

San Diego Bay Wine & Food Festival November 17-21, 2010

IMPORTANT SET UP INFORMATION FOR ALL FESTIVAL PARTICIPANTS

Dear Participant,

The San Diego Bay Wine & Food Festival is rapidly approaching. Following is information to help you with your experience in this event and answer some of your set-up and operational questions. Inside this document you will find:

- Set-up instructions for all events
- Dates, times and locations for all events
- Parking instructions
- Badge and extra ticket information
- Hotel information
- Shipping details
- Auction donation details (shipping information and deadlines)
- Program Advertising mechanical requirements and deadlines
- Marketing and Promotional offers for your customers

We look forward to seeing you in November and please do not hesitate to let us know how we may be able to assist you in having a fantastic event!

Cheers!

Ken Loyst & Michelle Metter
Festival Co-Producers

Festival Headquarters:
7556 Trade Street
San Diego, CA 92121
858-578-9463
Fax: 858-578-9462

1. EVENT SCHEDULE

SUNDAY, NOVEMBER 14

VIP Party
W Hotel San Diego
5:00 p.m. – 8:00 p.m.
(By Invitation Only)

WEDNESDAY, NOVEMBER 17

San Diego WineRave 2010
Eden in Hillcrest (University Ave & Vermont Street)
7:00 p.m. – 10:00 p.m.

THURSDAY, NOVEMBER 18

Winetasting & Cooking Classes
San Diego Wine & Culinary Center
Various Times

THURSDAY, NOVEMBER 18

Industry Insiders Party
Searsucker
(By Invitation Only)

FRIDAY, NOVEMBER 19

Winetasting & Cooking Classes
San Diego Wine & Culinary Center / Macy's School of Cooking
Various Times

FRIDAY, NOVEMBER 19

Reserve & New Release Tasting & Silent Auction
Hornblower Inspiration Yacht (Harbor Drive & Grape Street Pier)
6:30 p.m. – 9:30 p.m.

SATURDAY, NOVEMBER 20

Grand Tasting & "Chef of the Fest" Competition
Embarcadero Park North Behind Seaport Village
11:00 a.m. – 12:00 p.m. Trade/Media/VIP/Early Entry Ticket Holders
12:00 p.m. – 4:00 p.m. General Public

SUNDAY, NOVEMBER 21

Celebrity Chef Luncheon & AIWF Big Bottle Live Auction
Hosted by Christopher M. & M.S. Joe Spellman
San Diego Marriott Hotel and Marina
11:00 a.m. – 2:00 p.m.

NOTE: ALL INDIVIDUALS IN EACH EXHIBIT BOOTH MUST BE 21 YEARS OR OLDER TO ATTEND AND PARTICIPATE IN THE FESTIVAL. NO INFANTS ARE ADMITTED.

2. SET UP INSTRUCTIONS FOR WINERIES / SPIRITS / BREWERIES FOR ALL EVENTS

Unless you have already notified Festival Management, all wineries, spirits and breweries participate in BOTH the Reserve & New Release Tasting on November 20 as well as the Grand Event on November 21. Please carefully review the set up instructions for each of these events below:

Reserve Tasting & Silent Auction

Friday Night, November 19, 2010

Event time: 6:30 - 9:30 pm

Setup time: 3:00 - 6:00 pm

(Because of limited access to this venue, we ask that you are setup by 6:00 pm).

Location: Hornblower Inspiration at Harbor Drive and Grape Street

(Yacht stays dockside during tasting).

Logistics: (Location, Load-In, Parking, Shipping, Set-Up, and What to Pour)

The Hornblower Inspiration is about 1 mile West of the San Diego Marriott Hotel and Marina, on Harbor Drive. There is ample parking across the street with no fee after 6:00 p.m. and various pre-pay lots nearby. You will be able to drop off your product at the dockside before parking while our volunteers assist to bring your wine to your table. Please be setup by 6:00 pm so we can accommodate attendees without the load-in chaos.

We ask that you pour up to two varietals of wine for the Reserve Tasting & Silent Auction. **The wine should be considered “Reserve” or “Estate” and be of higher value or of new release or of a barrel sample – something special for the occasion. The product should speak to the theme of “Reserve Tasting.”** All wineries are required to submit what wines they will be pouring for the Reserve Tasting. If you have not already done so, please send your list of wines to Mary Crocker at crocker@fastforwardevents.com.

