



EXHIBITOR PACKAGE

FOOD & BEVERAGE SHOWCASE
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FACTS AT A GLANCE

MANAGEMENT

Diane Dawson

Owner of Wintergreen Pancake Barn

Showcase Director

705-286-3202

dawson.wintergreen@sympatico.ca

SHOW LOCATION

Wintergreen Pancake Barn
3325 Gelert Road
Minden, ON

SHOW DATE/HOURS

Saturday, June 17th, 2017
11:00AM – 4:00PM

MOVE IN

Friday, June 16th, 2017
2:00PM – 6:00PM

MOVE OUT

Saturday, June 17th, 2017
4:30PM – 6:00PM

Each Exhibitor must confirm their move-in time with Diane Dawson: 705-286-3203

FEES

- \$50.00 Cheque deposit made payable to Highlands Food & Beverage Showcase. This cheque will not be cashed provided that the exhibitor adheres to all showcase rules and regulations.

IMPORTANT DEADLINES

- April 15th, 2017: Exhibitor Package & Registration + Proof of Insurance
- May 1st, 2017: Intention to Participate in the Culinary Food Contest
- May 15th, 2017: Approved Special Events Health Permit

SOCIAL MEDIA MARKETING

The Highlands Food & Beverage Showcase now has a fully functioning website [www.highlandsfoodfest.com] and is featured as an event on the Wintergreen Pancake Barn Facebook Page. We encourage exhibitors to share both the event and the website on their own social media marketing platforms (Facebook, Instagram, Twitter etc) and use the hashtag **#highlandsfoodfest2017** along with the county's **#myhaliburtonhighlands** hashtag.

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RULES AND REGULATIONS

BOOTH & DISPLAYS

All exhibitors must provide their own 8' table, general supplies (tape, extension chords, pens etc.) and promotional materials. Booth location will be assigned prior to Friday at 2:00PM. Please note that each exhibitor must have signage identifying his or her company name. Any signs, advertisements, posters or cards of any description must be kept within the exhibitor's assigned area. If an exhibitor requires extra booth space they may be subject to additional fees. Only participating exhibitors have the right to promote or sell products at the Showcase.

Each exhibit must be fully completed and operational by 6:00PM on Friday. This allows for cleaning and general signage to be installed. Exhibits must remain intact and staffed until show closing at 4:00PM on Saturday. Failure to adhere to this regulation will affect future participation in the Showcase. Exhibitors that will be providing food and drink samples must arrive ready to showcase approximately 300 food samples by 9:30AM on Saturday.

HEALTH PERMITS

All food and/or beverage exhibitors must apply for a Special Event Permit from the Haliburton Kawartha Pine Ridge District Health Unit. A copy of the approved permit must be submitted to Diane Dawson by May 15th 2017. You can download the application form from the Resources and Forms Index on the Health Unit website [www.hkpr.on.ca].

ELECTRICITY & WIFI

There is no WIFI available and cell signal is very poor. If you require electricity, please note that on your application.

LATECOMERS & NO SHOWS

Any space not claimed and occupied may be reassigned without obligation on the part of Wintergreen Pancake Barn and the exhibitor deposit will not be returned.

CONTESTS/DRAWS

Exhibitors are encouraged to offer promotional prizes to enhance sales and obtain new leads. Names and addresses generated from entries received must not be shared with or sold to anyone. Silent auction items are appreciated as well as a donation to the large give-away basket draw at the end of the event.

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EXHIBITOR INFORMATION

Please mail the completed form along with your registration deposit & before
< **Friday, April 15th, 2017** >

FIRST NAME: _____ LAST NAME: _____

PHONE NUMBER: _____

EMAIL: _____

WEBSITE: _____

MAILING ADDRESS: _____

BUSINESS NAME: _____

FEATURED PRODUCTS:

- _____
- _____
- _____
- _____

ELECTRICITY? _____ YES _____ NO

DRAW/CONTEST PRIZES:

- _____
- _____
- _____

ALLERGIES: _____