

2010 Vendor Application for the Grand Tasting Tents inside the Culinary Village – March 4-7, 2010

Thank you for your interest in being a Vendor during the 2010 BB&T Charleston Wine + Food Festival. To apply as a **Vendor** for the **Grand Tasting Tents**, please print and fill out the one page [vendor application form](#) in full – located on the last page. **Note:** Payment is due with the application.

APPLICATION PROCESS

All interested culinary related companies can apply for a vendor space in the Grand Tasting Tents. Space is limited, and the 2010 BB&T Charleston Wine + Food Festival reserves the right to refuse an applicant. Applicants will be notified of the final decision no later than October 31, 2009. Selected vendors will receive a full packet of festival information and a training meeting will be offered prior to the Festival. Sponsors and previous vendors will have first choice of placement in the 2010 BB&T Charleston Food + Wine Festival. For information on sponsorship opportunities please contact the Festival Office at (843) 727.9998 X 3 or visit www.charlestonwineandfood.com

VENDOR REGISTRATION FEES – (Fees have remained the same as last year)

\$550 Grand Tasting Tents & \$50.00 * Clean up Deposit (must be a separate check)

The Tasting Tents are designed to allow guests to sample vendor products. Therefore, vendors must provide enough samples for the number of expected guests each day, with the suggestion of having a different food and or drink sample each day. Vendors must also operate for the full schedule outlined below. Vendors who wish to sell packaged products must get those products approved to avoid conflicts with the sponsors and festival merchandising.

We will bring back the same format for the Culinary Village as last year, with some improvements. The Grand Tasting Tents will be located in two 66' x 150' clear span tents anchoring the east and west sides of Marion Square. The addition of the second tent proved for a better flow and layout, which in turn enhanced the attendee's experience. In addition, we will continue to have a morning and afternoon session on Saturday, and one session Sunday. This year Sunday hours will be from 1:00-4:00PM. Friday there will be an hour break between the Sneak Preview and the opening of the Grand Tasting Tents. On Saturday, the Grand Tasting Tents will be closed from 1:00 to 2:00 so vendors can restock, clean up and offer staff breaks. *A \$50.00 mandatory clean up fee is new this year. If your booth area is left as you had found it, your check will be shredded, if not it will be cashed.

Friday, March 5th

11:30 to 1:00 (750)
2:00 to 5:00 (1800)

Saturday, March 6

10:00 to 1:00 (1800)
2:00 to 5:00 (2000)

Sunday, March 7

1:00 to 4:00 (1500)
Note only one 3 hour session Sunday!
(Estimated daily max)

New changes/additions this year inside the GTT:

- “Windows” in the middle tents to allow more natural light & more lighting in the darker areas
- Sell less tickets to GTT (some of the bottleneaking was due to comp tickets) keep it manageable
- Expanded outdoor seating area
- New Cork Recycling Program (will take place at all events with a wine component)
- More Trash and Recycling bins inside tents
- All beverage vendors will be required to use Slow Wine Pourers (festival will provide)
- Whole Foods to retail one (1) White Wine & one (1) Red Wine per vendor *** See Below
- Sneak Preview tickets will be given out earlier in order for you to hand out also, the Sneak Preview will last 1.5 hours this year
- Announce the winner of the booth competition in advance and have a ribbon designating the winner
- Fans placed strategically inside the GTT to create air flow
- Discounted tickets to the Grand Tasting Tent **instead** of additional badges (\$40.00 each day and session) must be purchased two-weeks prior to Festival.