Our recommendation is 4 bottles of each varietal (or 8 bottles). Ice and an ice bin for your wine will be provided. Please keep your pours to a tasting size of 1 ounce. We ask that you not serve people that are obviously intoxicated. At the end of the festival, please put your partially full or any opened bottles under the table.

WHAT MANAGEMENT PROVIDES FOR THE RESERVE TASTING:

For Wineries, Spirits & Breweries:

Shared 8' covered table (Linens provided)

Ice & Ice tub for chilling wines

Dump bucket

Glasses (2)

Water

Grand Tasting Event

Saturday, November 20, 2010

Event Times: Trade/VIP Tasting: 11:00 am – 4:00 pm / General Public: 12:00 pm – 4:00 pm

Setup Time: 7:00 – 10:30 am

Location: Embarcadero Marina Park North

(End of Kettner Blvd, behind Seaport Village, the street dead ends into the park)

Grand Event Logistics: (Location, Load-In, Parking, Shipping, Set-Up, and What to Pour)

Please make arrangements to have your wine or product at the Grand Event during setup time (listed above). You are responsible for your product and its delivery to the Grand Event. The festival will not accept product, nor will we transport product to the tastings (excluding auction items or product for classes). The Embarcadero Marina Park North is behind the San Diego Marriott Hotel and Marina (and the Manchester Grand Hyatt), on the bay. Kettner Blvd. dead ends into the park – you will drive through Seaport Village to reach the park. There is no parking available onsite. Parking can be found

at the Convention Center (\$10 all day) or various lots nearby. You must allow yourself enough time to unload and find parking within the allotted setup time.

You will be able to drop off your product at the park before parking your vehicle while our volunteers assist to bring your wine to your table. Please be setup by 10:30 am so we can accommodate attendees without the load-in chaos. You may bring as many varietals as you like to pour for the Grand Event. Our recommendation is 6-8 bottles of each varietal if you have several, and 8-12 bottles if you have less.

Please keep your pours to a tasting size of .5 to 1 ounce.

Do not serve individuals that appear to be obviously intoxicated

Please stop serving at 3:45 pm

Please put open bottles under your table after 3:45 PM

Ice and an ice bin, water, dump buckets, a table with a plastic table covering, and tenting will be provided to each winery, brewery and spirit company. We ask that you not serve people that are obviously intoxicated. This is a tasting event, not a “drunk fest”. Please help us keep the festival’s reputation in tact by keeping your pours small. At the end of the festival, please put your partially full or any opened bottles under your table. We do not want attendees get access to or take bottles of wine from the festival grounds. We also do not allow direct sale of wine at the event but do encourage wineries to take orders for shipment.

PLEASE DO NOT GIVE BOTTLES OF YOUR WINE TO MEMBERS OF THE TRADE OR TO CONSUMERS. THEY WILL NOT BE ALLOWED OUT OF THE EVENT WITH YOUR WINE.

Ice will be delivered to your table or you can pick it up at the ice trailer located near the exhibitor entrance.

Please be setup by 10:30 am. We will open to the trade at 11:00 am. It will be extremely difficult to get into the park or bring product to your table after 10:30 am.

WHAT MANAGEMENT PROVIDES FOR THE GRAND EVENT:

For Wineries, Spirits & Breweries:

Tent space

One 6' covered table (Linens are NOT provided)

Sign

Ice

Ice tub for chilling wines

Dump bucket

Glasses (2)

Water

ADDITIONAL EVENT OPPORTUNITY FOR WINERIES:

Wine Dinners

If you are interested in having your wines featured at a Winemaker Dinner, please contact us immediately to receive a list of participating fine dining restaurants. We will connect you with the chef so that he/she can work with you on the pairing. Please call or email Mary at 858-578-9463 (crocker@fastforwardevents.com) for a list of participating restaurants.

VIP Party

(OPTIONAL EVENT – Must be signed up w/ Festival Management to Participate)

Sunday, November 14, 2010

Event time: 5:00 p.m. – 8:00 p.m.

