

San Diego Bay Wine & Food Festival

November 19, 2011 – Grand Event

Restaurant Registration Fact Sheet

The San Diego Bay Wine & Food Festival is an international showcase of the world's premier wine, beer, and spirits producers, chefs and culinary personalities. Now in its eighth year, the Festival has quickly grown into a world-class wine and culinary extravaganza. The five-day Festival features wine tasting seminars, cooking classes by nationally recognized award-winning chefs and local culinary celebrities, an elegant Friday evening Reserve & New Release Tasting & Silent Auction, and a Saturday Trade Tasting and star-studded Grand Tasting.

Time and Location for Exhibitor:

(Restaurant exhibitors ONLY participate in the Grand Tasting Event on November 19, 2011)

Trade Tasting: 11:00 am to 12:00 pm (to 3:00 pm with general public), **Saturday, November 19**

This is for wine buyers, chefs and invited media, as well as early entry and VIP ticket holders. Takes place one hour prior to the general admission gates opening at the Grand Event. Location: Embarcadero Park North. Projected attendance: 800-1,000.

Grand Event: 12:00 pm to 3:00 pm **Saturday, November 19** (Park open until 3:30 pm)

A San Diego bayside tasting and epicurean experience presenting over 160 wineries, spirits, and more than 70 of San Diego's best restaurants and specialty foods. Attendance: 5,000 – 6,000.

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

ACF Chef of the Fest Competition:

Please note that when you register for the Grand Event, you have the opportunity to enter the Chef of the Fest competition taking place that day where judges will award \$50,000 in cash and prizes to the chef/restaurant with the best Festival dish. All judging is done in your booth. A complete list of the contest rules and regulations (and prizes!) may be found online under the Exhibitor Information tab.

Fees:

Restaurants are not charged for exhibit space on three conditions: (1) sign up early – before September 16, 2011, (2) donate a chef's dinner or dining package to the auction(s), and (3) distribute 2,000 samples of food. Restaurants will be charged \$350 if registered and they do not show up for the times and dates listed above. Restaurants are required to have a current credit card on file with the Festival. Credit cards will not be charge unless the restaurant is a no show or if special post event cleanup is necessary for oils or other chemicals in the park.

Auction Donation(s):

Auction donations benefit AIWF (The American Institute of Wine and Food), a 501(C)3 nonprofit. Auction donations must be received by October 21, 2011 to qualify for the discounted registration fee. ***Auctions items not receive by this date will result in an additional \$250 fee, which must be paid prior to exhibiting.***

Sampling:

Be prepared to supply 1,500 – 2,000 samples. We expect 5,000 in attendance and anticipate 70 restaurants and Specialty Food companies to participate.

Disposal of Waste Materials:

It is the responsibility of the restaurant to dispose of all waste materials in accordance with local and state laws, including, but not limited to, oils, chemicals or waste materials that require special handling. Please provide a current credit card to keep on file as a damage deposit.

Cancellation Notices:

Must be in writing and received by June 1, 2011, exhibitors will receive a full refund minus \$45 handling fee. By July 1, 2011 a 50% refund. After July 1, 2011, no refund. Refunds will not be issued if you arrive late and are prohibited from setting up for the any of the events.

Badges/Tickets/Program listing:

Grand Tasting Event:

Participating restaurants are allowed up to four (4) badges per paid exhibit space at no charge and are allowed to purchase an additional two (2) badges for \$60 each for the Festival. **All badges are picked up on-site at the events.** Up to four (4) additional Festival tickets for clients may be purchased for 40% off listed prices for both the Reserve Tasting and/or the Grand Event. Extra badges and discounted tickets must be purchased by November 1, 2011. You will receive one program listing per registration (note: no monetary value is assigned to program listing).

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Restaurant Registration Fact Sheet (continued)

Electricity:

If you need electricity, please order it early. Fill out the section on the contract pertaining to electrical orders. Please note: the later power is requested, the more expensive it will be. Day-of event electrical requests cannot be fulfilled.

Optional Events for Exhibitors:

See Promo Opportunities attached.

