

Wine Store Application
2013 Asheville Wine & Food Festival
Grand Tasting at the US Cellular Center
Saturday, August 24, 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."

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.

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. 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

Grand Tasting vendors must be open for the full schedule from 1:00 to 5 p.m. Guests will be able to taste your beverages (wines, etc.) We encourage the wine store to offer a "Special Incentive" for patrons to purchase your wines during the festival weekend. For 2013, we will offer a VIP area, opening at 1:00, to introduce you to a special clientele. General admission will start at 2:00 p.m. All "tastings" are free to the attendees and no food or other product may be sold without permission from the event manager.

FLOOR SPACE REQUIREMENTS

Each booth will have a backdrop to hang a sign or banner, (2 or more) 8-foot tables, front table linens, 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.

FESTIVAL ACCESS

Vendors may set up after 3 p.m. Friday, August 24, or between 7 and 11 a.m. the day of the festival. We expect 3,000 general admission attendees. With convenient parking, nearby accommodations, and many attendees taking advantage of local hotel packages, they have time to relax and acquaint themselves with your products.

WINE STORE APPLICATION – We must receive this form in order to confirm your acceptance.
 We will provide 4 vendor entry passes based on your need. Additional badges must be requested at least two weeks in advance.

Wine Store Name: _____

Contact Person(s) _____ Phone _____ Cell _____

E-Mail _____

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

	Number	Total
<i>Electrical Outlets \$35 each outlet How many?</i>	#	
<i>Additional Access Entry Passes \$35 each</i>	#	
	Total	
<i>Additional space (other than 8"X10')</i>		
Questions?		

Signature: _____ Date: _____

Email, mail, or fax form to: 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