



## 2009 Vendor Application for the Grand Tasting Tents inside the Culinary Village – March 6-8, 2009

Thank you for your interest in being a Vendor during the 2009 BB&T Charleston Food + Wine Festival. To apply as a **Vendor** for the **Grand Tasting Tents**, please print and fill out the one page [vendor application form](#) in full. Note: Payment is not due with the application. An invoice will be sent if you are selected to participate.

### APPLICATION PROCESS

All interested culinary related companies can apply for a vendor space in the Grand Tasting Tents. Space is limited, and the 2009 BB&T Charleston Food + Wine Festival reserves the right to refuse an applicant. Applicants will be notified of the final decision no later than October 15. 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 2009 BB&T Charleston Food + Wine Festival. For information on sponsorship opportunities please contact the Festival Office at (843) 727.9998 X 5 or visit [www.charlestonfoodandwine.com](http://www.charlestonfoodandwine.com).

### VENDOR REGISTRATION FEES

#### \$550 Grand Tasting Tents

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 are excited to bring back the same format for the Culinary Village as last year. The Grand Tasting Tents will be located in two 60' 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 our visitor's experience. In addition, we will continue to have a morning and afternoon session on Saturday, with only one session Sunday. 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. **Each food exhibitor** will receive a 10x10 area to include one 8ft table, linens, two chairs and booth signage; **beverage vendors** get a back table as well. 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. **All other rentals for additional tables, chairs, linens, etc, must be placed on your own.** (We recommend, All Occasions Rentals at 843-554-6334)

**Friday, March 6<sup>th</sup>**  
12:00 to 1:00 (750)  
2:00 to 5:00 (2000)

**Saturday, March 7**  
10:00 to 1:00 (2500)  
2:00 to 5:00 (2500)

**Sunday, March 8**  
1:00 to 5:00 (2500)  
**Note only one session Sunday!**  
(Estimated daily max)

## **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.

## **Vendor Access**

Exhibitors also will receive four (4) laminated vendor badges to the Culinary Village which permits access to the Grand Tasting Tents, Cooking Demonstrations, Author's Tent and Special BB & T Wine Tasting Tent. Additional badges can be purchased for \$35 each and must be purchased two weeks in advance. More specific information regarding booth set up will be provided closer to the festival date.

## **Marketing Provided**

Exhibitors also will receive a 50-word company listing (and link) on the web site ([www.charlestonfoodandwine.com](http://www.charlestonfoodandwine.com)) and in the official festival 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@charlestonfoodandwine.com](mailto:randi@charlestonfoodandwine.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, 4 through Monday, March 9, 2009 at 5:00PM. However, you have the sole responsibility for protecting your items. (See below)

## **INSURANCE, PERMITTING AND TAXES**

The Charleston Food + Wine 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.

## **SHIPPING AND STORAGE**

Each vendor is responsible for his or her shipping and storage.

## **VIP SNEAK PREVIEW**

A Sneak Preview of the Village will take place Friday, March 6 2009 from 12:00-1:00 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 to distribute for the event.

## **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 [Randi@charlestonfoodandwine.com](mailto:Randi@charlestonfoodandwine.com) by **January 15, 2008**.

## **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 2009 BB&T Charleston Food + Wine 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 2009 BB&T Charleston Food + Wine 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 2009 BB&T Charleston Food + Wine 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, logistics meeting and walk-through will be arranged one month prior to the Festival.

## **2009 VENDOR BENEFITS**

- Four (4) laminated Culinary Village Badges
- Four (4) tickets to Sneak Preview
- Company 50 word Listing and Description on Official Festival Web-site

- Company 50 word Listing and Description in Official Festival Program insert in *The Post & Courier* - 70,000 distribution
- Promotional placements in VIP bags at no charge
- Interaction with 15,000 Local and National Festival Attendees
  - Median Household Income: \$150,000 with 25% above \$200,000
  - Median Age: 47.3 (range: 20-74)
  - Median Length of Stay in Charleston: 5 nights
  - Average Total Expenditure per Travel Party: \$2,259.00
  - 53% of Festival visitors were from the Charleston Tri-County area, 47% were non-local ( 28.6% from out of state)
  - Total Economic Impact: \$2.21 million
  - \$817,000 in local wages was generated from Festival

