



Fabulous Food Festival Sponsor Application

Register now for Fabulous Food Festival 2009 * A Festive Feast of Flavors and insure your choice of Sponsorship opportunities at the Concourse Exhibition Center in San Francisco, Saturday and Sunday, November 7th & 8th, 2009. Please complete and return this application by mail to: Pacific Expositions * FFF, P.O.Box 315, Mill Valley, CA 94942. Questions? Call us at 415 388-7208.

Applicant Information:

COMPANY _____		CONTACT NAME _____	
PHONE _____	FAX _____	E-MAIL _____	
STREET ADDRESS _____			
CITY _____	STATE _____	ZIP CODE _____	
WEBSITE _____			

Sponsor Level Request (Please see Fees and Benefits Schedule—official designations to be determined):

<input type="checkbox"/> Title (limited to one) (\$40,000)	<input type="checkbox"/> Primary (\$5,000)	<input type="checkbox"/> Media (\$10,000 plus)	<input type="checkbox"/> Contact us regarding other Sponsorship opportunities.
<input type="checkbox"/> Presenting (limited to two) (\$25,000)	<input type="checkbox"/> Secondary (\$2,500)	<input type="checkbox"/> Alcoholic Beverage (TBD)	
<input type="checkbox"/> Major (\$10,000)	<input type="checkbox"/> Patron (\$1,000)	<input type="checkbox"/> Non-Alcoholic Beverage (TBD)	
	<input type="checkbox"/> Component (TBD)		

Have you participated in the Festival before? yes no Would you like the same space? yes no Space # _____

Amount of payment: \$ _____

Method of payment: Check Visa Mastercard

Check should be made payable to Pacific Expositions.

CREDIT CARD NUMBER _____	EXPIRATION DATE _____	CARDHOLDER'S NAME AS SHOWN ON CARD _____
X CARDHOLDER'S SIGNATURE _____	DATE _____	3 DIGIT SECURITY CODE _____

Your Product/Service Category:

Food Products & Services Restaurants & Caterers Food Publications Non-Food Products & Services Media Other

For publicity, give us a one-sentence description of your product or service.

Contact us for special wording on the service/product description.

PLEASE SEND PROMOTIONAL MATERIALS.

Fabulous Food Festival Giveaways—Prize Drawings and Donations:

Hourly Drawing: Announced by public address system with directions to the presenter's booth. We would like to donate.

Door Prizes are an excellent way to bring your services/products to the attention of visitors at the event and in pre-event publicity, radio, television, etc. List the Giveaway(s) you would like to offer, with a brief description.

Sponsor Presentation:

Availability and size of presentation space depends on level of sponsorship. All spaces include janitorial service, 24 hour event security, full backwall, and sidewalls (common to your neighbor, unless corner), 5' table(s) (depending on space size), chairs, and electrical connections (500 watts max).

An order form for additional services will be included in your Sponsor Instruction Packet.

Payment Details:

Deposit: 50% of Sponsor Fee with received application. Balance due August 1, 2009. Applications received after August 1, 2009 require full payment with application.

FOR FASTER SERVICE, FAX COMPLETED FORM WITH CREDIT CARD PAYMENT TO (415) 383-7020.

Fabulous Food Festival Sponsor Agreement

Fabulous Food Festival 2009 will take place at Concourse Exhibition Center in San Francisco, on Saturday and Sunday, November 7th & 8th, 2009.

Hours of Operation

- Members of the Food Trade are invited to an event preview on Saturday from 10 AM to 1 PM.
- General Public Hours of Operation are Saturday, November 7th and Sunday, November 8th, 10AM to 5PM.

Payment

Send full payment or 50% deposit for the Sponsor Fee with this application. Balance is due August 1, 2009. Applications after August 1, 2009, please include the full amount of the Sponsor Fee. Unpaid balances after August shall constitute a forfeiture of the space. Advance deposits can be refunded under the terms of the Cancellation Policy listed below.

Conditions of Operation

- Management reserves the right to decline lease, rentals and services to any agency where the operation of the booth, conduct of the Sponsor or nature of the goods or services offered is construed by the management to be inappropriate to the nature of the event or not in keeping with the goals and objectives of the event.
- Retail Sales and distribution of promotional materials are permitted and encouraged. Retailer shall provide proof of sales either with a handwritten receipt or cash register generated tape at the time of purchase. Credit card sales shall be accompanied with a receipt. Retailer may provide packaging in the form of boxes or bags as appropriate for items sold.
- Taxes Collection and payment of all state and local taxes is the responsibility of the Sponsor. Please refer tax questions to the California State Board of Equalization.
- Presentations will be in operation at the time of the opening. Sponsor are asked to be present and in their spaces one half hour before the opening.
- Sales or promotion outside your space, including distribution of literature and free samples are available only at the discretion of the management.
- Space design and construction. Sponsor assumes full liability for the design, construction and use of their display. Sponsor shall assure their display does not pose a hazard for visitors—no portions extending into the public walkway, etc. Displays shall not obstruct or interfere with adjoining exhibitors.
- Sublet or sharing of Sponsor space is not permitted without expressed permission from the **Fabulous Food Festival 2009** management.

