

## 2007 CONNECTICUT WINE FESTIVAL EXHIBIT APPLICATION

We would like to invite you to be one of the featured exhibitors in a festival that is set to start a new Connecticut tradition – **The First Annual Connecticut Wine Festival**.

Hosted by the Connecticut Farm Wine Development Council, this two-day event will be held **August 4 & 5, 2007**, 11am-6pm. The event will showcase the highly acclaimed Connecticut wines and feature all the makings of a gorgeous day in the Connecticut meadow — a grand tasting of Connecticut wines, gourmet cuisine, hot-air balloons, continuous entertainment and a fabulous al fresco gourmet and arts & crafts show.

### Festival Demographics:

The event will be conducted at Farmington Polo Grounds, the perfect upscale destination just minutes from Hartford.

Our entertainment stage will spotlight a variety of “soft” genre entertainment.

Large wine tasting tents will provide an undercover tasting experience for guests and mitigate the risk of rain.

### Exhibitor Specifications:

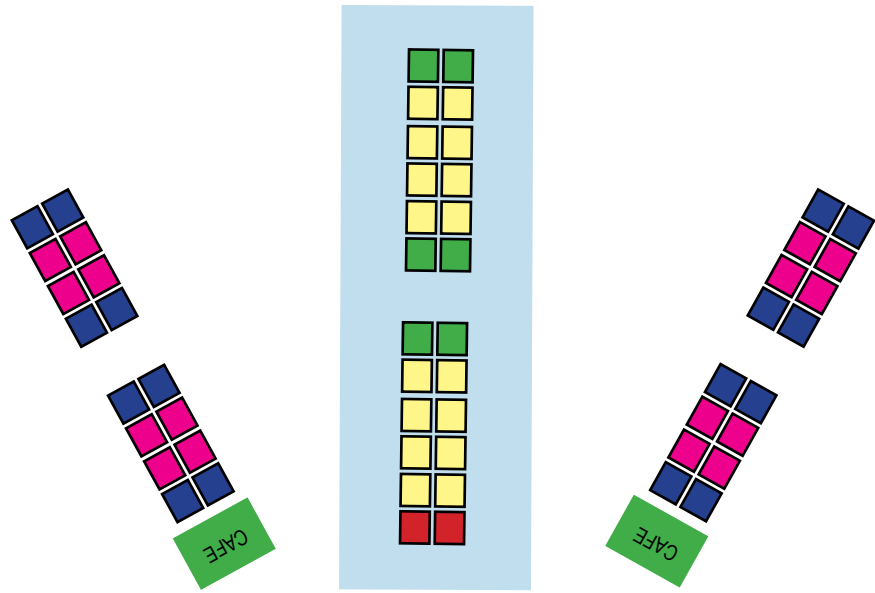
- We are accepting exhibitors in the winery, art, craft, commercial, gourmet and food concession categories.
- Wine exhibitors will be housed in 2 (60'x120') wine tasting tents.
- All other exhibitors will be housed in their own individual 10'x10' Pop-up Canopies, which will line the avenues along the perimeters of the wine tasting tents to accommodate arts, crafts, commercial and gourmet exhibitors.
- **Note:** Booth space will be arranged in avenue configurations. That means a 10'x10' booth will give you 10' of linear frontage. Premium space is available for exhibitors who would like corner space or end caps.
- Exhibitors represented in this festival reflect the Connecticut Wine industry's reputation. In order to produce the best event possible within the limits of our venue and theme to suit the expectations of our guests, sponsors, and other festival participants, we reserve the right to accept or reject applications.

**Please see our expected set-up diagram on the following page to get an idea of how the festival grounds will be configured.**



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Telephone: 866-877-3343 | Fax: 661-451-5491 | Email: [donna@ConnecticutWineFestival.org](mailto:donna@ConnecticutWineFestival.org)

