

All events start on time. We require that you are set up and ready to serve at least 30 minutes prior to the start of each event. Late arrival may result in exclusion from the event.

The Trade Tasting at SommCon® is a professional tasting event, not a “drunk fest.” We ask that you please help us keep the Festival’s reputation intact by taking the following steps:

- Keep your pours under 1oz for wine and 1oz for beer
- Do not serve individuals who are obviously overbeveraged
- At the close of the event, put any opened bottles you have under your table
- Stop serving 15 minutes prior to the close of each event

### **Required events for each winery + brewery exhibitor:**

#### **The Trade Tasting at SommCon®**

Friday, November 17

3:30 p.m. – 5:30 p.m. – Trade Only

5:30 p.m. – 7:30 p.m. – Trade, Wine Enthusiasts

Marriott Marquis San Diego Marina – Marina Ballroom

800 – 1,000 Attendees

#### **Exhibitor Fees**

Your exhibitor fees cover the following:

- Table space and sign at the The Trade Tasting at SommCon®
- Two (2) exhibitor badges
- Hyperlinked logo listing on SommCon® website
- Brand listing in En Bouche, the official SommCon® program – *September 15 deadline*
- Two (2) tasting glasses
- Ice and ice bins as needed

In return, your brand will provide the following:

- Product for 1,000 attendees at The Trade Tasting at SommCon® (recommended 9-12 bottles for wineries)
- Brand logo for website listing
- Charitable donation to SommCon® Charity Partner to receive exhibit space discount

#### **SommCon® Charity Partner**

All exhibitor donations for SommCon® will benefit Fast Forward Futures, a 501©3 non-profit, which provides scholarships to individuals seeking education in the culinary, hospitality, and/or oenology fields. Once your charitable donation has been received, you can contact SommCon® Management for the tax-id number for any of your tax related paperwork.

#### **Badges**

With your registration, you are given two (2) exhibitor badges at no charge for the Trade Tasting at SommCon®. You may also purchase up to two (2) extra badges at \$75 each. All badges are picked up on-site. Extra badges must be purchased by November 1, 2017.

#### **Conference Passes**

In addition to your exhibitor badges, exhibitors may purchase a full-conference pass for SommCon® at a 25% discount. Discounted conference passes must be purchased by November 1, 2017. Please contact SommCon® Management at 619-312-1212 for your unique conference pass discount code.

<b>Exhibitor Information + Program Listing</b> <i>Please fill in the information exactly as you would like it to appear in event directories and signage. Individual contact information will not be printed.</i>		
Company Name:	Signage Name:	
Address:		
City:	State:	Zip:
Phone:	Website:	
Contact Name:	Contact Phone:	
Contact Email:		

Booth Options	Early Bird – Before June 30	Advanced – Before September 15	Final
Rate including \$50 Charity Donation	<input type="checkbox"/> \$550	<input type="checkbox"/> \$650	<input type="checkbox"/> \$750
Rate without Charity Donation	<input type="checkbox"/> \$650	<input type="checkbox"/> \$750	<input type="checkbox"/> \$850

<b>Electricity</b> <i>All electrical outlets start at 500 watts</i>		
Before September 1	Before November 1	Final
<input type="checkbox"/> \$85	<input type="checkbox"/> \$105	<input type="checkbox"/> \$145

<b>Extra Badges</b> <i>Wineries and breweries are provided 2 badges with registration. Below you can order up to 2 extra badges at \$75 each.</i>
Quantity of Extra Badges: _____

<b>Subtotals</b>
Booth Options: _____
Electricity: _____
Badges: _____
Marketing: _____
Grand Total: _____

<b>Marketing Opportunities</b> <i>Pending Availability</i>	
Logo inclusion in program	<input type="checkbox"/> \$50
1/4 Color Page Ad	<input type="checkbox"/> \$650
1/3 Color Page Ad	<input type="checkbox"/> \$800
1/2 Color Page Ad	<input type="checkbox"/> \$1,200
1 Full Color Page Ad	<input type="checkbox"/> \$2,200
Full Page Editorial Feature	<input type="checkbox"/> \$2,500
<b>Premium Package</b>	<input type="checkbox"/> \$2,700
<ul style="list-style-type: none"> <li>• Full page editorial</li> <li>• Logo inclusion</li> <li>• Inserts in 600 VIP bags</li> <li>• Feature in e-broadcast to 22,000 wine + food enthusiasts</li> </ul>	

<b>Payment &amp; Billing</b>		
Amount Due:	<input type="checkbox"/> Payment by Check <input type="checkbox"/> AMEX <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard	
Cardholder Name:	Card Number:	
Exp. Date:	Sec. Code:	
Billing Address:		
City:	State:	Zip:
Authorization Signature**:		

*\*\*By signing this contract, you agree to all policies listed on the 2017 Terms & Conditions.*

Please send completed forms to Caitlin Purkey at [purkey@fastforwardevents.com](mailto:purkey@fastforwardevents.com). If you have any questions, you can also contact SommCon® Headquarters at 619-312-1212.