Setup time: 3:00 p.m. – 4:30 p.m.

Location: W Hotel San Diego

Parking: There is Valet Parking, metered street parking, or parking lots in the area for a charge

This event is by Invitation Only and is for members of the Media, Chefs and event VIPs. We anticipate 250 attendees and suggest that you serve a two to four ounce pour for these guests. We suggest you bring a case of wine to this event. For questions regarding your participation, call Michelle at 858-578-9463.

San Diego WineRave 2010

(OPTIONAL EVENT – Must be signed up w/ Festival Management to Participate)

Wednesday, November 17, 2010

Event time: 7:00 p.m. – 10:00 p.m.

Setup time: 5:00 p.m. – 6:30 p.m.

Location: Eden in Hillcrest (University Ave & Vermont Street)

Parking: There is Valet Parking, metered street parking, or parking lots in the area for a charge

This event is for the 21 – 35 year-old wine consumer and open to 20 – 30 wine and spirit purveyors. There is no charge for participation and wineries are accepted on a first-come, first-serve basis. The event is open to 600 attendees. We suggest you keep your pours to one ounce and recommend a case of wine per varietal. For questions regarding your participation, call Mary at 858-578-9463.

3. SET UP INSTRUCTIONS FOR RESTAURANTS, GOURMET FOODS & EVENT EXHIBITORS FOR ALL EVENTS

Grand Event

Saturday, November 20, 2010

Event Times: Trade/VIP Tasting: 11:00 am – 4:00 pm / General Public: 12:00 pm – 4:00 pm

Setup Time: 7:00 – 10:30 am

Location: Embarcadero Marina Park North

(End of Kettner Blvd, behind Seaport Village, the street dead ends into the park)

Grand Event Logistics: (Location, Load-In, Parking, Shipping, Set-Up, Selling Product, and What to Serve):

Please make arrangements to have your product at the Grand Event during setup time (listed above). You are responsible for your product and its delivery to the Grand Event. The festival will not accept product, nor will we transport product to the tastings (excluding auction items or product for classes. The Embarcadero Park North is behind the San Diego Marriott Hotel and Marina (and the Manchester Grand Hyatt), on the bay. Kettner Blvd. dead ends into the park – you will drive through Seaport Village to reach the park. There is no parking available onsite. Parking can be found at the convention center (\$10 all day) or various lots nearby. You must allow yourself enough time to unload and find parking within the allotted setup time.

You will be able to drop off your product at the park before parking your vehicle, while our volunteers assist to bring your product to your table. Please be setup by 10:30 am so we can accommodate attendees without the load-in chaos.

If you are a restaurant or gourmet food company, please plan for 1,000-2,000 tastings or samples for the guests at the Grand Event. This is the Grand Tasting event and we recommend that your samples speak to the theme of wine and fine food and it show off your company. Plates, napkins, and flatware will be provided.

If you are planning to cook on-site at the Festival, please put down a tarp or cardboard under any cooking stations to prevent spillage onto the ground or grass areas in or around your exhibit space. If you use cooking oil, you must take used oil offsite to dispose of; you cannot dump oil into trash receptacles at the festival.

If you are an exhibitor with items for sale, please note that you are permitted to conduct sales transactions at the Festival but are responsible for your own sales taxes that may apply. We do not allow direct sale of wine at the event but do encourage wineries to take orders for shipment at a later date.

Please be setup by 10:30 am. We will open to the trade at 11:00 am. It will be extremely difficult to get into the park or bring product to your table after 10:30 am.

What management provides for the Grand Event:

For Restaurants, Gourmet foods:

Tent
Two 8' covered tables (one for a back set up table) - Linens NOT provided
Sign
Plates
Plastic flatware
Napkins

For Exhibitors:

Tent
One 6' covered table (Linens NOT provided)
Additional table available for nominal rental fees
Sign

4. IMPORTANT NOTES ON SET UP FOR ALL PARTICIPANTS

Notes on Setup: Setup times noted above are important to adhere to. If it only takes you 10 minutes to Setup, we still ask that you show up early so that we can assist you with moving in and avoid a crunch just before the event starts. We use volunteers to help with the move-in and move-out. Please be courteous and patient and someone will help you as soon as possible. The earlier you arrive, the easier your setup will be. Please have your exhibit ready to man at least 30 minutes before the opening of each event. Should any exhibitor require more time than is allotted, please contact us and we will be able to assist you with earlier access.