You supply:

- Headshot and bio of chef or personality for inclusion on our website
- Samples of product – 2,000 samples (Plan to serve until 3:00 pm)
- Drop cloth to protect ground if cooking on-site
- Auction item to receive auction donation discount.
- Note: you must remove used oils and other wastes that are not appropriate for trash

We supply:

- Signage for exhibiting company
- Two (2) Eight-foot plastic covered table (linens are not provided)
- Tent canopy
- Company listing in tasting program and on festival web site (see Promotional Opportunities)
- Glasses – for wine sampling
- Plates and disposable utensils, napkins
- Ice and holding containers
- Water
- Your customers

Policy on Breaking Down Early:

1. Breaking down and leaving the Festival early will denigrate the quality of the experience for attendees. If you leave early, you may risk not being able to participate in future Festivals.
2. Early break down may disqualify chefs from the Chef of the Fest Competition.
3. Exhibits may break down after 3:00 pm by hand-truck or carryout only. Electric carts will be available to assist with load-out after 4:00 pm, when the park is cleared of attendees.

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Restaurant Registration – Part 1

November 19, 2011

Rates *with* Auction Donation (fill out donation form- Part 2, pg. 3)

- Event Fee:** \$NC Per Restaurant before April 29, 2011
 \$NC Per Restaurant before September 16, 2011
 \$295 Per Restaurant after September 16, 2011

Rates *without* Auction Donation

- Event Fee:** \$295 Per Restaurant before April 29, 2011
 \$395 Per Restaurant before September 16, 2011
 \$495 Per Restaurant after September 16, 2011

Electrical Outlet

One 110 volt electrical outlet

- \$65 Before September 16, 2011
 \$95 Before November 1, 2011
 \$145 After November 1, 2011

Premium Promotion Package:

- \$1,250 Before October 21, *Includes the following:*
- Full page, four color ad in official event program
 - Logo or label listing in official event program
 - Feature in e-broadcast to 15,000 food & wine enthusiasts
 - Insert into 600 VIP gift bags

Program Listing (listing is free; please fill out section below)

- \$50 Logo/Label added to Directory Listing
 \$550 1/2 page ad B&W (ADD \$100 for Color)
 \$900 full-page ad B&W (ADD \$100 for Color)

Please fax or mail this registration form with your fee to:
San Diego Bay Wine & Food Festival
 1399 N. Cuyamaca Street, El Cajon, CA 92020
 619-312-1212 • FAX 619-312-1211

Exhibit Space Subtotal

Quantity	Total Fee
_____	_____

Electrical Subtotal

Quantity	Total Fee
_____	_____

Program Subtotal

Type	Total Fee
_____	_____

Total Fees

Total Fee	_____
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Payment/Cancellation Policy:
Payment: In order to receive the early signup discount, payment must be received by discount date. Please provide a credit card for damage deposit.
Cancellation Notices: Must be in writing & received by June 1, exhibitors will receive a full refund minus \$45 handling fee. By July 1, a 50% refund. After July 1, no refund.

Contact information: (Please print clearly)

Company _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Fax _____ Email _____
 Contact _____ Title _____
 Web address _____ (See next page for other required information)

Please tell us how you would like to be listed in the Festival program:

- Same as above

Company _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Web address _____

By filling out this form you agree to the terms and conditions listed in the 2011 Registration Fact Sheet and Promotional Opportunities.
Payment/Deposit: (You will not be charged if in compliance with Event Rules & Regulations)
 Fee enclosed \$ _____ Date _____ Check, or _____ credit card (MC, Visa, Amex)
 Credit Card # _____ Exp date: _____ Security code _____
 Signature _____

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Restaurant Registration – Part 1 (continued)

November 19, 2011

Required Restaurant & Chef Information

Chef Name: _____

Company: _____

Chef's Email: _____ Phone: _____

Restaurant Health Permit # _____
(Begins with FAXX-XXXX)

Chef Jacket Size _____ Chest Size _____

Dish You Are Serving at Grand Event: _____

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Restaurant Registration – Part 2

