Media/VIP/Early Entry Ticket Holders  
12:00 p.m. – 3:00 p.m. General Public

### **SUNDAY, NOVEMBER 20**

Celebrity Chef Luncheon & AIWF Big Bottle Live Auction  
Hosted by Wine Spectator  
San Diego Marriott Marquis Marina  
11:00 a.m. – 2:00 p.m.

**NOTE: ALL INDIVIDUALS IN EACH EXHIBIT BOOTH MUST BE 21 YEARS OR OLDER TO ATTEND AND PARTICIPATE IN THE FESTIVAL. NO INFANTS ARE ADMITTED.**

## **2. SET UP INSTRUCTIONS FOR WINERIES / SPIRITS / BREWERIES FOR ALL EVENTS**

Unless you have already notified Festival Management, all wineries, spirits and breweries participate in BOTH the Reserve & New Release Tasting on November 18 as well as the Grand Tasting Event on November 19. Please carefully review the set up instructions for each of these events below:

### **Reserve and New Release Tasting & Silent Auction**

Friday Night, November 18, 2011

Event time: 6:30 - 9:30 pm

Setup time: 3:00 - 6:00 pm

(Because of limited access to this venue, we ask that you are setup by 6:00 pm).

Location:

San Diego Air & Space Museum  
2001 Pan American Plaza  
San Diego, CA 92101

**Logistics:** (Location, Load-In, Parking, Shipping, Set-Up, and What to Pour)

The San Diego Air & Space Museum is located about 2.5 miles North of the San Diego Marriott Marquis & Marina, in Balboa Park. Free parking is available throughout the entire park and in the Pan American Plaza. You will be able to drop off your product in front of the venue in the Load In Zone before parking while our volunteers assist to bring your wine to your table. Please be setup by 6:00 pm so we can accommodate attendees without the load-in chaos.

#### **Directions:**

**From North:** Take Interstate 5 South and exit toward B Street. Merge onto 17th Street and make a slight right on B Street. Take the second right onto Park Boulevard. Turn left onto Presidents Way and then turn left into the first parking lot driveway. The San Diego Air & Space Museum will be on the west end of the parking lot. Parking is free.

**From South:** Take Interstate 5 South and exit B Street. Turn left onto B Street and make a right on Park Boulevard. Turn left onto Presidents Way and then turn left into the first parking lot driveway. The San Diego Air & Space Museum will be on the west end of the parking lot. Parking is free.

We ask that you pour up to two varietals of wine for the Reserve Tasting & Silent Auction. **The wine should be considered "Reserve" or "Estate" and be of higher value or of new release or of a barrel sample – something special for the occasion. The product should speak to the theme of "Reserve Tasting."** All wineries are required to submit what wines they will be pouring for the Reserve Tasting. If you have not already done so, please send your list of wines to Veronika Romero at [romero@fastforwardevents.com](mailto:romero@fastforwardevents.com).

Our recommendation is 4 bottles of each varietal (or 8 bottles). Ice and an ice bin for your wine will be provided. Please keep your pours to a tasting size of 1 ounce. We ask that you not serve people that are obviously intoxicated. At the end of the event, please put your partially full or any opened bottles under the table.

WHAT MANAGEMENT PROVIDES FOR THE RESERVE TASTING:

#### **For Wineries, Spirits & Breweries:**

Shared 8' covered table (Linens provided)

Ice & Ice tub for chilling wines

Dump bucket

Glasses (2)

Water

## Grand Tasting Event

Saturday, November 19, 2011

Event Times: Trade/VIP Tasting: 11:00 am – 3:00 pm / General Public: 12:00 pm – 3:00 pm

Setup Time: 7:00 am – 10:30 am

Location: Embarcadero Marina Park North

(End of Kettner Blvd, behind Seaport Village, the street dead ends into the park)

### **Grand Tasting Event Logistics:** (Location, Load-In, Parking, Shipping, Set-Up, & What to Pour)

Please make arrangements to have your wine or product at the Grand Tasting Event during setup time (listed above). You are responsible for your product and its delivery to the Grand Tasting Event. The festival will not accept product, nor will we transport product to the tastings (excluding auction items or product for classes). The Embarcadero Marina Park North is behind the San Diego Marriott Marquis and Marina (and the Manchester Grand Hyatt), on the bay. Kettner Blvd. dead ends into the park – you will drive through Seaport Village to reach the park. **There is no parking available onsite.** Parking can be found at the Hilton San Diego Bayfront Hotel (\$10 all day), the San Diego Convention Center or various lots nearby. You must allow yourself enough time to unload and find parking within the allotted setup time.

