

EXHIBITOR REGISTRATION KIT



*"A celebration of local farms, foods & beverages
from New York's Finger Lakes region."*

September 16 & 17, 2011
Rodman Lott & Son Farms
Route 414
Seneca Falls, NY

Sponsored by:





Finger Lakes Cork & Fork
Sponsored by Seneca County Chamber of Commerce
*"A celebration of local farms, foods & beverages
from New York's Finger Lakes region."*
September 16 & 17, 2011
Rodman Lott & Son Farms - Seneca Falls, NY



On behalf of the Seneca County Chamber of Commerce, we would like to thank you for participating in the second annual Finger Lakes Cork & Fork. This event is meant to showcase to the public, the press and your peers the best of wine, beverage, agriculture and culinary offerings the Finger Lakes has to offer. In addition, it will provide you an opportunity to sell your goods, raise awareness of your business, and create additional working relationships with other area businesses.

This is a "Buy Local" event, which is sanctioned by New York State Department of Agriculture and Markets as a Farmer's Market. The Finger Lakes Cork & Fork is supported by Ag & Markets, Pride of New York, NY Wine & Grape Foundation, the Finger Lakes Culinary Bounty and Cornell Cooperative Extension of Seneca County.

Calendar of Events:

Friday, September 16, 2011 5:30 pm – 8:30 pm (8:30 pm – 9:30 pm live music and networking)

"Partners & Pairings" VIP Event

Attendance is limited.

Each chef will prepare a tapas dish using local ingredients, and pair it with a wine. Chefs will receive a list of participating farms, producers and wineries they can choose to work with. A portion of the evening's proceeds will go to benefit local food pantries. Live Jazz music and networking complete the evening.

Saturday, September 17, 2011 10 am – 5 pm

Finger Lakes Cork & Fork Main Event

Estimated attendance: 2500

Farms, chefs, restaurants, caterers, wineries, beverage producers and food producers are invited to become participating vendors. This is a tasting event featuring local restaurants, chefs, farms, foods, wineries, and beverages. Chefs/Restaurants will prepare a sample using at least one local ingredient. Chefs/Restaurants will also have the opportunity to sell gift certificates and meal sized portions (ex. sandwich, pasta dish, bowl of soup, dessert). All wineries and beverage companies can sell goods by the bottle or case at the booth. Food producers can sell pre-packaged goods at the booth. Farmers can sell produce at the booth.

Booths will be arranged so that all types of vendors will be exhibiting next to each other.

"Preparing & Pairing" Demonstrations

Seminar attendance is limited.

There will be five 45-minute team cooking seminars/demonstrations: One chef/restaurant, one food producer/farm and one winery/beverage producer.



EXHIBITOR PARTICULARS

Exhibitors permitted

- Any beverage, farm, food producer in the Finger Lakes region.
- Any restaurant, caterer or chef in business in the Finger Lakes region.

Equipment permitted

- George Forman Grills
- Hot Plates that DO NOT have open heating elements
- Toaster Ovens
- Chafing dishes/pans
- Small butane burners

Exhibitor Requirements

1. Tables where any type of cooking will take place cannot be covered with paper.
2. Any table where cooking is taking place must have at a minimum a NFPA approved 5lb. fire extinguisher.
3. Electric cooking devices cannot exceed 120 volts.
4. Exhibitors must bring one trash can with them or rent one from the Event. (The Event will supply trash bags.)
5. Exhibitors must bring hand sanitizer with them for their personal use at their booth.
6. There are no phone lines. Exhibitors using credit card machines will need to use such machines that work off their cell phones. (Cell reception is outstanding.)

Winery & Alcoholic Beverage Exhibitors:

1. All staff working in these exhibition booths must be over 18.
2. Any of your staff working the "Partners & Pairings" VIP event must be over 18.
3. Any of your staff participating in the "Preparing & Pairing Demonstrations" must be over 18.

CONTACT INFORMATION:

If you have any questions, or need help or clarification, please contact your Exhibitor Committee Liaison:

Abbey Linsner
315-729-6004

Bob Buccieri
315-568-6894

Bobbie Harrison
315-539-9251

Ave Bauder
315-651-0050

Lindsay Freeman
607-280-8148

Corinna Heinz
607-220-6299

Carol Fingar
315-568-2906

Jeff Shipley
315-568-2906



EXHIBITOR APPLICATION & AGREEMENT

Please list all information as you would like it printed in the event material.

Business Name: _____

Contact Person: _____

Phone #: _____ Fax #: _____

Email: _____ Website: _____

Mailing Address: _____

Description of business and all products/services to be displayed and/or promoted at the event:

TOTAL SUBMITTED: (From completed worksheet) \$ _____

Payment is due when you submit this contract. Please make checks payable to Seneca County Chamber of Commerce. If payment is received after July 1, 2011, a late fee of \$50 will be added. No refunds will be issued.

Please send or drop off completed agreement with payment and necessary copies of permits and insurance to:

Seneca County Chamber of Commerce

2020 Routes 5 & 20 W

Seneca Falls, NY 13148

Attn: Cork & Fork

I, the undersigned, hereby make application for exhibit space at the Finger Lakes Cork & Fork event. I hereby acknowledge that I have read the information and agree to all terms, conditions, rules and explanations herein.