Charity Auction Form

- Yes, we want to take full advantage of participating in the San Diego Bay Wine & Food Festival and we will donate the following auction item(s) below, according to the terms of the Exhibitor Registration Fact Sheet. Top five donations will be used in the Live Auction:
- We cannot attend the San Diego Bay Wine & Food Festival this year, however, would like to donate the following to the auctions and be listed in the event program:

Donations*:

Description of dinner or chef's dinner(s) *[Value is important]*: _____

_____ \$ _____ Value

Optional Donations: You may choose one or more of the following:

- Private tasting & lunch with Chef for _____ persons: \$ _____ Value
- Private tasting & dinner with Chef for _____ persons: \$ _____ Value
- Private in-home Chef's dinner and wine for _____ persons: \$ _____ Value
- Other _____ for _____ persons: \$ _____ Value



***Note:** The Festival offers Exhibitors a \$200 exhibit discount for auction donations. Auction donations are tax-deductible and benefit the American Institute of Wine and Food (AIWF), a nonprofit 501(c)3 corporation, with their efforts to fund culinary and enology scholarships. Please refer to the attached Exhibitor Registration Fact Sheet (pg 1) and Registration Form (pg 2) for information regarding auction donation(s) and your registration fee.

Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Contact _____ Title _____

Please fax this form to 619-312-1211

Please mail your donation by October 21, 2011 to:

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

San Diego Bay Wine & Food Festival

PROMOTIONAL OPPORTUNITIES

Put the spotlight on your brand at this year's Festival with these attention grabbing promotional opportunities. Don't miss out on your chance to capture the taste buds of over 10,000 key influencers including wine and food enthusiasts, hundreds of chefs and wine buyers, winemakers, retailers, and media – all present at this year's Classes, Reserve & New Release Tasting, and Grand Tasting Event!

Promotional opportunities include:

- | | |
|--|---|
| <input type="checkbox"/> COOKING CLASSES (limited spots available) | <input type="checkbox"/> CELEBRITY LUNCHEON & AIWF LIVE AUCTION |
| <input type="checkbox"/> WINETASTING CLASSES (limited spots available) | <input type="checkbox"/> FREE DIRECTORY LISTING |
| <input type="checkbox"/> WINEMAKER DINNERS / LUNCHEONS | <input type="checkbox"/> DIRECTORY ADVERTISING |
| <input type="checkbox"/> FESTIVAL SPONSORSHIP | <input type="checkbox"/> WINERAVE |

Descriptions on these promotional opportunities follow below.

If you are interested in any of these options, there are TWO easy ways to get started:

- 1) Fill out the bottom of this form and a representative will call to answer any questions you may have or
- 2) Contact us directly at 619-312-1212 or by email at crocker@fastforwardevents.com

Cooking Classes (Thursday & Friday, November 17-18):

From national celebrity chefs to local, award-winning culinary stars, the San Diego Bay Wine & Food Festival takes great pride in building a fun and informative series of cooking classes for event attendees. We feature one winery in each class, partnering winemaker with chef for a unique tasting and educational experience. For gourmet food companies, cooking classes also present a great opportunity for product sponsorship, integrating your brand in classes, signage, course instruction and sampling. (Limited spots available)

Wine Tasting Classes (Thursday & Friday, November 17-18):

Trendsetters and legends unite in the Festival's series of wine tasting classes. Opportunities exist for wineries to have their winemaker as part of a panel discussion, or have your wines featured in one of the classes. Prior topics have included: Napa AVA Panel Discussion led by Master Sommelier Joseph Spellman, Paso Robles Taste Tour and Panel Discussion led by Master Sommelier Bob Bath, Simply Sensational Syrah led by winemaker Kerry Damskey, and many others. (Limited spots available)

Winemaker Dinners and Luncheons:

With over 60 restaurants and star 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 this effort by promoting all dinners and luncheons on the Web site and encouraging all attendees to take part in these dinners through our scheduled program. Wineries interested in setting up a dinner or luncheon should contact one of the restaurants participating in the event, determine a date, menu and price, and then contact Festival management with the details. We will then publish your dinner or luncheon on our website.

