

San Diego Bay Wine & Food Festival

November 20, 2010 – Grand Event

Restaurant Registration Fact Sheet

The San Diego Bay Wine & Food Festival is an international showcase of the world's premier wine, beer, & spirits producers, chefs and culinary personalities. Now in its seventh 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:

Trade Tasting: 11:00 am to 12:00 pm (to 4:00 pm with general public), **Saturday, November 20**

This is a limited event is for wine buyers, chefs and other wine trade and invited media. Takes place one hour prior to the general admission gates opening at the Grand Event. Location: Embarcadero Park North. Projected attendance: 800-1,000

The Grand Event: 12:00 pm to 4:00 pm **Saturday, November 20**

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. Projected 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.

Chef of the Fest:

Please note that when you register for the Grand Event, you are automatically entered into 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 contests 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 17, 2010, (2) donate a chef's dinner or dining package to the auction(s), and (3) distribute 1,000 – 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 (American Institute of Wine and Food), a 501(C)3 nonprofit. Auction donations must be received by October 22, 2010 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 1,000 – 2,000 samples. We expect 5,000 in attendance and anticipate 70 restaurants and 30 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, paying restaurants will receive a full refund minus \$45 handling fee; by July 1, 2010 a 50% refund; after July 1, 2010 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:

The Reserve Tasting and Grand 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. Up to four (4) additional Festival tickets for clients may be purchased for 40% off listed prices for each of the Reserve Tasting and/or the Grand Event. 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.

San Diego Bay Wine & Food Festival 7556 Trade Street, San Diego, CA 92121 • 858-578-9463 /FAX 858-578-9462

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Restaurant Registration Fact Sheet (continued)

Optional Events for Restaurants:

See Promo Opportunities attached

You supply:

- Head shot and Bio of chef or personality for inclusion on our website
- Samples of product – 1,000 to 2,000 samples
- 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
- Eight-foot plastic covered table (2)
- Tent
- 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 where requested
- Water
- Your customers

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Rates with Auction Donation of Chef's Dinner, gift certificates
(fill out donation form- Part 2, pg. 3)

- Event Fee:** **\$NC** Per Restaurant before September 17, 2010
 \$295 Per Restaurant after September 17, 2010

Rates without Auction Donation

- Event Fee:** **\$395** Per Restaurant before September 17, 2010
 \$495 Per Restaurant after September 17, 2010

Electrical Outlet

One 110 volt electrical outlet

- \$65** Before September 17, 2010
 \$95 Before November 1, 2010
 \$145 After November 1, 2010

Premium Promotion Package:

- \$1,250** Before October 22, *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 20,000 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)

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 and received by June 1, exhibitors will receive a full refund minus \$45 handling fee; by July 1, 2009 a 50% refund; after July 1, 2009 no refund

Please fax or mail this registration form
with your fee to:

San Diego Bay Wine & Food Festival
7556 Trade Street, San Diego, CA 92121
858-578-9463 /FAX 858-578-9462

Exhibit Space Subtotal

Quantity	Total Fee
_____	_____

Electrical Subtotal

Quantity	Total Fee
_____	_____

Program Subtotal

Type	Total Fee
_____	_____

Total Fees

Total Fee	_____
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Contact information:

Company _____ Contact _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Fax _____ Email _____
 Attendee _____ Title _____
 Health Permit # _____ Web address _____

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

Same as above

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

By filling out this form you agree to the terms and conditions listed in the 2010 Registration Fact Sheet.

Payment

Fee enclosed \$ _____ Date _____ Check, or credit card (MC, Visa, Amex)

Credit Card # _____ Exp date: _____ Security code _____

Signature _____

San Diego Bay Wine & Food Festival

Restaurant Registration - Part 2

November 20, 2010

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 [*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 Restaurants 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 3) for information regarding auction donation(s) and your registration fee.

Company _____ Contact _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Attendee _____ Title _____

Please fax this form to 858-578-9462

Please mail your donation by October 22, 2010 (wine or gift certificate) to:

**San Diego Bay Wine & Food Festival
ATTN: AUCTION DONATION
7556 Trade Street
San Diego, CA 92121**

**2010 "CHEF OF THE FEST" COMPETITION AT THE
SAN DIEGO BAY WINE & FOOD FESTIVAL
Restaurant Registration – Part 3**

OFFICIAL ENTRY FORM

Congratulations! As a restaurant participating in the San Diego Bay Wine & Food Festival's Grand Event, you are automatically in the running to walk away with up to \$50,000 in cash and prizes at this year's event. All dishes served at this year's event will be judged and the top five chefs/restaurants awarded amazing prizes. Take a moment to provide the following information and fax in along with your restaurant registration and charity auction forms. Complete rules and regulations may be found online at www.worldofwineevents.com under Exhibitor Information.

Chef Name: _____

Company: _____

Address: _____

City: _____ CA, Zip: _____

Email: _____ Phone: _____

Website: _____

Describe dish: _____

Festival Management Use Only:

Date Received: _____

Restaurant Registration

Headshot & Bio

Recipe

Category (choose one):

Raw

Meat

Poultry

Fish/Seafood

Dessert

Please sign after reading the following statement: I have read the "Chef of the Fest" rules and regulations and agree with and understand the steps I must take in order to meet the judging guidelines. I understand that failure to follow the rules and regulations may result in disqualification. I also understand that I may be filmed and photographed during this competition and give the Festival my permission to do so. I also understand that all footage is the property and rights of the San Diego Bay Wine & Food Festival and agree that I will not receive any compensation for the use of my image or likeness in the filming or airing of the Festival or Chef of the Fest challenge. The San Diego Bay Wine & Food Festival reserves the right to use all recipes, photos, and biographies in Festival promotional materials including the official Website, advertising and marketing collateral. Rules and regulations can be found at www.worldofwineevents.com.

Chef

Date

klein@fastforwardevents.com

858-578-9463 / FAX 858-578-9462

www.worldofwineevents.com

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 8,000 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 Tasting, and Grand Event!

Promotional opportunities include:

- | | |
|--|---|
| <input type="checkbox"/> COOKING CLASSES | <input type="checkbox"/> AIWF CELEBRITY LUNCHEON & LIVE AUCTION |
| <input type="checkbox"/> WINETASTING CLASSES | <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 858-578-9463 or by email at crocker@fastforwardevents.com

Cooking Classes:

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.

Wine Tasting Classes:

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.

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 Web site.

Festival Sponsorship:

There are more than 40 different types of sponsorship opportunities available at the 2010 Festival with a wide variety of exposure levels and price points to meet every marketing budget. Contact Festival Management at 858-578-9463 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, Cox, Stella Artois, Westfield, Macy's, Chesapeake Fish Co and over 40 others!

Promotional Opportunities continued,

WineRave:

Back by popular demand 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 17 from 7:00 p.m. - 10:00 p.m. at (TBA) 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.

Celebrity Chef Luncheon and Live Auction:

The AIWF Celebrity Chef Luncheon & 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 17, 2010. 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 22, 2010. Advertising materials must be received no later than October 29, 2010 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 619-469-0388

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)