

A PALM SPRINGS LIFE EVENT

# PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINO RESORT SPA  
MARCH 24-26, 2017

## RESTAURANT/CATERING FACT SHEET

Palm Desert Food & Wine™ has become Southern California's showcase of the world's premium wine, beer, and spirits producers, as well as nationally recognized award-winning chefs and local culinary celebrities. The 2-day Grand Tasting event features more than 40 restaurants, 60 premium wines, liquor tastings, and chef demonstrations on 3 stages. *Reserve your spot for this very exciting event.*

### TIME AND LOCATIONS FOR EXHIBITORS

Restaurant/Catering exhibitors only participate in the Grand Tasting on March 25-26, 2017.

#### GRAND TASTING EVENT HOURS

##### VIP PASS ADMISSION:

Saturday, March 25, 2017, 11:00 a.m. to 4:00 p.m.

Sunday, March 26, 2017, 11:00 a.m. to 4:00 p.m.

##### GENERAL ADMISSION:

Saturday, March 25, 2017, 12:00 p.m. to 4:00 p.m.

Sunday, March 26, 2017, 12:00 p.m. to 4:00 p.m.

The Grand Tasting tent will be open at 8:00 a.m. for setup. You must be set up 30 minutes prior to the VIP opening of the Grand Tasting (by 10:30 a.m.). You must sign up no later than December 30, 2016.

#### GRAND TASTING EVENT FEES

If your organization donates a chef dinner or gift certificate, the \$100 participation fee is waived. If no donation is received, you will be charged \$100 on January 31, 2017.

#### **We are unable to confirm your participation unless your credit card information is on file.**

Auction donations must be received in our offices by January 31, 2017, or you will be charged the \$100 participant fee that is required before exhibiting.

#### SAMPLING

We expect 4,000 attendees over 2 days. You must provide approximately 1,600 tasting samples per day.

#### BADGES AND TICKETS

**Grand Tasting event:** Participating Restaurant Exhibitors are allotted two (2) badges per exhibit space at no charge.

Additionally, Participating Restaurant Exhibitors may purchase an additional two (2) badges at \$50 each for the.

**All badges are picked up on-site at the event.** Up to two (2) additional discounted event tickets for clients may be purchased for 50% off the listed prices for the Grand Tasting event.

**Please be advised that these do not grant the ticket holder admission into the gate until the event begins. These are not intended for people working your booth.** Extra badges and discounted tickets must be purchased by March 15, 2017. Additional badge requests and discounted ticket requests made after March 15, 2017 are not guaranteed.

#### TIPS FOR HAVING A SUCCESSFUL GRAND TASTING:

- Have friendly people at your booth to help promote your business
- Decorate your table with items that represent your restaurant
- Display your menu
- Food served should be on your menu
- Build your brand and create new guests
- Leave a lasting impression

A PALM SPRINGSLIFE EVENT

# PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINO RESORT SPA

MARCH 24-26, 2017

## RESTAURANT/CATERING TERMS & CONDITIONS

Palm Desert Food & Wine™ is authorized to reserve space for our use March 25-26, 2017. Signature constitutes company agreement to abide by the cancellation policy and all other rules and policies stated in the registration fact sheet. Registration and booth space will not be confirmed until payment is received (if payment is needed).

I also understand that my company/company representatives may be filmed and photographed during the event, and I give Palm Desert Food & Wine permission to do so and grant to Palm Desert Food & Wine the absolute and irrevocable right and unrestricted permission concerning any photographs. I understand that all footage is the property and rights of Palm Desert Food & Wine and agree that I/my company will not receive any compensation for the use of any images or likeness in the filming or airing of Palm Desert Food & Wine. Palm Desert Food & Wine reserves the right to use all recipes, photos and biographies in Palm Desert Food & Wine promotional materials including, but not limited to, the official website, advertising and marketing collateral, to use, reuse, publish, and republish the photographs in whole or in part, individually or in connection with other material, in any and all media now or hereafter known, including the Internet, and for any purpose whatsoever, specifically including illustration, promotion, art, editorial, advertising, and trade, without restriction as to alteration; and to use my name/company name in connection with any use Palm Desert Food & Wine so chooses.