Held annually, this three-day beverage industry conference brings together industry professionals of all levels to discuss, develop, and lead the conversation on the business of wine. SommCon®'s education is built by beverage industry leaders for trade professionals and serious enthusiasts who have a passion for wine and spirits and an unyielding quest for knowledge. Attendees learn and taste their way through keynote sessions and educational classes, complete with a Trade Tasting.

### **Sponsorship**

There are endless customizable opportunities to showcase your brand through sponsorship SommCon® with a wide variety of exposure levels and price points to meet every marketing budget. Contact SommCon® Management at 619-312-1212 for a complete sponsorship deck. Have an idea that you don't see in the deck? Let us know! We work closely with our sponsors to build programs that directly meet marketing objectives while keeping in line with budget.

### **En Bouche Advertising**

As a SommCon® exhibitor, your text listing is FREE. You may also upgrade your listing by adding a color logo. Want to really stand out? Advertising in *En Bouche* magazine is available with ¼ page to full page editorial spreads available.

### **Editorial Features**

From your Head Sommelier to your Wine Club, the editorial opportunities are endless. Editorial features include custom copy, images and headshots. Each feature is printed in over 30,000 copies of *En Bouche*, and included in the online version.

### **Live + Silent Auctions**

Live + silent auctions will be hosted during the week of SommCon®. The spirited auctions will include everything from jet-setting vacation packages, large format magnums, and one-of-a-kind dining experiences with nationally acclaimed chefs. We are looking for unique 3 liter bottles, or other one-of-a-kind offerings. If you are interested in donating, contact SommCon®. Only 25 spaces available.

SommCon® is authorized to reserve space for our use in the 3<sup>rd</sup> Annual event in San Diego, November 15-17, 2017. Signature and payment constitutes company agreement to abide by the cancellation policy and all other rules and policies stated in the registration fact sheet. Registration and exhibit space will not be confirmed until payment is received.

I also understand that my company/company representatives may be filmed and photographed during the event and I give SommCon® (the event) 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 SommCon® and agree that I/my company will not receive any compensation for the use of any images, voice, or likeness in the filming or airing of the event. SommCon® reserves the right to use all recipes, photos, and biographies in event 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 event so chooses.

I/my company releases and discharges the event 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 event, as well as the person(s) for whom the event 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 contents. This release shall be binding upon me, my company, my heirs, legal representatives, and assigns.

SommCon® reserves the right to refuse service to any individual or company. All terms and regulations for SommCon® are subject to change, and all final decisions regarding terms of regulations are at the discretion of Management.

All wine, beer, spirits, and/or food is donated and you are responsible to transport 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.

**INSURANCE:** Exhibitor and exhibitor display contractor(s) shall maintain Comprehensive General Liability Insurance and Personal Injury coverage for all Exhibitor's activities at the show, all at Exhibitor's sole cost and expense. Policy limits shall be at least \$1,000,000/\$1,000,000 Bodily Injury and Property Damage combined. Exhibitor and exhibitor display contractor(s) shall also maintain, at their sole cost and expense, Workers Compensation Insurance for employees participating in the show. Evidence of insurance coverage in the form of a valid Certificate of Insurance specifying that coverage include activities at the show must be provided to SommCon® prior to move-in and exhibiting. Exhibitor warrants that Exhibitor has and shall have insurance complying with these insurance requirements and with such other requirements as may be in the Rules & Regulations. Evidence of insurance coverage in the form of a valid certificate of insurance must be supplied to SommCon® before move-in and exhibiting.

**PAYMENT POLICY:** Signed contract and full payment must be received by applicable registration dates in order to receive discounted rates. Cancellations must be submitted in writing and received by July 1, 2017 to receive a full refund minus \$45 handling fee. By August 1, 2017 50% refund. After August 1, no refund.