

Great Lakes Festival

Beer, Wine, & Food 2016

Join us for the **finest** festival of its kind in Western New York!



Grange Building on the Hamburg Fairgrounds June 4th & 5th, 2016

Beverage Registration Packet



Millennial consumers are about to become the largest wine and craft beverage consumers in U.S. history! Utilizing highly targeted social media, digital marketing and the best in television and more, we only reach the most qualified consumers.

Highly educated, gainfully employed with large pay increases over the next 5-10 years, these frequent wine drinkers also have the ear of their friends. The best news is they want to learn about your company. Help us educate a generation of consumers set to revolutionize the U.S. market.

80% Are core wine drinkers, drinking wine & beverages at least once a week!

94% Will buy wines & beverages they tried & liked.

29.5 The average age of our attendees.

72K The average income of attendees.

78% Come to find products to purchase in the future and for many years to come!

35% Earn more than 70K per yr.

90% Have a college degree.

*Average attendee is willing to spend up to 2X the price they normally spend if they know they like a particular product!



Wine, Brewery, Spirits Registration Fact Sheet



Festival Dates: June 4th & 5th, 2016

Location: Grange Building, Hamburg Fairgrounds, Hamburg, New York

Hours: **Setup:** Fri. 7am-4pm **Showtime:** Saturday 12pm-8pm, Sunday 12pm-5pm

Take Down: Sunday, 5pm - 9pm

Provided: One 8' skirted table (30" high) Full pipe and drape (back and sides)
One bag of ice per day (additional bags \$4.00) Water Buckets, Water, Wine Pick Up Service

Booth Fees: \$250.00 per 10x10 booth, \$450.00 per 20x10 booth, \$550.00 per 20x20 booth, \$50.00 additional fee for requested corner location.

Power / Utilities: Electrical services are available for a fee of \$25.00. Need must be communicated to Festival Staff with this application. Bring additional power strips you may need.

Security: The building is secured overnight, you are responsible for your own personal belongings. Fairgrounds and CSG are NOT responsible for lost goods or products left out overnight.

Worker Entry / Wrist Bands: Each Vendor will receive the number of applied-for wristbands corresponding with the total number of workers you expect throughout the course of the weekend. You will pick up your festival map, wristbands, complimentary glasses, etc. WHEN YOU ARRIVE AT SETUP. You will be responsible for distributing the wristbands to your employees. Taster wristbands are NOT to be given to anyone under the age of 21.

Tasting Guide: The Festival will be distributing Taster's Guides free of charge to all paid individuals entering the Festival (each vendor will also receive a copy in your Registration Packet when you arrive) The guides will contain the following information:

- Company Name, Booth Location, 100 word description of your company
- Product description and rating sheets
- Photograph or logo of company
- List of all products your company will be selling (Beverages) during the event.
- Advertising / sponsorship space is available, see attached dimensions, etc.
- All information is required to be in our hands no later than April 1, 2016 at 5:00 p.m. Please send all information to the address below in care of Amber Cotter.



Cancellation Policy: 50% refund if cancelled by April 1st, 2016. No refund will be given if cancelled after this date.

Licenses / Permits / Insurance required to participate in this festival:

- A farm market status for the festival will be in effect which allows you to sell sealed bottles of wine as well as offer wine tastings. Craft beers are allowed to sample, Craft liquors can sample and sell per NYS law.
- Wineries, breweries & liquor companies will need to obtain the new State Marketing Permit. You must have a copy of this permit sent in with your application as well as a copy of insurance and State Tax forms. You cannot set up without this.
- We require insurance coverage in the amount of \$1,000,000 per occurrence of bodily injury and \$500,000 per occurrence of property damage or \$1,000,000 combined single limit. The Erie County Agricultural Society, Grange Building, Client Solutions Group, its members, staff, coordinators, board and/or officers must be named as certificate holders. A certificate indicating proof of coverage must accompany this application.
- A copy of the certificate of Workers Compensation Insurance must also be included with this application.