When arriving at each event, **please check in before you move product to your exhibit space.** We have a separate exhibitor entrance and check in area for exhibitors. Please do not use the main entrance to move in your exhibit or product. We will have volunteers with carts to help assist you in this process. At the Grand Event on the Embarcadero Marina Park North, we will have volunteers greet you in the parking lot and direct you to the exhibitor check in area - look for our signs.

ALL INDIVIDUALS IN EACH EXHIBIT BOOTH MUST BE 21 YEARS OR OLDER TO ATTEND AND PARTICIPATE IN THE FESTIVAL. NO INFANTS ARE ADMITTED.

5. BADGES & EXTRA TICKETS

You will receive your badges upon check in at either the Reserve & New Release Tasting or at the Grand Event. Restaurant exhibitors will receive four (4) badges to the event and all other exhibitors will receive two (2) badges with your company name on it. Additional badges will incur a \$60 fee per badge for each additional badge (up to two (2) additional badges). **Should you require additional badges, please contact management before November 1, 2010.**

You may purchase up to four (4) event tickets at a discount for your customers and key accounts at a 40% discount for both the Reserve Tasting and the Grand Event. Call Mary at 858-578-9463 to receive your discount code.

6. AUCTION DONATIONS

Your completed auction form must be received by us no later than October 8, 2010, so that we can include them in our program and auction lot guide. Please have your auction items to us at least three weeks before the event (October 22). If your auction item requires a certificate, please send it to us in advance so we can catalog it.

Remember all auction items are tax-deductible and benefit AIWF (American Instate of Wine & Food) and their efforts to fund a culinary scholarship program. Our Silent Auction is Friday evening during the Reserve Tasting and our Live Auction is Sunday during the Celebrity Chef Luncheon & AIWF Big Bottle Auction. We recommend that auction items are sent via FedEx or FedEx Ground. Please try not to use UPS.

Please send your auction lots to:

Joyce Agagas
San Diego Bay Wine & Food Festival
ATTN: AUCTION
7556 Trade St.
San Diego, CA 92121

NOTE: *We've received some fantastic auction lots to date and we would like to thank everyone who has donated to this cause. We are still looking for a few "special" auction items for our live auction on Sunday, such as quarter barrels, 6-bottle verticals, staircases, 6.0L, special getaways, or other life-style items.*

7. HOTELS

Our host hotel is the San Diego Marriott Hotel and Marina, located at 333 W. Harbor Dr., San Diego, CA 92101. The hotel is walking distance to San Diego Wine & Culinary Center, where most of our classes are held. The center is across the street from the Marriott. The Reserve Tasting & Silent Auction, held aboard the Hornblower Inspiration, is less than one mile away for the Host hotel. The Marriott is also walking distance to the Grand Event on Saturday.

We have secured a special event rate at this hotel of \$175 per night. We have a small block of rooms for exhibitors at \$165 per night, while they last. You must use the online reservation system found on our website at www.worlofwineevents.com. Use the Hotel & Travel navigation button and follow the prompts for getting a room. We suggest that you do this very soon as we only have a few rooms remaining at this rate. This hotel will sell out and as it gets closer to capacity, rates will increase or rooms will not be available.

We also have room blocks at additional hotels. You can find this information on our website at www.worlofwineevents.com. You can book the special room rates through our travel partner, Conference Housing, at 760-737-7431. Ask for Greg Wuerfel.

8. SHIPPING OPTIONS FOR ALL PARTICIPANTS

Option 1: Guests staying at the Marriott Hotel & Marina:

The San Diego Marriott Hotel and Marina will accept shipped product for a nominal charge of \$13 per box paid by the exhibitor (for hotel guests). The Marriott will have your wine or product delivered to your room or hold it for pickup on Friday. We recommend that you check on your wine early to make sure it has arrived and it is available for pickup. If you are not staying at the hotel, you will need to make arrangements for your product. **Do not ship your auction items to the hotel.**

Shipping to the hotel!

