

**Commercial Food Vendor Application  
2013 Asheville Wine & Food Festival  
Grand Tasting at the US Cellular Center  
Saturday, August 24, 2012**



We're excited to share that the Asheville Wine & Food Festival was named in the Top 10 Wine and Food Festivals in the United States by Trip Advisor, and the *NY Post* named the festival "one of the eight great places to get down this year."

This year, the festival will be held at the recently remodeled US Cellular Center in downtown Asheville, a convenient location for locals and out-of-town attendees. We hope you'll join us for this exciting event receiving national accolades.

As a participating food vendor in one of the premier wine and food festivals in the country, you have the chance to showcase a selection of samples to some of the nation's top foodies. This marketing opportunity can help build your brand on a local, regional, and national level. By showcasing to an audience of almost 3,000 food and wine lovers, you have the chance to build your product's name as a premier brand.

To apply for the Grand Tasting, please print and fill out the short application form.

**DETAILS:** The Grand Tasting is Saturday, August 24, from 1:00 to 5 p.m. (VIP) and 2:00 – 5:00 (General Admission) at the US Cellular Center in downtown Asheville. This is the former Asheville Civic Center, renovated and renamed, with plenty of space. The center is adjacent to many local hotels and evening entertainment venues.

### **VENDOR INSTRUCTIONS**

This event is \$149 to all food vendors accepted to participate in the festival. Grand Tasting food vendors must be open for the full schedule from 1:00 to 5 p.m. Guests will be able to taste more than 300 wines and purchase wine by the glass. Consider pairing your product with wine, as we can provide you with a list of wineries invited to the festival. We encourage you to offer a "Special Incentive" for patrons to visit your restaurant during the festival weekend. All samplings are free to the attendees and only prepackaged products may be sold.

### **FLOOR SPACE REQUIREMENTS**

Each vendor will have a backdrop to hang their sign or banner, (2) 8-foot tables, front table linen, and two chairs in an 8' X 10' space. If additional space is needed, please let us know as soon as possible. You may bring a booth provided it does not exceed the allotted area and does not have a roof or canopy. Electricity (110 volts) will be available, but you must notify us of how many electrical hookups you will need at least 2 weeks prior to the festival. Contact us if you need to rent additional tables, chairs, or linens.

### **INSURANCE, PERMITTING & TAXES**

Each vendor must maintain Comprehensive General Liability Insurance of at least one million dollars (\$1,000,000) general aggregate and \$500,000 each occurrence. A copy of your proof of insurance naming the Asheville Wine and Food Festival (AWFF, LLC) as a Certificate Holder will be due one month prior to the festival. Exhibitors are responsible for complying with local and state tax regulations. Exhibitors are also responsible for North Carolina licenses, permits, and compliance with all food regulations. The Asheville Wine & Food Festival is not liable for its exhibitors or any items inside their booth areas.

**FESTIVAL ACCESS**

Vendors may set up after 3 p.m. Friday, August 23, or between 7 and 11 a.m. the day of the festival.

**CONTRACT TERMS & CONDITIONS**

1. Participant understands that this application is subject to acceptance by the Asheville Wine & Food Festival, and that this contract is not valid until accepted by management. The 2012 Asheville Wine & Food Festival reserves the right not to select an applicant. Once accepted, we will send confirmation notices to each participant.

2. The Asheville Wine & Food Festival reserves the right to reschedule programs due to circumstances beyond its control.

**FOOD VENDOR APPLICATION – We must receive this form in order to confirm your acceptance.**

We will provide 4 entry passes based on your need. Additional badges must be requested at least two weeks in advance.

Company Name \_\_\_\_\_

Contact Person(s) \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_ E-Mail \_\_\_\_\_

Mailing Address \_\_\_\_\_

If you would like to occupy multiple locations or contiguous booths, please indicate below (not all requests can be accommodated)

<i>Food Vendor Fee?</i>	<b>\$149</b>
<i>Electrical Outlets \$35 each outlet– How many?</i>	
<i>Additional Access Entry Passes \$35 each</i>	#
<i>Additional booth space (8”X10’) \$99 each</i>	
Questions?	

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Email, mail, or fax form to: [info@ashevillewineandfood.com](mailto:info@ashevillewineandfood.com)  
Asheville Wine & Food Festival  
P.O. Box 2017, Asheville, NC 28802  
For questions, please call (828) 777-8916  
Fax (828) 626-3030