



## FOOD & BEVERAGE SHOWCASE EXHIBITOR PACKAGE

### FACTS AT A GLANCE

#### MANAGEMENT

*Diane Dawson*, Showcase Director  
705-286-3202  
dawson.wintergreen@sympatico.ca  
Owner of Wintergreen Pancake Barn

#### SHOW LOCATION

Wintergreen Pancake Barn  
3325 Gelert Road  
Minden, ON

#### SHOW DATE/HOURS

Saturday, June 16, 2018  
11:00PM – 4:00PM

#### MOVE IN

Friday, June 15, 2018  
2:00PM – 6:00PM

#### MOVE OUT

Saturday, June 16, 2018  
4:00PM – 6:00PM

**Each Exhibitor must confirm their move-in time with Diane Dawson: 705-286-3202**

#### FEES

- \* \$50.00 cheque deposit made payable to Highlands Food & Beverage Showcase. This cheque will not be cashed provided the exhibitor adheres to all showcase rules and regulations.

#### IMPORTANT DEADLINES

- \* March 30, 2018: Exhibitor Package & Registration + Proof of Insurance
- \* May 31, 2018: Approved Special Events Health Permit
- \* June 1, 2018: Swag Bag Submission dropped off at Wintergreen Pancake Barn

### RULES & REGULATIONS

#### BOOTH & DISPLAYS

All exhibitors must provide their own 8' table, general supplies (tape, extension chords, pens etc.) and promotional materials. Booth location will be assigned prior to Friday at 2:00PM. Please note that each exhibitor must have signage identifying his or her company name. Any signs, advertisements, poster or cards of any description must be kept within the exhibitor's assigned area. If an exhibitor requires extra booth space they may be subject to additional fees. Only participating exhibitors have the right to promote or sell products at the Showcase.

Exhibitors are strongly encouraged to provide biodegradable paper cups, plates, napkins, etc. at their booths.

Each exhibit must be fully completed and operational by 6:00PM on Friday. This allows for cleaning and general signage to be installed. Exhibitors must arrive ready to sell by 9:30AM on Saturday. **Exhibits must remain intact and staffed until show closing at 4:00PM on Saturday. Failure to adhere to this regulation will affect future participation in the Showcase and forfeit of \$50 deposit fee.**

#### **HEALTH APPROVAL**

See your local health unit for the “Special Event Permit” application.

##### Haliburton Office

Open 8:30 am to 4:30 pm to serve you. They are available to respond to your questions.

P.O. Box 570, 191 Highland St., Unit 301, Haliburton, ON K0M 1S0

Tel: 1-866-888-4577 - Fax: (705) 457-1336

An application is available on our website [www.highlandsfoodfest.com](http://www.highlandsfoodfest.com)

#### **ELECTRICITY & WIFI**

There is no WIFI available and cell signal is very poor. If you require electricity, please note that on your application.

#### **LATECOMERS & NO SHOWS**

Any space not claimed and occupied, or for which no special arrangements have been made prior to 2:00PM on Friday, may be reassigned without obligation on the part of Wintergreen Pancake Barn and the exhibitor deposit will not be returned.

#### **CONTESTS/DRAWS**

Exhibitors are encouraged to offer promotional prizes to enhance sales and obtain new leads. Names and addresses generated from entries received must not be shared with or sold to anyone.

#### **SOCIAL MEDIA MARKETING**

The Highlands Food & Beverage Showcase has a functioning website [www.highlandsfoodfest.com](http://www.highlandsfoodfest.com) and is featured as an event on the Wintergreen Pancake Barn Facebook Page. We encourage exhibitors to share both the event and the website on their own social media marketing platforms (Facebook, Instagram, Twitter, etc.) and use the hashtag **#highlandsfoodfest** along with the county’s **#myhaliburtonhighlands**

