

The Northwest Food and Wine Festival, November 13th, 2010

Updates and details – Please read this cheat sheet of Facts and Need to Know Info!!

Move In: Nov. 13th Noon – 3:00 pm Move Out: 9 – 10 pm. Show Hours: 4 – 8 p.m.

Thank you for your support of the event November 13th, 2009!

We would like to ensure that everyone is ready for the event and has taken every opportunity that is available.

#1 LOAD IN/CHECK IN/PARKING -

Anyone who does not have a business card or valid ID will not be allowed in the hall. Staff working the booth need to have wristbands and you may pick up 2 per table at the door when you check in. Additional bands are \$10 per person and can only be used for staff working your booth and purchased on-site. Staff working the booth or table will be greeted and checked into the event at the exhibitor entrance located on Drexler Drive. Drexler Drive is located just off Interstate Avenue on the West Side of the building. You'll see where you can just pull in and park to unload. There is no parking fee in this unloading area and you can simply wheel or carry your product right into the hall after stopping at the exhibitor desk just at the entrance to the show floor. This is temporary parking only. Exhibitor parking will be in the lower levels of the Rose Garden Garage off Drexler Avenue on the West Side of the Building by the Max Train Line (the river side). Entry to the lower level is off of Interstate Avenue and Drexler Drive. Drive all the way down Drexler Drive to the parking booth at the entrance of the garage. Parking will be \$7 until 6 p.m. when it changes to \$8 due to the Winter Hawks game. Access to the Exhibit Hall is around the corner and up the ramp. There will be a check-in table right next to the Exhibit Hall loading door and ramp area. **Advanced Shipping** must arrive the day prior to event day at Memorial Coliseum Exhibit Hall 1401 N Wheeler Ave Portland Oregon 97227 Attention NW Food and Wine Festival.

#2 Listing in Event Guides will display the name given on the contract in the Listed As field as well as a place for tasting notes at the bottom of every page.

#3 An extensive ad campaign including radio, retail locations, newspapers and magazines, direct mail, email and more is already in motion. Let's all ensure our success at this event and effectively use our internet marketing opportunities. **If you will place us on your websites with a link we would sincerely appreciate it. Our url is <http://www.nwfoodandwinefestival.com>** In consideration for this promotion on your part **we have enclosed a complimentary ticket for a favorite customer or business client inside this envelope. *These are not for you or your staff – you don't need them for admission- so invite a buyer.***

#4 All personnel(staff) pouring wine must have the appropriate pouring license based on their status and an incident report book. Wineries are required to have completed OLCC server education training online, or have a server permit. New this year we are regulated as a non-profit utilizing a Temporary Sales License. Since people purchase tickets to the festival we are said to be selling the wine you are sampling. All wineries must provide a Zero Invoice to "Pacific Winery Association" the non-profit we have in place. Use our existing address 2316 NE Minnehaha, Vancouver WA 98665 for your invoices making them out to "Pacific Winery Association" We will provide a spit bucket but bring a pitcher for rinsing with water. Bring an ice bucket/tub if you are serving wines that need cooling. We will provide the ice, spit bucket, table, and identification sign.(you may bring your own sign to be placed on an easel and should also show your prices if you are selling in a visible location.) OLCC regulates that anyone who looks younger than 30 is to be carded which is also done at the door. Wineries – we will have signage that promotes the following information, "Many wineries are offering special bottle and case discounts," at the entrance to the event and on the floor. Although we look at this as a marketing event more so than a retail opportunity we do encourage the wine enthusiasts to make purchases of your product whenever possible. Oregon wineries with a SEW can sell wine by the bottle at the event. We recommend that you plan one case per label for pouring although you will likely use 6 – 8 bottles if you pour our recommendation of less than an ounce.

#5 Cooking in your area? Comply with safe food handling regulations as dictated by the health department's procedures. Basic power is available in the middle of the sections for the use of electric fry pans – please notify us with questions regarding your power if you need more than a 500-watt outlet, however; the power can be a bit of a challenge so if you can please use butane or sterno.

Please do BRING a fire extinguisher if you are using a device that creates flame or you will be unable to cook and an extension cord with surge protector. For instance butane single cook tops or chafing dishes require a fire extinguisher. You will need to have samples ready for at least 700 pairs of bites. These can be just a half ounce or whatever you deem appropriate for your dish.

#6 Planning on staying overnight? Red Lion Convention Center at 1021 NE Grand Ave. Portland, OR 97232 & Inn at the Convention Center 420 NE Holladay Portland, OR 97232 are available at \$99 until October 16th, 2010. Make your reservation now by phoning (503) 820-4159 and use NFWF/NW Food and Wine as your code. Rooms are subject to tax and parking at normal rates. **Free Max to the Coliseum is within a short walk of many hotels.**

#7 Signage – New Information... Up until now we have provided identification signage but you have not been able to hang your own signage unless you are a sponsor. However; new this year we are allowing you to bring an easel so you can place a sign behind your table and Signs Now has a special rate available. A full color sign is \$47 for 22" by 30." They will deliver these signs to you at the festival. Call 503-252-0328 and order yours today. If you are selling wine – please have your prices clearly visible either on your table or on your easel sign – it is worth the effort and makes it easy for guests.

#8 Your Information for guests – Phoenix Media is our official printer. Need business cards or hand outs – they are the ones to contact and have exceptional pricing and include design at a very low rate on flyers that look professionally done – call or email them at 866-977-0330 or phoenixmedia.com

We look forward to seeing you at the event. Please call us at 1-800-422-0251 if you have questions.

Silent Auction for Charity – Make It Better Fund

The Portland Trail Blazers believe life is more than a game, which is the reason we work as passionately in the community as we do on the court. The make it better fund, established in partnership with the Oregon Community Foundation, brings the team together with our fans to make life-changing assists that directly impact the lives of children in Oregon and Southwest Washington where they live, learn and play. Every dollar donated to the fund goes back into our community. Together, we can make it better for the next generation.

At the festival we will endeavor to raise as much money as possible for The Make It Better Fund. You may bring your auction item with you to the festival for ease and costless delivery fees or ship it to our office by November 13th, 2009 at 2316 NE Minnehaha Street Vancouver WA 98665

Please give to the auction and help improve the lives of children in our community.

Please fax this to 1 – 360 – 693-1133 by November 13th, 2009

Company: _____
Contact Name: _____
Phone #: _____

Auction Item to be donated:

Description of Item:

Help us to promote you by bringing or including information about your company that can easily be placed next to your item on the auction table. We'll do the rest!

On behalf of the Make It Better Fund – Thank you for your support.