This includes representatives or materials from agencies other than the contracting Sponsor.

Installation and Breakdown

Loadin begins on November 6 at 8AM and doors close to loadin at 9AM on November 7. Doors close to loadout at 12 Midnight on November 8. Drayage services will be provided by contract with our decorator coordination agency and complete setup, drayage, information will be mailed with Exhibitor instructions following the receipt of full payment.

Cancellation

It is understood that circumstances may arise in which the Sponsor must cancel. It is also understood that the management will sustain losses after the space has been assigned and that beyond certain dates, Sponsor funds will have been committed to the production of the event and are not refundable. The following cancellation schedule has been established to conserve as much of the Sponsor's deposit as consistent with good management.

Time Period

Before August 1
Before September 1
After September 1

Liquidation %

100% refund
50% refund
no refund

Safety, Health and Fire Regulations

The Sponsor will comply with all state, city and local regulations and any additional regulations imposed by the Concourse operating authority to assure that the safety and health of exhibitors and visitors to the event shall be maintained. All equipment and appliances used by the Sponsor shall conform to safety regulations and shall be maintained in good working order during the time of the exposition. All display and presentation materials shall be fireproof and conform to fire and safety regulations as determined by the San Francisco Health Dept., Fire Dept., (No open flame is allowed.) and safety authorities and the management of Concourse. Please submit all questions about display or operations of equipment to the **Fabulous Food Festival 2009** management at the earliest possible date so we have time to make inquiries from the appropriate agencies.

Security

The event management will employ and supervise security guards both during the hours of public access and overnight. Sponsors are advised to use good judgement in leaving valuables and easily pilfered personal articles on display and to take reasonable precaution in leaving professional equipment such as cameras, recording devices, and sound equipment unattended.

Liability

Management will take every reasonable precaution to protect the property of the Sponsors. However, management will not be liable for loss

or damage to the property of the Sponsor or Sponsor's agents or employees from fire, theft, accident or any cause beyond management's control. Further, Sponsor agrees to save the exhibition space owner, Concourse Exhibition Center, and their agents and employees and the exhibition management, Pacific Expositions, Team Pro Event, Inc., and their agents and employees free and harmless from all claims demands, damages, and liability of whatsoever kind and character asserted by any person or agency on account of any loss or damage to property or injury to or death of any person occurring upon or about the leased premises arising out of the use of the leased premises by the Sponsor.

Insurance

Sponsor will provide complete property damage, public liability and personal injury insurance during the course of the event. Sponsor will provide to **Fabulous Food Festival 2009** a copy of their insurance listing **Pacific Expositions** as additional insured. The Sponsor warrants that by signing this contract he/she has complied specifically with the terms and insurance requirements.

Inability to Perform

The event management shall endeavor in good faith to deliver on all terms of this agreement. However, if the event management should be prevented from holding this event or if it cannot permit an Sponsor to occupy space due to circumstances beyond the event management's control, including but not limited to civil disturbances, strike, and/or acts of God, event management will refund to the Sponsor the amount of the Sponsor Fees paid by the Sponsor, less a proportionate share of the exposition expenses, and show management shall have no further obligation or liability to the Sponsor.

Agreement

The forgoing rules, regulations and understandings shall constitute part of this contract and agreement, and the Sponsor, in signing the application attached agrees to accept the terms and conditions outlined here. The terms of this agreement become binding at the time that application has been received and is accepted by **Fabulous Food Festival 2009** event management. The contract is not binding until deposit has been delivered.

Pacific Expositions is pleased to present the **Fabulous Food Festival 2009** and will endeavor to make the Sponsor's participation a pleasant and rewarding experience.

Please direct all questions to our Sponsor Liaison at 415 388-7208. Fax is 415 383-7020. PacExpos@aol.com

X
SPONSOR SIGNATURE

DATE

By completing and returning the Application Form, the applicant accepts all terms and conditions specified in the **Fabulous Food Festival 2009** Sponsor Agreement. This agreement shall not be binding until the Application Form is accepted and approved by **Fabulous Food Festival 2009** Management.