You will be able to drop off your product at the park before parking your vehicle while our volunteers assist to bring your wine to your table. Please be setup by 10:30 am so we can accommodate attendees without the load-in chaos. You may bring as many varietals as you like to pour for the Grand Tasting Event. Our recommendation is 6-8 bottles of each varietal if you have several, and 8-12 bottles if you have less.

**Please keep your pours to a tasting size of .5 to 1 ounce.**

**Do not serve individuals that appear to be obviously intoxicated**

**Please stop serving at 2:45 pm**

**Please put open bottles under your table after 2:45 PM**

Ice and an ice bin, water, dump buckets, a table with a plastic table covering, and tenting will be provided to each winery, brewery and spirit company. We ask that you not serve people that are obviously intoxicated. This is a tasting event, not a “drunk fest”. Please help us keep the festival’s reputation in tact by keeping your pours small. At the end of the festival, please put your partially full or any opened bottles under your table. We do not want attendees get access to or take bottles of wine from the festival grounds. We also do not allow direct sale of wine at the event but do encourage wineries to take orders for shipment.

**PLEASE DO NOT GIVE BOTTLES OF YOUR WINE TO MEMBERS OF THE TRADE OR TO CONSUMERS. THEY WILL NOT BE ALLOWED OUT OF THE EVENT WITH YOUR WINE.**

**Ice** will be delivered to your table or you can pick it up at the ice trailer located near the exhibitor entrance.

**Please be setup by 10:30 am. We will open to the trade and VIP ticket holders at 11:00 am. It will be extremely difficult to get into the park or bring product to your table after 10:30 am.**

WHAT MANAGEMENT PROVIDES FOR THE GRAND TASTING EVENT:

**For Wineries, Spirits & Breweries:**

Tent space

One 6' covered table (Linens are NOT provided)

Sign

Ice

Ice tub for chilling wines

Dump bucket

Glasses (2)

Water

## **ADDITIONAL EVENT OPPORTUNITY FOR WINERIES:**

### **Wine Dinners**

If you are interested in having your wines featured at a Winemaker Dinner, please contact us immediately to receive a list of participating fine dining restaurants. We will connect you with the chef so that he/she can work with you on the pairing. Please call or email Joyce Agagas at 619-312-1212 ([agagas@fastforwardevents.com](mailto:agagas@fastforwardevents.com)) for a list of participating restaurants.

### **VIP Party**

**(OPTIONAL EVENT – Must be signed up w/ Festival Management to Participate)**

Sunday, November 13, 2011

Event time: 5:00 p.m. – 8:00 p.m.

Setup time: 3:00 p.m. – 4:30 p.m.

Location: San Diego Harley-Davidson, Little Italy

Parking: There is an adjacent parking lot, metered street parking, or parking lots in the area for a charge.

This event is by Invitation Only and is for members of the Media, Chefs and event VIPs. We anticipate 200 attendees and suggest that you serve a two to four ounce pour for these guests. We suggest you bring a case of wine to this event. For questions regarding your participation, call Joyce Agagas or Veronika Romero at 619-312-1212.

### **WineRave San Diego 2011**

**(OPTIONAL EVENT – Must be signed up w/ Festival Management to Participate)**

Wednesday, November 16, 2011

Event time: 7:00 p.m. – 10:00 p.m.

Setup time: 5:00 p.m. – 6:30 p.m.

Location: Eden in Hillcrest (University Ave & Vermont Street)

Parking: There is metered street parking, or parking lots in the area for a charge

This event is for the millennial, up and coming consumer and open to 20 – 30 wine and spirit purveyors. There is no charge for participation and wineries are accepted on a first-come, first-serve basis. The event is open to 600 attendees. We suggest you keep your pours to one ounce and recommend a case of wine per varietal. For questions regarding your participation, call Jennifer Simmons at 619-312-1212.