Guest Name & Winery / Company Name
San Diego Marriott Hotel & Marina

333 W. Harbor DR.
San Diego, CA 92101

Option 2: Participants wishing to direct ship:

We have engaged Tradeshow Transportation Specialists (TTS) to handle direct wine shipments per requests of many wineries. This service is booked directly with TTS. Download the Direct Shipping PDF Form at <http://www.worldofwineevents.com/exhibitor.html> or call 877-744-7887 if you would like to ship wine or other product to the festival and have it delivered directly to each venue.

NOTE: The San Diego Bay Wine & Food Festival does not assume responsibility or liability to any merchandise shipped either to the hotel or through the use of TTS services. These are options provided to you but are, in no way, managed by Festival staff.

9. PARKING

Friday Night Reserve Tasting

There is ample parking across the street from the Hornblower Inspiration on Harbor Drive, with no fee after 6:00 p.m. and various pre-pay lots nearby.

Saturday Grand Tasting

For our Grand Event on Saturday, we will have volunteers assist our exhibitors with Setup. You may drop off your product at our cart assist table, then park in the Convention Center lot (\$10 all day), Seaport Village's lot (\$20 +), or any nearby lot (prices vary). We will have shuttle service to the Convention Center lot before and during the event.

For those RESTAURANTS that require close parking because of the amount of product used in your exhibit or for oversized vehicles (step vans, large trucks), we will have some parking available in the Embarcadero Park North lot, however, we cannot guarantee space and ask that exhibitors plan to park in one of the offsite lots. This service is available on a first-come-first-served basis and is subject to change if assigned parking space is not vacant. Because of the limited spaces you will have to reserve one in advance by calling Mary at 858-578-9463.

PARKING FOR OTHER EVENTS IS DESCRIBED IN GREATER DETAIL ON OUR WEBSITE.

10. ELECTRICITY FOR GRAND EVENT

Electricity is not included with your exhibit unless you paid for and requested this in advance at the time of registration. Electricity is available for \$65 if ordered before Sept 17, 2010, \$95 if ordered before Nov. 1 and \$145 if ordered after Nov. 1. Please note that onsite electrical supply will be very limited. A third-party administrator will be available to assist you onsite with this request but please note that electricity is supplied by generators and last minute requests may not guarantee power to your booth.

11. PROGRAM ADVERTISING

Insertion Orders for Program Advertising in the Festival Program are available until October 22, 2010. Rates and mechanical requirements are available online at www.worldofwineevents.com. Click on Exhibitor Information, then download the Advertising Insertion Order. Please note that if you have already ordered your ad, your materials are due no later than October 29, 2010. Please call Joyce Agagas at 858-578-9463 for more information or to purchase an ad.

12. WINE DINNERS

Please check back frequently on the Festival's website for a list of the restaurants participating in the event. If you are interested in hosting a wine dinner, simply contact the restaurant (if a winery) or the winery (if a restaurant) and make the arrangements. Once the dinner is scheduled, contact us and we will post the dinner information and reservation number on our website.

13. PERSONALITIES

If any winemakers, winery owners, chefs, etc, plan to attend our festival and your company would like us to highlight them on our website, we would be happy to oblige. Please send us a bio and a jpeg picture.

14. OFFER TO YOUR CUSTOMERS / MARKETING:

Please feel free to use the following to send to your customers.

“Come visit us at the 7th Annual San Diego Bay Wine & Food Festival, Southern California’s largest culinary extravaganza! Held November 17-21, 2010, join the wave of epicureans taking over America’s Finest City in a week-long experience your tastebuds will never forget. The 2010 Festival features wine tasting seminars and cooking classes, a WineRave, the elegant Reserve & New Release Tasting, Wine Dinners, Celebrity Chef Luncheon & AIWF Big Bottle Auction, and the unforgettable star-studded Grand Tasting Event. Please visit www.worldofwineevents.com or call 619-342-7337 for more information or to order your tickets. See you there!”

Please link our website on your website. We should already have your site linked under “Who’s Pouring” or “Who’s Exhibiting,” if not, let us know and we will get you listed on our site. Help get the word out. We have on-site posters available, save-the-date bookmarks, postcards, or 8-page flyers that help promote the festival. Let us know if you would like us to send you some of these promotional items.