



2015 Sunset SAVOR the Central Coast
September 26th and 27th, 2015
Main Event • California Grown Exhibitor



California Grown Exhibitor Registration Fact Sheet

The 6th Annual *Sunset SAVOR the Central Coast*, is a four-day culinary exploration that invites guests to experience the food, wine and lifestyle of the extraordinary Central Coast of California. The weekend includes Adventure Tours, Special Events & Dinners, and the star-studded Main Event. At the Main Event, the California Grown Pavilion will highlight California Grown products and goods among an affluent California based demographic while creating engagement among the farmer community. This is an extraordinary opportunity to bring CA Grown to life in front of over 10,000 attendees from all over California!

DATE/TIME/LOCATION:

Main Event: Saturday, September 26th, and Sunday, September 27th, 2015

Location: Santa Margarita Ranch, 9000 Yerba Buena, Santa Margarita, CA 93453

Event Set-Up: Friday 10:00am – 6:00pm, **Saturday & Sunday** 8:00am – 10:00am daily

Event Hours: 11:00am – 4:00pm daily

All events start on time. We require that you are set up and ready to pour/serve at least 1 hour ahead of scheduled start times. Late arrival may result in exclusion from the event.

REQUIREMENTS FOR PARTICIPATION:

All exhibitors will need to plan to participate in both days of the Main Event.

FOOD SAMPLING GUIDELINES:

If you are sampling food, be prepared to supply 1,500 bites per day. We expect over 3,000 in attendance each day, and anticipate 50 restaurants and specialty food companies to participate.

When handling food product, your brand must comply with all Health Department regulations regarding preparation, storage, and distribution of food items.

Please supply compostable serviceware for guests. SAVOR is a zero-waste event! Any non-compostable items will be removed by event staff if brought on-site. 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.

BEVERAGE SAMPLING GUIDELINES:

Be prepared to supply three (3) to five (5) cases of wine or two (2) to three (3) kegs over the weekend. We expect over 3,000 in attendance each day.

Your company must comply with both ABC Liquor Mandates and Health Department regulations concerning the storage, preparation and distribution of your items. Wine and beer sales are not allowed.

Please limit all pours to a 2oz sample and only serve into approved SAVOR glassware. Plan to stop pouring promptly at 4:00pm each day. If partially full bottles remain, cork and place under your table, or take them with you. Do not give any partial bottles to guests or volunteers.

ELECTRICITY & SPECIAL EQUIPMENT:

Electricity is extremely limited and offered on a first-come first-serve basis. If you require electricity for your booth, please order it on the exhibitor registration form. Day-of-event requests cannot be filled.



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California Grown Exhibitor Registration Fact Sheet (continued)

EXHIBITOR BADGES & TICKETS:

Exhibitors are allotted badges based on the size booth selected on the registration form. All exhibitor badges are picked up on Saturday, September 26th upon check-in. You can buy up to two (2) additional badges at a cost of \$50 each.

Up to two (2) additional tickets can be purchased at a 20% discount. Please contact the SAVOR Exhibitor Coordinator for your individual discount code.

INSURANCE:

A Certificate of Insurance in the amount of \$1M will be required for your participation naming the following:

San Luis Obispo Co. Visitors Conference Bureau
dba: Visit San Luis Obispo County
835 12th Street Suite 204
Paso Robles, CA 93446

Fast Forward Ventures, LLC
dba: Fast Forward Events
1399 N. Cuyamaca St.
El Cajon, CA 92020

YOU SUPPLY:

- Product for 3,000 attendees per day
- Compostable serving products, *if applicable*
- Brand logo for website listing (300 dpi or higher)

WE SUPPLY:

- Tent canopy (size varies by booth option)
- 8' tables with kwik covers (amount varies by booth option)
- Staff badges (quantity varies by booth option)
- Health permit and sanitation station per San Luis Obispo County Environmental Health Code
- Exhibit booth signage
- Listing in official event program
- Listing on website including hyperlink
- 20% off of two (2) additional Main Event tickets

BREAKING DOWN EARLY – DON'T DO IT!