- **Recap:** Here is what you'll need to include with your application:
 - Payment / Rental Fee – Credit Card, Check or Money Order
 - Signed contract (See below)
 - Copy of NYS Sales Certificate / NYS Tax Certificate
 - Certificate of Insurance
 - Worker's Comp Ins Certificate
 - NYS Tasting / Marketing Permit – new in 2014/15
 - NYS Liquor Permit (where applicable)
 - Any information for the Taster's Guide
 - If you have any questions or concerns, contact the Festival Team:

**Client Solutions Group – Great Lakes Festival – Craft Beer, Wine, and
Food Festival**

1 Park Place, Suite 233, Fredonia, New York 14063

Ph: 866.836.2861 www.GreatLakesFestival.com

Email: glfevents@greatlakesfestival.com

Official 2016 Vendor Application Form

Company Name: _____

Address: _____

City, State, Zip: _____

Phone Number: _____ Cell: _____

Email: _____

Website: _____

(The above information will be how your company will appear on our website and in the Festival Guide. Please make notations below if you want your information to appear differently than above)

Brewery, Distillery or Winery Name: _____

Physical Address: _____

City, State, Zip: _____

Company Website: _____

Hours of Operation: _____

Notable or Special Events: _____

Description of Specialty: _____

Additional Products: _____

Signature: _____

Date: _____

Email: glfevents@greatlakesfestival.com

Booth Options – No Reservations will be accepted after April 1 st , 2016	
Early Rate (Before January 31 st , 2016)	Regular Rate (After January 31 st , 2016)
<input type="checkbox"/> \$225 for a 10' x 10' booth X _____	<input type="checkbox"/> \$250 for a 10' x 10' booth X _____
<input type="checkbox"/> \$425 for a 20' x 10' booth X _____	<input type="checkbox"/> \$450 for a 20' x 20' booth X _____
<input type="checkbox"/> \$520 for a 20' x 20' booth X _____	<input type="checkbox"/> \$550 for a 20' x 20' booth X _____
<input type="checkbox"/> \$640 for a 40' x 40' booth X _____	<input type="checkbox"/> \$700 for a 40' x 40' booth X _____
BOOTH OPTIONS SUBTOTAL: _____	

Additional Booth Options	
Chairs	\$5.00 _____
Additional 6' table / 30" high	\$40.00 _____
Additional 6' table / 30" high	\$45.00 _____
Additional 8' table / 42" high	\$50.00 _____
ADDITIONAL BOOTH OPTIONS SUBTOTAL: _____	

Marketing Options	
¼ Page B&W Ad (3.75" x 5")	<input type="checkbox"/> \$75.00
¼ Page Color Ad (3.75" x 5")	<input type="checkbox"/> \$100.00
½ Page B&W Ad (7.75" x 5")	<input type="checkbox"/> \$120.00
½ Page Color Ad (7.75" x 5")	<input type="checkbox"/> \$200.00
Full Page B&W Ad (7.75" x 10")	<input type="checkbox"/> \$220.00
Full Page Color Ad (7.75" x 10")	<input type="checkbox"/> \$300.00
Inside Covers in Color	<input type="checkbox"/> \$400.00
Back Cover in Color	<input type="checkbox"/> \$500.00
MARKETING OPTIONS SUBTOTAL: _____	

Electric
Please note that we cannot accommodate your needs if not communicated to us by April 1 st , 2016
\$25.00 Flat Rate
Will you require electric at your booth?
<input type="checkbox"/> Yes <input type="checkbox"/> No

Total Calculations	
Booth Options	\$ _____
Additional Booth Options	\$ _____
Electric	\$ _____
Marketing Options	\$ _____
Grand Total: _____	

PAYMENT INFORMATION – Checks made payable to Great Lakes Festival	
Payment by Credit Card:	<input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> American Express <input type="checkbox"/> Discover
Credit Card Number:	Expiration Date:
Name as it appears on card:	
3 digit security code (found on the back of the card):	
Signature Authorization:	Date:
Please make a copy of this application for your records and mail the original along with payment to:	
GREAT LAKES FESTIVAL – 1 PARK PLACE, SUITE 233 FREDONIA, NY 14063	