## **3. SET UP INSTRUCTIONS FOR RESTAURANTS, GOURMET FOODS & EVENT EXHIBITORS FOR ALL EVENTS**

Unless you have made other arrangements with Festival Management, all restaurants, gourmet food companies, and non-sampling exhibitors participate in ONLY the Grand Tasting Event on November 19.

### **Grand Tasting Event**

Saturday, November 19, 2011

Event Times: Trade/VIP Tasting: 11:00 am – 3:00 pm / General Public: 12:00 pm – 3:00 pm

Setup Time: 7:00 am – 10:30 am

Location: Embarcadero Marina Park North

(End of Kettner Blvd, behind Seaport Village, the street dead ends into the park)

**Grand Tasting Event Logistics:** (Location, Load-In, Parking, Shipping, Set-Up, Selling Product, and What to Serve):

Please make arrangements to have your product at the Grand Tasting Event during setup time (listed above). You are responsible for your product and its delivery to the Grand Tasting Event. The Festival will not accept product, nor will we transport product to the tastings (excluding auction items or product for classes). The Embarcadero Marina Park North is behind the San Diego Marriott Marquis and Marina (and the Manchester Grand Hyatt), on the bay. Kettner Blvd. dead ends into the park – you will drive through Seaport Village to reach the park. **There is no parking available onsite.** Parking can be found at the Hilton San Diego Bayfront Hotel (\$10 all day), the San Diego

Convention Center or various lots nearby. You must allow yourself enough time to unload and find parking within the allotted setup time.

You will be able to drop off your product at the park before parking your vehicle, while our volunteers assist to bring your product to your table. **Please be setup by 10:30 am so we can accommodate attendees without the load-in chaos.**

If you are a restaurant or gourmet food company, please plan for 2,000 tastings or samples for the guests at the Grand Tasting Event. This is the Grand Tasting event and we recommend that your samples speak to the theme of wine and fine food and it show off your company. Plates, napkins, and forks will be provided.

If you are planning to cook on-site at the Festival, please put down a tarp or cardboard under any cooking stations to prevent spillage onto the ground or grass areas in or around your exhibit space. If you use cooking oil, you must take used oil offsite to dispose of; you cannot dump oil into trash receptacles, or on the grass / dirt at the Festival. We will provide a cooking oil disposal and recycling service.

If you are an exhibitor with items for sale, please note that you are permitted to conduct sales transactions at the Festival but are responsible for your own sales taxes that may apply. We do not allow direct sale of wine at the event but do encourage wineries to take orders for shipment at a later date.

**Please be setup by 10:30 am. We will open to the trade and VIP ticket holders at 11:00 am. It will be extremely difficult to get into the park or bring product to your table after 10:30 am.**

### **What management provides for the Grand Tasting Event:**

#### **For Restaurants:**

Tent  
Two 8' covered tables (one for a back set up table) - Linens NOT provided  
Sign

#### **For Specialty Foods and Exhibitors:**

Tent  
One 8' covered table (Linens NOT provided) Additional tables are available for nominal rental fees from Raphaels)  
Sign

**Plates, napkins, and plastic forks will be provided for Restaurants and Specialty Food Exhibitors.**

**Note: Please do not rent additional supplies from Classic Party Rentals. They will not be allowed into the park. If you need to rent supplies, please contact Raphael's Party Rentals at 858-689-7368.**

## **4. IMPORTANT NOTES ON SET UP FOR ALL PARTICIPANTS**

**Notes on Setup:** Setup times noted above are important to adhere to. If it only takes you 10 minutes to setup, we still ask that you show up early so that we can assist you with moving in and avoid a crunch just before the event starts. Volunteers are available to help with the move-in and move-out. Please be courteous and patient and someone will help you as soon as possible. The earlier you arrive, the easier your setup will be. Please have your exhibit ready to man at least 30 minutes before the opening of each event. Should any exhibitor require more time than is allotted, please contact us and we will be able to assist you with earlier access.