Breaking down and leaving early creates a negative experience for everyone – please don't do it. If you leave early, you will not have the opportunity to participate in future events and may be charged a fee. Please plan to have your booth fully operational until the close of the event each day.

CANCELLATIONS:

All cancellations must be submitted in writing no later than August 14th 2015, and are subject to a \$50 administrative fee.

TERMS & CONDITIONS:

Signature and payment constitutes company agreement to abide by the Cancellations policy and all other rules and policies stated in the Registration Face Sheet. Registration and booth space are not confirmed until full payment is received.

I understand that my company/company representatives may be filmed and photographed during the event. Sunset SAVOR the Central Coast has the right to unrestricted use of the photographs for promotional purposes. I understand that all footage is the property of Sunset SAVOR the Central Coast and that I/my company will not receive any compensation for the use of any images or likeness in the filming or airing of the Event.



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Exhibitor Information		
Company Name:		Company Name (Billing):
Address:		Region:
City:	State:	Zip:
Phone:		Website:
Contact Name:		Contact Email:

Program Listing – Please fill out exactly as you would like information to appear in event directories and signage		
<input type="checkbox"/> Same As Above		Company Name:
Address:		Region:
City:	State:	Zip:
Phone:		Website:

Booth Options	
	CA Grown Pavilion Exhibitor
10' x 10', two (2) tables, 2 badges	<input type="checkbox"/> \$550
10' x 20', three (3) tables, 4 badges	<input type="checkbox"/> \$950
20' x 20', five (5) tables, 8 badges	<input type="checkbox"/> \$1,900

Upgrade Opportunities	
Ribbon Cutting Brunch on Saturday	<input type="checkbox"/> \$3500
Sunday Champagne Brunch	<input type="checkbox"/> \$4000
CA Grown Seminar – Product Integration	<input type="checkbox"/> \$1000

Additional Exhibitor Badges	
You may purchase up to two (2) additional badges at \$50 per badge. All badges are picked up on-site.	
Quantity:	Subtotal:

Table Linens	
You may rent linens for your booth tables at \$24 per linen.	
Quantity:	Subtotal:

Program Advertising	
Quarter Page	<input type="checkbox"/> \$400
Half Page	<input type="checkbox"/> \$600
Full Page	<input type="checkbox"/> \$1,000
2 Page Spread	<input type="checkbox"/> \$1,500
Inside Front OR Back Cover	<input type="checkbox"/> \$1,500
Outside Back Cover	<input type="checkbox"/> \$1,750

Electricity	
Before August 14, 2015	<input type="checkbox"/> \$65 per outlet (110 V at 10 AMP)
After August 14, 2015	<input type="checkbox"/> \$85 per outlet (110 V at 10 AMP)

Payment Calculations			
Booth Option	\$	Additional Badges	\$
Electrical Outlet	\$	Linen Rental	\$
Program Advertising:	\$	GRAND TOTAL:	\$

Payment Information – By signing this form, you agree to the terms listed in the Fact Sheet			
Date:		Total Due:	Credit Card Type:
Credit Card Number:		Exp. Date:	Sec. Code:
Cardholder Name:		Cardholder Phone:	
Cardholder Signature:			
Payment By Check: Please make checks payable to Sunset SAVOR the Central Coast and mail to Fast Forward Event Productions ATTN: Sunset SAVOR the Central Coast, 1399 N. Cuyamaca Street, El Cajon CA 92020			
Payment Policy: Signed contract and full payment must be received by Advanced Registration dates in order to receive discounted rates			

Submit completed forms to SAVOR Exhibitor Coordinator Caitlin Purkey at purkey@fastforwardevents.com.
Please note, your registration is not confirmed until you receive a confirmation email.