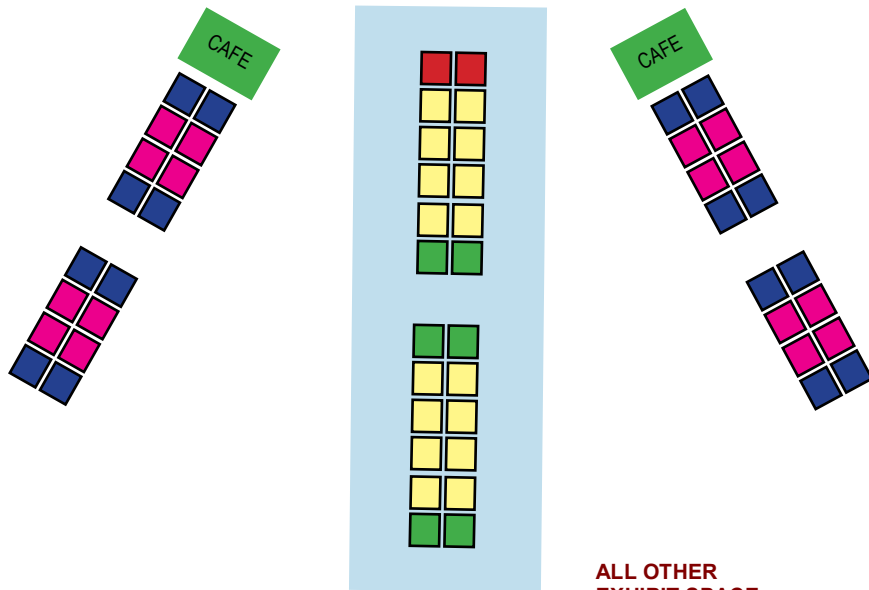


### FESTIVAL SQUARE

This notional sketch depicts the vision of how the festival will be set up with large wine-tasting tents and 10x10 pop-ups for art and gourmet exhibitors lining the avenues in between. Layout is, of course, highly subject to change depending on lay of the land.

**GATE**

**STAGE**



#### WINERY SPACE

- WINE OR PREMIUM EXHIBITOR BOOTH
- INTERIOR CORNER
- PREMIUM CORNER

#### ALL OTHER EXHIBIT SPACE

- EXHIBITOR BOOTH
- PREMIUM EXHIBITOR
- PREMIUM EXHIBITOR IN WINE TENT



# **EXHIBITOR**

## **2007 NOTES, RULES & CONDITIONS OF EXHIBITING**

Applications due by June 30, 2007

### **EXHIBIT SPECIFICATIONS**

- All work in the art & craft category, (participating at the art/craft fee rate) must be original work of the exhibitor.
- Space provided for exhibitors consists of a 10'x10' space on grass, marked with paint and assigned by space number. Exhibitors must create a professional appearance with their own 10'x10' pop-up canopy and display equipment. Canopies must be all white, in excellent condition, and no larger than the space you procure.
- Exhibit booths must have a suitable backdrop to block the view of walls, storage areas or other Exhibitor booths.
- Tables must be draped to the ground.
- Exhibitor's display must be placed within the confines of the space.

### **PREMIUM SPACE REQUESTS**

- Premium space requests are not guaranteed as there are a limited number of corners and end caps. Premium space will be allocated on a first serve basis. Those not receiving premium space will have their premium fee returned to them at that time.

### **INSURANCE POLICY**

- Insurance, if desired by exhibitors, must be obtained by them at their own cost.
- Food exhibitors must obtain a health certificate and comprehensive general liability insurance coverage for the event which lists Connecticut Wine Festival, Connecticut Farm Wine Development Council, Capital Celebrations LLC, Farmington Polo Grounds and Hartford County as additionally insured.

### **SET-UP**

- You may begin set up in designated spaces on Friday, August 3rd at 10:00am. Set up must be complete by 6:00pm (Aug 3). Booth space that is not occupied by 5:30 pm August 3rd will be allocated to exhibitors on our stand-by list.
- Exhibitors must abide by all fire regulations and/or decisions of the representatives of local fire departments. All booth materials shall be in accordance with local fire regulations. No open flames are permitted.
- Electricity is not provided for this show. Personal generators must be a silent operating model and fit into the footprint of your booth space. All extension cords used at the show must be the heavy-duty, three wire type. No two wire extension cords are allowed. Electrical cords will not be allowed in public aisles.
- No external signage beyond the confines of your booth space will be allowed.
- Your exhibit must not interfere with adjacent exhibits in any way.