**ALL INDIVIDUALS IN EACH EXHIBIT BOOTH MUST BE 21 YEARS OR OLDER TO ATTEND AND PARTICIPATE IN THE FESTIVAL. NO INFANTS ARE ADMITTED.**

**Note: Company branded pop-up tents are prohibited at all events unless you are a sponsor of the 2011 San Diego Bay Wine & Food Festival and have received approval from Festival management.**

When arriving at each event, **please check in before you move product to your exhibit space.** We have a separate exhibitor entrance and check in area for exhibitors. Please do not use the main entrance

to move in your exhibit or product. We will have volunteers with carts to help assist you in this process. At the Grand Tasting Event on the Embarcadero Marina Park North, we will have volunteers greet you in the parking lot and direct you to the exhibitor check in area - look for our signs.

## 5. BADGES & EXTRA TICKETS

You will receive your badges upon check in at either the Reserve & New Release Tasting or at the Grand Tasting Event. Restaurant exhibitors will receive four (4) badges to the event and all other exhibitors will receive two (2) badges with your company name on it. Additional badges will incur a \$60 fee per badge for each additional badge (up to two (2) additional badges). **Should you require additional badges, please contact management before November 1, 2011.**

You may purchase up to four (4) event tickets at a discount for your customers and key accounts at a 40% discount for both the Reserve Tasting and the Grand Tasting Event. Call Veronika Romero at 619-312-1212 to receive your discount code.

## 6. AUCTION DONATIONS

Your completed auction form must be received by us no later than October 28, 2011, so that we can include them in our program and auction lot guide. Please have your auction items to us by November 1, 2011. If your auction item requires a certificate, please send it to us in advance, so we can catalog it.

Remember, all auction items are tax-deductible and benefit AIWF (American Institute of Wine & Food) and their efforts to fund a culinary and enology scholarship program. Our Silent Auction is Friday evening during the Reserve Tasting and our Live Auction is Sunday during the Celebrity Chef Luncheon & AIWF Big Bottle Auction. We recommend that auction items are sent via FedEx, UPS, or FedEx Ground. Please try not to use USPS.

**Please send your auction lots to:**

Jennifer Simmons  
San Diego Bay Wine & Food Festival  
ATTN: AUCTION  
1399 North Cuyamaca Street  
El Cajon, CA 92020

***NOTE:*** *We've received some fantastic auction lots to date and we would like to thank everyone who has donated to this cause. We are still looking for a few "special" auction items for our live auction on Sunday, such as quarter barrels, 6-bottle verticals, staircases, 6.0L, special getaways, or other life-style items.*

## 7. HOTELS

Our host hotel is the San Diego Marriott Marquis and Marina, located at 333 W. Harbor Dr., San Diego, CA 92101. The hotel is walking distance to San Diego Wine & Culinary Center, where most of our classes are held. The center is across the street from the Marriott. The Reserve Tasting & Silent Auction, held at the San Diego Air & Space Museum, is less than 2.5 miles away from the Host hotel. The Marriott is also walking distance to the Grand Tasting Event on Saturday.

We have secured a special event rate at this hotel of \$189 per night. We have a small block of rooms for exhibitors at \$165 per night, while they last. You must use the online reservation system found on our website at [www.worlofwineevents.com](http://www.worlofwineevents.com). Use the Hotel & Travel navigation button and follow the prompts for getting a room. We suggest that you do this very soon as we only have a few rooms remaining at this rate. This hotel will sell out and as it gets closer to capacity, rates will increase or rooms will not be available.

We also have room blocks at additional hotels. You can find this information on our website at [www.worldofwineevents.com](http://www.worldofwineevents.com). You can book the special room rates through our travel partner, Conference Housing, at 760-737-7431. Ask for Greg Wuerfel.