Each food exhibitor will receive:

- One 10x10 area
- One 8ft table
- Glassware - each vendor will receive 2 glasses. Additional glassware can be purchased for \$5.00 each
- Linen – with daily changes (2 on Saturday)
- Two chairs
- Booth signage
- 4 tickets to the VIP Sneak Preview prior to date

***Each beverage vendors will receive: Please see below for product retail information

- One 10x10 area
- One 8ft table
- One 6’ back table
- Linen – with daily changes (2 on Saturday)
- Dump Bucket
- Daily ice drop
- Slow Wine Pourers
- Glassware – each vendor will receive 2 glasses. Additional glassware can be purchased for \$5.00 each
- Two chairs
- Booth signage
- 1 – recycle bin & cork recycling bin
- 4 tickets to the VIP Sneak Preview prior to date

Due to space and restrictions, vendors located inside the Grand Tasting Tents will **NOT** be allowed to bring your own tent or trailer. **Electricity** (110v) will be a **separate fee of \$165.00 per outlet**. This electrical fee must be included with the exhibition booth fee, an electrical form will be sent at a later date. **For all other rental items we recommend, All Occasions Rentals at 843-554-6334**

VENDOR SALES AND SAMPLING DETAILS

Each vendor will be allowed to promote **ONLY** his or her product. There will be **NO** third party endorsements and sales. Retail items can only be sold inside the tent (i.e. sauces, spices, merchandise, etc.). Restaurant vendors will **NOT** sell food on-site in the Grand Tasting Tents. All food or beverage samplings must be approved and each vendor needs to provide enough samplings for the entire operation of the Grand Tasting Tents. Please note that **ALL VENDORS MUST** give out a quality beverage or food sample the entire time the Grand Tasting Tents are open. The samples must be representative of your business and must be ample in size. More specific information regarding booth set up will be provided closer to the Festival date.

****Wine Vendor Retail Information**

We are proud to have Whole Foods Market once again as our Official Wine Retailer with a location on site to sell the wines of the Festival. This year Whole Foods will retail one (1) White Wine and one (1) Red Wine per table. Please list the wines you would like for Whole Foods to retail on the last page of the application.

Vendor Access (*New rules this year)

Each exhibitor will receive four (4) laminated vendor badges to the Culinary Village; the badge color will change each day. The vendor badges permits access to the FedEx & other GTT, SCE&G Celebrity Kitchen, All Cooking Competitions, Charleston Cooks! Store/Book signing Tent and the BB&T Hospitality Tent. ***Additional discounted Culinary Village tickets can be purchased two weeks in advance. Tickets must be purchased for a specific day and session. Additional badges will NOT be printed any longer. Vendors need to purchase tickets to all other events they are interested in attending.**

Marketing Provided

Each Exhibitor will receive a 50-word company listing (and link) on the web site (www.charlestonwineandfood.com) and in the Official Festival Program insert in the *Post and Courier* (70,000 distribution) (NOTE: * **Must be returned with this Vendor Application. If you are a returning vendor and want to use last years listing please make a notation on the application.** Send to randi@charlestonwineandfood.com).

TYPES OF VENDOR

The following breakdown of categories available for vendors/exhibitors:

- Sponsors
- Previous Vendors
- Wine Makers/Wineries/Importers
- Beverage Companies
- Restaurant/Caterers/Food Vendors
- Misc. Culinary Related Business

SECURITY

The Culinary Village will be secured with City of Charleston Police Officers 24 hours a day from Wednesday, March, 3 through Monday, March 8, 2010 at 12:00PM. However, you have the sole responsibility for protecting your items. (See below)

INSURANCE, PERMITTING AND TAXES

The Charleston Wine + Food Festival is not liable for its vendors. Each vendor must maintain comprehensive General Liability Insurance of at least one million dollars (\$1,000,000) general aggregate and \$500,000 each occurrence. Even though the area is secured, vendors are liable for all items inside the booth area. A copy of your **proof of insurance** will be due **one month prior** to the Festival. Vendors are responsible for complying with local and state tax regulations. Vendors also are responsible for City of Charleston and South Carolina licenses, permits and DHEC regulations. If your company does not have the available insurance, there is an additional fee of \$100 for necessary coverage.

*** VIP SNEAK PREVIEW**

A Sneak Preview of the Village will take place Friday, March 5 2010 from 11:30-1:00 PM for Media, Sponsors, Trade Members, Featured Guests and Industry Professionals. Vendors participating in the Grand Tasting Tents are required to participate. Vendors should plan to offer tastings/samples to 750 guests. Tickets will not be sold for this exclusive event. Vendors will receive 4 tickets prior to the weekend to distribute for the event. * This event is 30 minutes longer this year, due to requests from vendors.

