Food Purveyor Exhibitor Form - 2012

1st Annual California Wine Festival – Monterey Peninsula, October 5-6, 2012
Complete form and email to emily@californiawinefestival.com or print out and FAX to Emily Kaufmann, V.P., @ 866-273-4148
Please complete all sections. Return with credit card information or mail with check payable to:
California Wine Festival, P.O. Box 90358, Santa Barbara, CA 93190
Questions: email emily@californiawinefestival.com or phone: 805-886-5103

The California Wine Festival is a showcase of California's premier wine and culinary professionals. At each location, the Festival showcases nearly 250 wines from over 80 wineries, 30 of the areas fine dining restaurants, spirit purveyors, gourmet food companies, and lifestyle exhibitors. The mission of the California Wine Festivals is to promote and celebrate fine wine and foods of California.

Winery Name	Contact	Mobile	
Address	City	State	ZIP
Phone	Fax	Email	
To Pay Fees w/ credit card enter Cardholder Name (Name on credit card)			
Credit Card Type	Credit Card Number	Expiration Date	

NOTE: Your booth sign will carry the name of your company and website.

FREE Website Listing in Event Program and Online: www. _____.

☐ LOGO DISPLAY OPTION: *INCREASE BRAND VISIBILITY* -Include your logo with your company listing on our web site and in the program. Submit minimum 150 dpi image or greater.

Set-Up Fee: $100

We supply:

- Signage for company
- Six-foot draped table and prep table for Old Spanish Nights/Rare & Reserve and ; eight-foot linen covered table for Beachside Wine Festival/Grand Tasting
- 10' x 10' Tent canopy @ Saturday Beachside/Grand Tasting
- Company listing in tasting program and on Festival web site
- Glasses – for wine sampling
- Ice and holding containers
- Water
- Dump buckets

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EVENT PARTICIPATION & FEES

Please check events in which you will participate.
IMPORTANT: Must participate Saturday to be eligible to participate in Thursday & Friday events.
Sale of prepackaged products only at Beachside Wine Festival events.

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MONTEREY PENINSULA EVENTS

☐ 1. Friday, October 5, 2012 - Rare & Reserve Wine Tasting. Location TBD. 6:30pm-9:00pm (600 guests) $100*

☐ 2. Saturday, October 6, 2012 – Grand Tasting Wine Festival. The Farm @ Quail Lodge 11:30am-4:00pm (2000 guests) $450

PLEASE TOTAL EXHIBITOR FEE AMOUNT DUE HERE $_____

Paid by: (circle one) Credit Card or check (date mailed) _____

Cancellation Notices: Must be in writing and received by September 1, 2012 for Monterey, exhibitors will receive a full refund minus $45 handling fee.