I/my company releases and discharges Palm Desert Food & Wine from any and all claims and demands that may arise out of or in connection with the use of the photographs, biographies, or recipes, including without limitation any and all claims for libel or violation of any right of publicity or privacy. This authorization and release shall also inure to the benefit of the heirs, legal representatives, licensees, and assigns of Palm Desert Food & Wine, as well as the person(s) for whom Palm Desert Food & Wine took the photographs. I am a legally competent adult and have the right to contract in my own and my company's name. I have read this document and fully understand its content. This release shall be binding upon me, my company, heirs, legal representatives, and assigns.

Palm Desert Food & Wine reserves the right to refuse service to any individual or company.

All wine, beer, spirits, or food is donated, and you are responsible to get your product to each event unless other arrangements have been made with Event Management. We are not responsible for missing wine or product at the event; your product is your responsibility.

### **POLICY ON BREAKING DOWN EARLY**

1. Breaking down and leaving Palm Desert Food & Wine early will denigrate the quality of the experience for attendees.
2. If you leave early, you may risk not being able to participate in future Palm Desert Food & Wine events.
3. Exhibitors may break down after 4:00 p.m. by hand-truck or carryout only.

### **POLICY ON STAFF AND ATTENDEES**

**All staff and attendees (ticket holders) must be 21 years of age or older. NO EXCEPTIONS.**

A PALM SPRINGSLIFE EVENT

# PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINO RESORT SPA  
MARCH 24-26, 2017

## RESTAURANT/CATERING REGISTRATION FORM—PART 1 OF 2

PLEASE FILL OUT THE FOLLOWING INFORMATION (PLEASE PRINT CLEARLY):

Name of Restaurant / Catering Company: \_\_\_\_\_

Name to be listed on signage: \_\_\_\_\_

**Please submit high resolution (300 DPI) artwork of logo.**

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website address: \_\_\_\_\_

Briefly describe food being served for proper wine pairing: \_\_\_\_\_

\_\_\_\_\_

Please note the date(s) you will be participating:

Saturday and Sunday     Saturday, March 25     Sunday, March 26

Will you need electricity?

Yes     No

Executive Chef: \_\_\_\_\_

General Manager or Owner: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_ Position: \_\_\_\_\_

**Please fill out the following credit card information. You will not be charged if you donate an item to the silent auction. If you do not donate an item, your card will be charged \$100 on January 31, 2017.**

Credit Card Type (check one):     MasterCard     VISA     American Express     Discover

Credit Card Number: \_\_\_\_\_ Card CVC2 \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Date to Charge: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Name (as it appears on credit card): \_\_\_\_\_

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

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

**PLEASE SUBMIT FORM NO LATER THAN DECEMBER 30, 2016**

Fax completed form to Nicole Moon at 760-832-6528 or email to [nicole@liquidcatering.com](mailto:nicole@liquidcatering.com).

For any questions, please call Nicole Moon at 760-814-0869.

A PALM SPRINGS LIFE EVENT

# PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINO RESORT SPA

MARCH 24-26, 2017

## RESTAURANT/CATERING REGISTRATION FORM—PART 2 OF 2 CHARITY AUCTION DONATION FORM

- Yes, we want to take full advantage of participating in Palm Desert Food & Wine at the discounted rate and we will donate the following auction item(s) below, according to the terms of the Restaurant /Catering Fact Sheet.
- No, we do not wish to donate an auction donation item and agree to pay the full booth price of \$100 for exhibitor space.
- We cannot attend Palm Desert Food & Wine this year, however, we would like to donate the following to the auctions and be listed below.

Full Name of Donated Auction Item:

---

Detailed Description of Auction Item:

---

---

---

---

Retail Value of Auction Item:

---

**Please note: Palm Desert Food & Wine offers exhibitors a discounted exhibit fee for auction donations.**

Auction donations must be received in our offices by January 31, 2017 to qualify for the discounted registration fee.  
Tax receipt issued upon request.

**PLEASE SUBMIT FORM NO LATER THAN DECEMBER 30, 2016**

Fax completed form to Nicole Moon at 760-832-6528 or email to [nicole@liquidcatering.com](mailto:nicole@liquidcatering.com).

For any questions, please call Nicole Moon at 760-814-0869.

PLEASE MAIL OR DELIVER YOUR AUCTION ITEM BY JANUARY 31, 2017 TO:  
PALM SPRINGS LIFE, PALM DESERT FOOD & WINE, ATTN: LAURIE HRUDKA  
303 N. INDIAN CANYON DRIVE, PALM SPRINGS, CA 92262  
760-325-2333, EXT. 202