



Hudson Valley WINE & FOOD FEST

September 8th and 9th, 2012 - Dutchess County Fairgrounds, Rhinebeck, NY

Business Name: _____

Contact: _____

Mailing Address: _____

Day Phone: _____

Cell Phone: _____

Fax: _____

Email: _____

Website URL: _____

Please give a brief description of the type of cuisine you specialize in:

Menu (please include all menu items you would like to serve and prices, attach another sheet if necessary)

Price should be based on number of tickets (each ticket will be \$1)

Menu is subject to Fest approval. We may request additions or deletions based on contracts with other vendors

Item: _____ Price _____

Item: _____ Price _____

Item: _____ Price _____

Item: _____ Price _____

Booth Fees:

\$100 - Under the Showcase Tent Booth Space is 10' x 16' with 2 covered 8' banquet tables

Fee will be reimbursed upon successful appearance

Electricity for outdoor Showcase Tent booths must be reserved in advance.

Please check this box if you will need an electricity request form (additional fees may apply)

By signing this booth application you acknowledge that you have read, understand and agree to abide by the Food showcase Ticket System rules.

Authorized Signature: _____

Date: _____

Send no payment now, you will receive a contract with payment information if your application is approved. You should receive approval within 10 days of our receipt of your application.

Please Return Completed Form to:

Grape Events Partners LLC c/o WineRacks.com

PO Box 67

High Falls, NY 12440

phone: 888-687-2517

fax: 845-658-5309

email: vendors@hudsonvalleywinefest.com

www.HudsonValleyWineFest.com

2012 Restaurant and Caterer Showcase Application

How the Restaurant Food Showcase works:

Participating vendors serve samples to Wine & Food Fest guests. This is a SAMPLING event, not a food concession and items served should be the size of heavy hors d'oeuvres, NOT full plates or meals. Each sample size should just be a couple of bites.

Guests use Food Tickets to purchase the samples. Food Tickets cost \$1.00 each. Each Vendor is permitted to serve up to 4 items. We recommend at least 1 food item to be given free or with a cost of no more than 1 Ticket. The remaining items can be priced from 1 Ticket to no more than 5 Tickets. Vendors are NOT permitted to accept cash for samples.

At the end of the event the Vendor counts the tickets and returns them to the Fest. The Fest will confirm the ticket count and issue the Vendor a check for an amount equal to \$0.80 for each ticket. The Fest will retain the \$0.20/ticket difference. Checks will be mailed to the vendors no later than September 30, 2012.

We are not looking for you to lose money on this venture. Please create your portion sizes and ticket prices with the 80/20 reimbursement in mind.

This is a great marketing opportunity, so be sure to bring business cards, discount coupons, brochures etc. so guests will have an incentive to patronize your business even after the event.

What the Fest provides:

- 10' x 16' area under cover of a tent for vendor to serve food with additional space behind the booth for a vendor-supplied canopy for cooking and preparation.
- (4) 8' banquet tables with skirting and plastic cover
- Access to potable water and waste disposal facilities. Hand-washing stations are also provided.
- 4 passes for vendor employees to staff the booth
- Electricity is available for an additional fee and MUST be reserved in advance.
- Box for collection of Food Tickets

Participating Vendor Responsibilities:

- Provide a menu of several dishes which must include at least 1 item that is free or priced up to 1 Ticket. The other dishes may cost 1-5 Tickets (no higher). The Fest will review and approve the menu no later than August 1, 2012.
- Provide enough servings for a minimum of 2000 guests each day. Typical attendance can vary from 2000 to 5000 each day.
- Provide all serving plates, flatware and napkins for your dishes.
- Provide food and maintain the booth from Fest opening until the Fest closes each day that the vendor has signed up to attend. No Vendor may break down and leave early unless asked to do so by the Fest.

Booth Fees :

Standard Restaurant Showcase Booth (under the Showcase Tent) \$100.00

Booth fees will be reimbursed upon successful appearance at the Fest. (if you reserve a space and fail to appear we will not refund your booth fee)

Booth includes (4) 8' Banquet Tables with covers vendor must supply additional tables/canopy for cooking prep area as needed

Electricity must be reserved in advance

You may choose to participate on one or both days, however booth fees will not be discounted for participating less than 2 days.

Booth spaces will be assigned on a first-come first-served basis by the Fest.