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### **SHOW CLEANLINESS STANDARDS**

- Parking and traffic will not be permitted in the show area or fire lanes from one half hour before show opens (11:30 am) until fifteen minutes after the show closes (7:15 pm) each day. All loading and unloading must be planned around these hours and vehicles are to be removed to the Exhibitor parking lots before the show opens. Vehicles remaining in the show area or fire lanes during these hours may be towed away at the owner's risk and expense.
- Exhibitors are responsible for set up, clean up and securing of their own booths. All displays should be neat and clean and tables should be covered on all sides to the floor.
- All Exhibitors are responsible for keeping their area clean during show hours, including clean-up at the end of the first day and clean-up at the end of the show. Trash items (bottles, boxes, palettes and decorative items) should be discarded to the provided area dumpsters. Cleaning service may be purchased for an extra fee of \$200.

### **GUEST RELATIONS**

- All booths must be occupied and open during all hours of the festival.
- Exhibitors and their helpers must exhibit professional behavior at all times while on the show site. Capital Celebrations LLC reserves the right to determine what constitutes professional behavior. Violation of this rule will result in the Exhibitor, their helpers and exhibits being excluded from the show site with no refund or allowance whatsoever.

### **OVER-NIGHT SECURITY**

- Overnight security will be provided on Friday and Saturday nights, allowing exhibitors to leave displays in place. However, securing booth contents will be the sole responsibility of each exhibitor. Neither the Connecticut Wine Festival, Connecticut Farm Wine Development Council nor Capital Celebrations assumes liability for any lost, stolen or damaged items.

### **TEAR DOWN**

- Tear down cannot be started before 6pm August 5, 2007. Each exhibitor must be responsible for the removal of all supplies brought to the festival and placement of all trash items in provided area dumpsters at the conclusion of the event.
- In the event of rain, all exhibitors will be required to follow a contingency exit plan which will be distributed if needed.

### **REFUND POLICY**

- Cancellation Refunds in the amount of 75% will be made ONLY if a written request is received no less than SIX WEEKS prior to the event and the space is able to be resold. No refunds will be given for bad weather, booth location on the festival grounds, less than desirable sales of your product, feuds with neighboring exhibitors, last minute booth location changes, acts of nature or any other unforeseen circumstance.



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## 2007 CT WINE FESTIVAL EXHIBIT APPLICATION

**Location** – Farmington Polo Grounds, 152 Farm Town Rd, Farmington, CT 06032

**Dates/Hours** - August 4 & 5, 2007 11am-6pm

**Applications due by June 30, 2007**

COMPANY	CONTACT		
STREET	CITY	ST	ZIP
PHONE	FAX		
EMAIL	WEB		

BOOTH RESERVATION	Cost	Qty	Total
<b>Art &amp; Craft Booth Space</b> (products must be handmade by the exhibitor) 10' x10' space on grass for your own canopy <input type="checkbox"/> Outside space for canopy = \$250 <input type="checkbox"/> Inside Wine Tent = \$400	\$		\$
<b>Commercial Booth Space</b> (products not handmade by exhibitor) 10' x10' space on grass for your own canopy	\$ 700		\$
<b>Food Concession</b> 25' x15' space on grass for your own bistro cafe	\$1000		\$
<b>Total</b>			\$

### PAYMENT OPTIONS

Payment by  Check (payable to CT Wine Festival)    Credit Card:    Visa    MC    American Express

Card #	Exp. Date
	____/____

Product Description



In submitting this application, I agree to abide by all notes, rules and conditions governing the Connecticut Wine Festival. I agree to hold the festival producers, including The Connecticut Wine Festival, Connecticut Farm Wine Development Council, Capital Celebrations LLC, Hartford County CT, Farmington Polo Grounds and their officers, agents, employees, sponsors and volunteers harmless for any resulting loss or damage occurring to any person(s) or property.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Submit Application, Product Photos & Payment by fax, email, or mail to:  
**CONNECTICUT WINE FESTIVAL, 1290 Post Road Suite 146, Fairfield, CT 06824**  
 Telephone: 866-877-3343 | Fax: 661-451-5491 | Email: [donna@ConnecticutWineFestival.org](mailto:donna@ConnecticutWineFestival.org)