VIP AND ATTENDEE BAGS

VIP bags will be distributed to sponsors, media and guest chefs, authors and wine professionals. If you are interested in having a gift item inside the VIP bag, send details on the item to angel@charlestonwineandfood.com by **January 15, 2010**.

CASH REGISTERS/TILLS

Each vendor will be responsible for cash registers/tills and handling all monetary transactions. Vendors must obtain a **retail license prior to arrival at the Village**. More details will be provided once the application is approved.

CONTRACT TERMS & CONDITIONS:

1. Participant understands that this application is subject to acceptance by the 2010 BB&T Charleston Wine + Food Festival, and that this contract is not valid until accepted by management. Confirmation will be sent to each participant. Once confirmation is sent payment will be deposited.
2. The BB&T Charleston Wine + Food Festival reserves the right to reschedule programs due to circumstances beyond its control. By applying and registering, the participant understands that the registration fee is non-refundable if selected as a vendor.
3. All artwork and necessary materials to be printed and/or published in festival publications must be supplied to the BB&T Charleston Wine + Food Festival in the required format. All materials must be received by no later than deadlines detailed in letter confirming Participants contract approval.

4. Once an applicant is accepted, a comprehensive packet will be sent with details on the event, including rules and regulations. A vendor training session will be arranged one month prior to the Festival.
5. All Vendors including Sponsors must give out a food or beverage sample during all Grand Tasting Tent hours. The Samples must be ample in size and not run out of food during the duration of the event.

2010 VENDOR BENEFITS

- Four (4) laminated Culinary Village Badges
- Four (4) tickets to Sneak Preview – Received at Vendor Training or before
- Company 50 word Listing and Description on Official Festival Web-site
- Discounted additional tickets to Culinary Village (must be purchased two-weeks prior)
- Company 50 word Listing and Description in Official Festival Program insert in *The Post & Courier* - 70,000 distribution
- Promotional placements in VIP bags (if interested)
- Interaction with 15,000 Local and National Festival Attendees
- 15,000+ guests attended
- 44% of from out of town, 56% are local
- 60.9% our of guests have an annual household income of 100k or greater, of that 22% have an HHI greater than 200k
- 71% are employed full-time
- 57.2% are college educated, 39.2% hold a graduate degree
- Average age of Festival attendee is 46
- 74% are married or living with a partner

Testimonials from past vendors:

"The Charleston Wine + Food Festival was a fantastic event, with the perfect balance of trade and media as well as consumers interested in trying new specialty wines and products. It was this combination of the two that allowed me to increase the number of retailers we do business with as well as expose the Spanish Vines brand to whole array of new customers. I will definitely plan to attend in the years to come."

–Josh Hackler, Spanish Vines

"The Wine + Food Festival was created to spread the Charleston experience...By participating in the Vendor Village I am reaching out to many more future clients, guests and visitors to Charleston than I do by just participating in the Dine Around...the Festival needs more participation from the "Celebrity Chef's" of Charleston to help with the "Bread and Butter" of this event...not just the prestige events!"

- Robert Carter, Peninsular Grill

This is my second year to be invited to participate in the Charleston Wine + Food Festival. It was a wonderful opportunity to be a part of the Festival for 2009! The festival brought me great exposure. I had the pleasure of being Coburg Dairy's next door neighbor! That alone was a great combination for visitors to enjoy a taste of cake and a shot of milk! I had wonderful conversations with people and they were genuinely interested to hear about my business and how I got started. Almost everyone that stopped by took their time to fill out their information for my mailing list. This gives me the best follow up opportunity immediately following the Festival.

What do I like about the Festival? THE PEOPLE!

I love meeting new vendors and learning more about what they offer. I especially love serving my cake. I couldn't cut it fast enough! That is what is great about the Wine + Food Festival. It has brought me exposure and networking opportunities and allowed me to share my passion for Chocolate with others!

- Christen W. Reese, Chocolate Cake