I agree to secure and maintain during the period of the Finger Lakes Cork & Fork Comprehensive General Liability Insurance including liquor liability (as applicable to wineries), which shall be written on an "occurrence" basis, with a standard broad form endorsement and/or excess umbrella liability with combined single limit of not less than \$500,000.00 for each occurrence and \$1,000,000.00 general aggregate. I agree to name the Seneca County Chamber of Commerce, Rodman Lott & Son Farms, and Ralph and Shirley Lott (with respect to the Finger Lakes Cork & Fork September 16 & 17, 2011) as additional insured's for "BOTH ON AND OFF PREMISES" coverage. I will provide a certificate of such coverage within two weeks of submitting this application. **Proof of this insurance shall be provided to the Seneca County Chamber of Commerce within two weeks of submitting this application, but is preferred to be received with this completed packet.**

WINERIES: will be required to have a "One Day Tasting" permit or an "Annual Tasting" permit. (Either type of permit is available at no fee through the NYS Liquor Authority in Albany as this is a sanctioned Farm Market event through NYS Ag & Markets.) **Please submit a copy of each permit with your completed application packet.**

FOOD CONCESSIONS and EXHIBITORS serving food samples: must provide a copy of your "Operating" permit.

Restaurants, caterers and chefs already in business, you already have this. It is the permit you use to operate your business. **Simply make a copy of this permit and return it with your completed application packet.** For questions

pertaining to this permit, Health Department policy, best practices and codes, please contact the Seneca County Department of Health at 315.539.1948.

ALL EXHIBITORS: The Seneca County Chamber of Commerce will hold the "Permit to Operate" through the Seneca County Health Department and the "Operating Permit" through the Seneca County Code Enforcement Office for the entire EVENT.

The EVENT and the Exhibitor shall remain independent contractors, and nothing contained herein or done pursuant hereto shall be construed to create any relationship of principal and agent or employer and employee between the EVENT and the EXHIBITOR to make them joint ventures. Each EXHIBITOR shall receive EXHIBITOR identification for all staff working for them at the EVENT and are responsible for those staff members.

The EXHIBITOR, its affiliated companies and subsidiaries, agree to be responsible for, and to defend, hold harmless, and indemnify Seneca County Chamber of Commerce, The Finger Lakes Cork & Fork and Rodman Lott & Son Farms, their parents, subsidiaries, limited liability and affiliated companies and their respective shareholders, officers, directors, employees, members, agents and assigns (the indemnified parties), including reasonable attorney's fees, of liability whether by reason of injury (including death) to the person or property of another or otherwise arising in connection with the Agreement. The Obligation of the EXHIBITOR hereunder shall extend to claims alleging an indemnified Party's sole negligence, willful misconduct or violation of law unless adjudicated as such by a court of common law.

By signing below, exhibitors agree to comply with all laws and regulations.

Name (please print): _____

Signature: * _____

Position/Title: _____ Date: _____

PLEASE RETURN WITH COPIES OF NECESSARY PERMITS AND INSURANCE CERTIFICATES AS THEY PERTAIN TO YOU, AS WELL AS THE COMPLETED EXHIBITOR REGISTRATION WORKSHEET.



EXHIBITOR REGISTRATION WORKSHEET

To be completed by each exhibitor and submitted with check, proof of insurance, permit(s) and signed contract.

Exhibitor Registration Fee Includes:

- 8x10 booth space
- 1 8-foot skirted and table clothed table
- 1 plain 8-foot table
- 1 Chair
- Two Standard Electrical Outlets
- Name and location in program
- ¼ page coupon in program supplement
(This service is part of your registration fee. You do not have to have a coupon in the program, but it is strongly recommended you do to encourage return business. If you wish to participate, you must supply coupon information.)
- Links on fingerlakescorkandfork.com and Finger Lakes Cork & Fork Facebook Page

BOOTH FEE

Circle One:

\$150: Returning Participants

\$175: New Participants

\$ _____

EXTRAS (optional)

Fill in if/as needed:

____ Extra Chairs (@ \$5 each)

\$ _____

____ Trash Can (@ \$5 each)

\$ _____

____ Extra Tables (@\$75 each)

\$ _____

____ Corner Booth (add \$100)

\$ _____

____ Additional Electrical Access (TBD-Based Upon Needs)

\$ _____

PROGRAM/COUPON BOOK ADVERTISEMENTS (OPTIONAL)

Advertising is available for vendors and non vendors alike. This is an opportunity for hotels and local attractions that are not participants in the Cork & Fork to get exposure at this event. Circle Ad you wish to have.

(Must supply camera ready art for ad in form of hi-res pdf.)

	<u>Full Page Ad</u>	<u>½ Page Ad</u>	<u>¼ Page Ad</u>	
Vendor Rate:	\$450	\$230	\$125	
Non Vendor:	\$550	\$330	\$225	\$ _____

Total: \$ _____

COUPON INFORMATION

All vendors must check one. If yes, please provide the information on the lines below.

[] I do not wish to take advantage of the free coupon in the program.

[] I would like to take advantage of the free coupon in the program. Information below:

Tracking Code: _____

PARTNERS & PAIRINGS EVENT (FRIDAY NIGHT VIP EVENT)

There is no fee to participate in this event other than the cost to you of supplying your item. This is a great networking opportunity and press opportunity for additional publicity and exposure.

- I would like to participate in the Pairing event.
- I would like to have a booth at the Pairing event.
- I don't wish to participate.

I would like to work with the following partners: _____

CORK & FORK PREPARING & PAIRING DEMONSTRATIONS

While you must be a participating booth vendor to participate, there is no additional fee to give a demonstration/seminar other than the cost to you of supplying your item. This is a great opportunity to create awareness and understanding of your brand/product, and provide additional public exposure of your product above and beyond your booth presence.

- I would like to participate.
- I don't wish to participate.

I would like to work with the following partners: _____
