

9th Annual San Diego Bay Wine & Food Festival

November 17, 2012 – Grand Tasting

Non – Sampling Exhibitor 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 ninth 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.

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.

Time and Location for Exhibitor:

(Non-Sampling exhibitors ONLY participate in the Grand Tasting Event on November 17, 2012)

Grand Tasting Event: Saturday, November 17 from 11:00 am – 3:00 pm

Trade Tasting Exclusive Hours: 11:00 am to 12:00 pm (to 3:00 pm with general public)

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.

General Admission Hours: 12:00 pm to 3:00 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.

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 15, 2012 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.***

Cancellation Notices:

Must be in writing and received by June 1, 2012. Exhibitors will receive a full refund minus \$45 handling fee. By July 1, 2012, a 50% refund. After July 1, 2012, 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 Event: Participating Non – Sampling Exhibitors are allowed up to two (2) 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 event 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, 2012. You will receive one program listing per registration (note: no monetary value is assigned to program listing).

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 Non – Sampling Exhibitors:

See Promo Opportunities attached.

You supply:

- Auction item to receive auction donation discount.
- Headshot and bio of chef or personality for inclusion on our website

We supply:

- Signage for exhibiting company
- 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

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Non – Sampling Exhibitor Registration – Part 2

Non – Sampling Exhibitor Registration Fact Sheet (continued)

The San Diego Bay Wine & Food Festival is authorized to reserve space for our use in the 9th Annual Festival in San Diego, November 14 – 18, 2012. 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.

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Non - Sampling Exhibitor Registration – Part 1

EXHIBITOR INFORMATION		
Company Name:		Company Name (Billing):
Contact Name:		Title:
Address:		
City:	State:	Zip:
Phone:	Fax:	
Email:		
Website:		

PROGRAM LISTING - Please fill out the following information exactly as you would like it to appear in show directories and signage.		
<input type="checkbox"/> Same as above	Company Name:	
Address:		
City:	State:	Zip:
Phone:	Website:	

BOOTH OPTIONS	Early Rate 1/ Before May 4, 2012	Early Rate 2/ Before Sept. 14, 2012	Regular Rate/ After Sept. 14, 2012
<input type="checkbox"/> Rate With Auction Donation	<input type="checkbox"/> \$695 per table	<input type="checkbox"/> \$795 per table	<input type="checkbox"/> \$895 per table
<input type="checkbox"/> Rate Without Auction Donation	<input type="checkbox"/> \$895 per table	<input type="checkbox"/> \$995 per table	<input type="checkbox"/> \$1,095 per table

ADDITIONAL EXHIBITOR BADGES	
All badges are picked-up on site at the Grand Tasting Event. Specialty Food Exhibitors will receive two (2) badges with your company name on it. <i>You may purchase up to two (2) additional badges at \$60 per badge.</i>	
Quantity of Additional Badges @ \$60 each (Maximum of 2):	Badge Subtotal: \$

ELECTRICAL OUTLET	
Before September 14, 2012	<input type="checkbox"/> \$65 per outlet
Before November 2, 2012	<input type="checkbox"/> \$95 per outlet
After November 2, 2012	<input type="checkbox"/> \$145 per outlet
Total Outlets:	SUBTOTAL: \$

ADDITIONAL MARKETING OPTIONS	
Premium Promotion Package • 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	<input type="checkbox"/> \$1,250
Logo-Enhanced Program Listing in official event program	<input type="checkbox"/> \$50
Half page B&W ad in official event program	<input type="checkbox"/> \$550
Half page, four color ad in official event program	<input type="checkbox"/> \$650
Full page B&W ad in official event program	<input type="checkbox"/> \$900
Full page, four color ad in official event program	<input type="checkbox"/> \$1,000
PROGRAM SUBTOTAL:	

EXHIBIT SPACE CALCULATIONS	
Booth / Table Fees	\$ _____
Marketing Options	\$ _____
Electrical Outlet Fees	\$ _____
Additional Exhibitor Badge Fees	\$ _____
GRAND TOTAL:	\$ _____

PAYMENT INFORMATION			
<i>By filling out this form, you agree to the terms and conditions listed in the 2012 Registration Fact Sheet.</i>			
Fee Enclosed: \$ _____	Date: _____	Credit Card: <input type="checkbox"/> AMEX <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard	
Credit Card Number: _____	Exp. Date: _____	Security Code: _____	
Authorization: _____			
<input type="checkbox"/> Payment by check: Please make check payable to: San Diego Bay Wine & Food Festival and mail to: World of Wine Events; ATTN: San Diego Bay Wine & Food Festival, 1399 N. Cuyamaca Street; El Cajon, CA 92020			
Payment Policy: In order to receive the early sign up discount, payment must be received by discount date.			
Cancellations: Must be submitted in writing and received by June 1 to receive a full refund minus \$45 handling fee. By July 1, 50% refund. After July 1, no refund.			

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Non – Sampling Exhibitor 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 Non – Sampling Exhibitor Fact Sheet.
- 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:

Full Name of Auction Donation Item: _____

Detailed Description of Auction item: _____

Item Value: \$ _____

***Note:** The Festival offers Exhibitors a \$200 exhibit discount for auction donations. Minimum value of auction donation should be greater or equal to the exhibit discount (\$200). 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. Auction donations must be received by October 15, 2012 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.

Company: _____ Contact Name: _____

Phone: _____ Email Address: _____

Please fax this form to 619-312-1211

Please mail your donation by October 19, 2012 to:

San Diego Bay Wine & Food Festival

ATTN: AUCTION DONATION

1399 North Cuyamaca Street El Cajon, CA 92020

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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"/> WINERAVE |
| <input type="checkbox"/> WINEMAKER DINNERS / LUNCHEONS | <input type="checkbox"/> FREE DIRECTORY LISTING |
| <input type="checkbox"/> FESTIVAL SPONSORSHIP | <input type="checkbox"/> DIRECTORY ADVERTISING |

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 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 romero@fastforwardevents.com.

Cooking Classes (Thursday & Friday, November 15-16):

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 15-16):

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 2012 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!

WineRave (Wednesday, November 14):

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 14 from 7:00 p.m. - 10:00 p.m. at a nightclub venue in downtown San Diego. Last year's event had over 600 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 18):

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, 2012. 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.* **Please note:** Advertising space is limited and will be placed on a first come, first serve basis. All reservations must be submitted no later than October 17, 2012. Advertising materials must be received no later than October 17, 2012 via email to romero@fastforwardevents.com. Advertising space is confirmed once payment has been received. Please refer to the Advertisement Insertion Order Form for mechanical requirements and deadlines.