Festival Sponsorship:

There are more than 40 different types of sponsorship opportunities available at the 2011 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 or download it from the official website at www.worldofwineevents.com. Do you have an idea for sponsorship that you don't see in our deck? Let us know! We also work closely with our sponsors to build programs that directly meet their market objectives while keeping in line with the needs of their budget. Past sponsors have included BMW, Southwest Airlines, Nestle Water, World Market, Union Bank of California, Mondavi Wines, Viejas Entertainment, Marriott Hotels, Bridgestone, POM Wonderful, Cox, Stella Artois, Westfield, Macy's, Chesapeake Fish Co and over 40 others!

Promotional Opportunities continued,

WineRave (Wednesday, November 16):

The San Diego WineRave turns up the volume for up and coming wine enthusiasts. Featuring 25 of the event's edgiest (and energetic!) wines and spirits on Wednesday, November 16 from 7:00 p.m. - 10:00 p.m. at a nightclub venue in downtown San Diego. Last year's event had over 400 attendees, tray passed appetizers, and lots of music. If you are looking to attract an audience of eager-to-learn wine consumers, this is your crowd. This event is produced in partnership with a radio station. Please fill out the WineRave registration form found on the website.

Celebrity Chef Luncheon and Live Auction (Sunday, November 20):

The Celebrity Chef Luncheon & AIWF Live Auction will feature 15 celebrity winemakers, owners (or other high-profile winery representatives) and a world-class menu prepared by nationally acclaimed chefs. Guests will dine at tables of 11-12, each table featuring one winemaker pouring favorites from their portfolio. A celebrity artist will be on-hand to serve as emcee of the event and will also host one table. Menu and winery selection will be posted after September 16, 2011. The Luncheon will culminate in a spirited live auction with jet-setting vacation packages, large format bottles, and one-of-a-kind items that are perfect for the serious wine and food enthusiast. Proceeds from the event's auction benefit The American Institute of Wine & Food's Culinary and Enology Scholarship program. To date, over \$150,000 has been awarded to AIWF who in turn fund deserving students from proceeds raised at auctions during the San Diego Bay Wine & Food Festival.

Festival Program & Directory:

The Program is distributed to all Festival attendees over the course of the week, including members of the trade and media. As a Festival participant, your listing is FREE, just fill out the directory information box on your exhibit space contract to guarantee your space. You may also upgrade your listing by adding a company or brand logo. Want to really stand out? Advertising in the directory is affordable with either 1/2- or full-page options available. See your exhibit space contract for rates. *Note: Free listings do not carry any monetary value. Should your listing be inadvertently excluded in the program, no compensation will be assigned to the listing.*

Advertising space is limited and will be placed on a first come, first serve basis. All reservations must be submitted no later than October 21, 2011. Advertising materials must be received no later than October 28, 2011 via email to crocker@fastforwardevents.com. Advertising space is confirmed once payment has been received. Please refer to the Advertisement Insertion Order Form for mechanical requirements and deadlines.

PROMOTIONAL OPPORTUNITIES INTEREST FORM

Please fill out and fax to 619-312-1211

Contact Name: _____

Company Name: _____

Phone Number: _____ Email: _____

Please have Festival Management Contact me regarding the following:

- I am interested in having my product in Festival Cooking Classes
- I am interested in having my product in Festival Wine Tasting Classes
- I am interested in participating in a winemaker dinner or luncheon
- I am interested in learning more about Festival Sponsorship
- I am interested in WineRave
- I am interested in the Celebrity Chef Luncheon and Live Auction
- I am interested in directory advertising (orders can also be made by filling out the exhibit contract included in this package)

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Restaurant Registration

AUTHORIZED SIGNATURE

Exhibitor Registration is not complete without a signature.

The San Diego Bay Wine & Food Festival is authorized to reserve space for our use in the 8th Annual Festival in San Diego, November 16 – 20, 2011. 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.

Signature: _____

Date: _____

Print Name: _____

Title: _____

Company: _____