

PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINO RESORT SPA

MARCH 24-26, 2017

A PALM SPRINGS LIFE EVENT

WINERY/BREWERY/SPIRITS FACT SHEET

Palm Desert Food & Wine Festival™ 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

Winery / Brewery / Spirits exhibitors only participate in the Grand Tasting on March 25 and 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.).

Palm Desert Food & Wine Festival is a tasting event, not a "drunk fest." We ask that you please help us keep the Festival's reputation in tact by taking the following steps:

- Keep your pours under one ounce
- Do not serve people that appear intoxicated
- At the end of the Festival, please put your partially full and empty bottles in the trash

GRAND TASTING EVENT FEES

Exhibitors are not charged for exhibit space on three conditions:

1. Sign up no later than December 30, 2016
2. Donate product to our Silent Auction, minimum donation is \$50.00
3. Provide approximately 1,600 product tastings per day

Auction donations must be in by January 31, 2017, or you will be charged the \$100.00 participant fee that is required before exhibiting.

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

SAMPLING

We expect 4,000 attendees over 2 days.

BADGES AND TICKETS

Grand Tasting event: Participating Exhibitors are allotted two (2) badges per exhibit space at no charge. Additionally, Participating Exhibitors may purchase an additional two (2) badges at \$50 each for the Festival.

All badges will be mailed to you with your information packet two weeks prior to 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 16, 2017 are not guaranteed.

TIPS FOR HAVING A SUCCESSFUL GRAND TASTING:

- Decorate your table with items that represent you
- Leave a lasting impression
- Have friendly people at your booth to help promote your business
- Build your brand and create new guests

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WINERY/BREWERY/SPIRITS 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 Festival (the Festival) permission to do so and grant to the Festival 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 the Festival. Palm Desert Food & Wine Festival reserves the right to use all recipes, photos and biographies in the Festival 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 the Festival so chooses.

I/my company releases and discharges the Festival 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 the Festival, as well as the person(s) for whom the Festival 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 Festival 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 the Festival 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 Festivals.
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.

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WINERY/BREWERY/SPIRITS REGISTRATION FORM—PART 1 OF 2

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

Name of Winery/Brewery/Spirits 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 beverage(s) being served: _____

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

Will you need electricity?

Saturday and Sunday Saturday, March 25 Sunday, March 26

Yes No

Executive Wine Master: _____

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 and 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: _____

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.

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

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WINERY/BREWERY/SPIRITS 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 Winery/Brewery/Spirits Fact Sheet.
- No, we do not wish to donate an auction donation item and agree to pay the full booth price 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: The Festival offers exhibitors a discounted exhibit fee for auction donations.

Auction donations must be in by January 31, 2017, or you will be charged the \$100.00 participant fee that is required before exhibiting. 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.

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 FESTIVAL, ATTN: LAURIE HRUDKA
303 N. INDIAN CANYON DRIVE, PALM SPRINGS, CA 92262
760-325-2333, EXT 202**