## 8. SHIPPING OPTIONS FOR ALL PARTICIPANTS

### Option 1: Guests staying at the Marriott Hotel & Marina:

The San Diego Marriott Marquis and Marina will accept shipped product for hotel guests only. Price varies per size of the shipment. If you are staying at the San Diego Marriott Marquis and Marina and would like shipping information, please call Veronika Romero at 619-312-1212. The Marriott will have your wine or product delivered to your room or hold it for pickup on Friday. We recommend that you check on your wine early to make sure it has arrived and it is available for pickup. If you are not staying at the hotel, you will need to make arrangements for your product. **Do not ship your auction items to the hotel.**

#### **Shipping to the hotel:**

Guest Name & Winery / Company Name  
San Diego Marriott Marquis and Marina  
333 W. Harbor Dr.  
San Diego, CA 92101

### Option 2: Participants wishing to direct ship:

We have engaged Tradeshow Transportation Specialists (TTS) to handle direct wine shipments per requests of many wineries. This service is booked directly with TTS. Download the Direct Shipping PDF Form at [http://www.worldofwineevents.com/PDF/2011%20PDF/TTS%20Direct%20Shipping%20Form\\_11.pdf](http://www.worldofwineevents.com/PDF/2011%20PDF/TTS%20Direct%20Shipping%20Form_11.pdf) or call 877-744-7887 if you would like to ship wine or other product to the festival and have it delivered directly to each venue.

NOTE: The San Diego Bay Wine & Food Festival does not assume responsibility or liability to any merchandise shipped either to the hotel or through the use of TTS services. These are options provided to you but are, in no way, managed by Festival staff.

## 9. PARKING

### Friday Night Reserve Tasting

There is ample parking at The San Diego Air & Space Museum and throughout Balboa Park / The Pan American Plaza, at no fee.

### Saturday Grand Tasting

For our Grand Tasting Event on Saturday, we will have volunteers assist our exhibitors with Setup. You may drop off your product at our cart assist table, and then park. Parking can be found at the Hilton San Diego Bayfront Hotel (\$10 all day), the San Diego Convention Center or various lots nearby (prices vary). We will have shuttle service to the Convention Center lot before and during the event. Please note that Seaport Village's parking lot will not be open for Event parking. Please respect their wishes and do not park in their lots.

PARKING FOR OTHER EVENTS IS DESCRIBED IN GREATER DETAIL ON OUR WEBSITE.

## 10. ELECTRICITY FOR GRAND TASTING EVENT

Electricity is not included with your exhibit unless you paid for and requested this in advance at the time of registration. Electricity is available for \$65 if ordered before September 16, 2011, \$95 if ordered before November 1 and \$145 if ordered after November 1. Please note that onsite electrical supply will be very



limited. A third-party administrator will be available to assist you onsite with this request but please note that electricity is supplied by generators and last minute requests may not guarantee power to your booth.

## 11. PROGRAM ADVERTISING

Insertion Orders for Program Advertising in the Festival Program are available until October 21, 2011. Rates and mechanical requirements are available online at [www.worldofwineevents.com](http://www.worldofwineevents.com). Click on Exhibitor Information, then download the Advertising Insertion Order. Please note that if you have already ordered your ad, your materials are due no later than October 28, 2011. Please call Jessica Gago at 619-312-1212 for more information or to purchase an ad.

## 13. PERSONALITIES

If any winemakers, winery owners, chefs, etc, plan to attend our festival and your company would like us to highlight them on our website, we would be happy to oblige. Please send us a bio and a jpeg picture.

## 14. OFFER TO YOUR CUSTOMERS / MARKETING:

Please feel free to use the following to send to your customers.

*"Come visit us at the 8<sup>th</sup> Annual San Diego Bay Wine & Food Festival, Southern California's largest culinary extravaganza! Held November 16-20, 2011, join the wave of epicureans taking over America's Finest City in a week-long experience your taste buds will never forget. The 2011 Festival features wine tasting seminars and cooking classes, a WineRave, the elegant Reserve & New Release Tasting, Wine Dinners, Celebrity Chef Luncheon & AIWF Big Bottle Auction, and the unforgettable star-studded Grand Tasting Event. Please visit [www.worldofwineevents.com](http://www.worldofwineevents.com) or call 619-342-7337 for more information or to order your tickets. See you there!"*

JPEG image available for website:



If you would like the jpeg file for the Exhibitor Button emailed to you, please email [romero@fastforwardevents.com](mailto:romero@fastforwardevents.com).

Help get the word out! Please link our website on your website. We have on-site poster, bookmarks for check presenters, postcards, or 8-page flyers available to exhibitors to help promote the festival. Let us know if you would like us to send you some of these promotional items.