

# SWEET Application

## 2013 Asheville Wine & Food Festival

### Friday, August 23, 2013

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.](#)"

SWEET will be held the Friday evening before the Grand Tasting festival, in (Location and time to be announced). As a participant in SWEET, you have the chance to showcase a selection of your products to some of the nation's top foodies. This marketing opportunity can help build your brand on a local and regional level.

**DETAILS:** SWEET is Friday, August 23, and we are limiting the number of dessert and drink vendors to 30 to ensure all vendors and patrons have a comfortable experience. The total number of attendees is limited to 1,000.

This event is **FREE** to you and you will receive up to 4 passes for yourself and staff. Guests will be able to taste your wonderful creation and enjoy beer, wine and spirits while listening to great music. Consider pairing your product with a wine, as we can provide you with a list of wines we plan to serve at SWEET. We encourage you to offer a "Special Incentive" for patrons to visit your place of business during and after the festival weekend.

#### FLOOR SPACE REQUIREMENTS

Each vendor will have a table with tablecloth to display their sign or banner, electricity may not be available, but please contact us as soon as possible if needed. Contact us if you need to rent additional tables, chairs, or linens. Additional information will be sent to you as we near the festival date.

#### SWEET 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>Fee?</i>	<b>FREE</b>
<i>What dessert(s) are you planning to bring- you may be general in your reply?</i>	



Questions?

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

Email, mail, or fax form to: [info@ashevillewineandfood.com](mailto:info@ashevillewineandfood.com)  
Asheville Wine & Food Festival  
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