

Rhythm & Vine, A Music and Wine Festival

April 17, 2010

IMPORTANT SET UP INFORMATION FOR ALL EXHIBITORS

Dear Participant,

Rhythm & Vine is rapidly approaching. Following is information and set-up instructions to help you with your experience in this event. Included in this document you will find the following:

- Set-up instructions
- Parking instructions
- Badge and extra ticket information
- Auction donation details (shipping information and deadlines)
- Program Advertising requirements and deadlines
- Marketing and Promotional Offers For Your Customers

We look forward to seeing you in April, and please do not hesitate to let us know how we may be able to assist you in having a fantastic event!

Cheers!

Mary Crocker
Event Coordinator
Fast Forward Event Productions
858-578-9463

Shannon Frick
Special Events Coordinator
Boys & Girls Clubs of Greater San Diego
760-746-3315

NOTE: ALL INDIVIDUALS IN EACH EXHIBIT BOOTH MUST BE 21 YEARS OR OLDER TO ATTEND AND PARTICIPATE IN THE FESTIVAL. NO INFANTS ARE ADMITTED.

1. SET UP INSTRUCTIONS FOR WINERIES / SPIRITS / BREWERIES

Rhythm & Vine

Saturday, April 17, 2010

Event Times: General Admission: 6:00-9:00 pm / VIP Tent: 6:00-10:00 pm

Setup Time: 3:00 – 5:30 pm

Location: Westfield North County Mall
272 East Via Rancho Parkway, Escondido CA 92025
(JC Penney Parking Lot, south corner of Beethoven Street)

Event Logistics: (Location, Load-In, Parking, Set-Up, and What to Pour)

Please make arrangements to have your wine or product at the event during setup time (listed above). You are responsible for your product and its delivery to Rhythm & Vine. The festival will not accept product, nor will we transport product to the tastings (excluding auction items). The Westfield North County Mall is located off the Interstate 15 freeway on Via Rancho Parkway. Rhythm & Vine will be held in front of JC Penney, in the southeast corner of the parking lot.

Parking is available onsite in designated Exhibitor Parking areas. You must allow yourself enough time to find parking and unload within the allotted setup time. Please be setup by 5:30 pm so we can accommodate attendees without the load-in chaos. You may bring as many varietals as you like to pour for Rhythm & Vine. Our recommendation is 8-12 bottles of each varietal.

Please keep your pours to a tasting size of 1 ounce. Do not serve individuals that appear to be obviously intoxicated. Ice and an ice bin, water, dump buckets, a table, signage, and tenting will be provided to each winery, brewery and spirit company. We ask that you not serve people that are obviously intoxicated. This is a tasting event, not a “drunk fest”. Please help us by keeping your pours small. At the end of the event, please put your partially full or any opened bottles under your table. We do not want attendees to get access to or take bottles of wine from the festival grounds.

PLEASE DO NOT GIVE BOTTLES OF YOUR WINE TO MEMBERS OF THE TRADE OR TO CONSUMERS. THEY WILL NOT BE ALLOWED OUT OF THE EVENT WITH YOUR WINE.

Ice will be delivered to your table or you can pick it up at the ice trailer located near the exhibitor entrance.

Please be setup by 5:30 pm. We will open to general admission at 6:00 pm. It will be extremely difficult to get into the event or bring product to your table after 5:30 pm.

WHAT WE PROVIDE FOR WINERIES, SPIRITS & BREWERIES:

Tent space	Ice (if requested)	Glasses (2)
One 6' table	Ice tub for chilling wines	Water
Sign	Dump bucket	

2. SET UP INSTRUCTIONS FOR RESTAURANTS, GOURMET FOODS, & EVENT EXHIBITORS

Rhythm & Vine

Saturday, April 17, 2010

Event Times: General Admission: 6:00-9:00 pm / VIP Tent: 6:00-10:00 pm

Setup Time: 3:00 – 5:30 pm

Location: Westfield North County Mall
272 East Via Rancho Parkway, Escondido CA 92025
(JC Penney Parking Lot, south corner of Beethoven Street)

Event Logistics: (Location, Load-In, Parking, Set-Up, and What to Serve)

Please make arrangements to have your food or product at the event during setup time (listed above). You are responsible for your product and its delivery to Rhythm & Vine. The festival will not accept product, nor will we transport product to the tastings (excluding auction items). The Westfield North County Mall is located off the Interstate 15 freeway on Via Rancho Parkway. Rhythm & Vine will be held in front of JC Penney, in the southeast corner of the parking lot.

Parking is available onsite in designated Exhibitor Parking areas. You must allow yourself enough time to find parking and unload within the allotted setup time. Please be setup by 5:30 pm so we can accommodate attendees without the load-in chaos.

If you are a restaurant or gourmet food company, please plan for at least 1,000 tastings or samples for the attendees at Rhythm & Vine. We recommend that your samples speak to the theme of wine and fine food and it show off your company. Plates, napkins, and flatware will be provided. Restaurants that will be cooking on site are required to place a drop cloth or tarp underneath the tables to prevent drippings on the ground.

Please be setup by 5:30 pm. We will open to general admission at 6:00 pm. It will be extremely difficult to get into the event or bring product to your table after 5:30 pm.

WHAT WE PROVIDE FOR:

RESTAURANTS & GOURMET FOODS:

Tent
Two 8' covered tables (one for a back set-up/storage table)
Signage
Plates
Plastic flatware
Napkins
Water

NON-SAMPLING EXHIBITORS:

Tent
One 8' covered table
Water
Signage

3. IMPORTANT NOTES ON SET UP FOR ALL PARTICIPANTS

ALL RHYTHM & VINE EXHIBITORS MUST BE 21 YEARS OF AGE TO PARTICIPATE IN THE EVENT AND WORK IN THE BOOTH. Please have your ID on hand for age verification.

Notes on Setup: Setup times noted above are important to adhere to. If it only takes you 10 minutes to setup, we still ask that you show up early so that we can assist you with moving in and avoid a crunch just before the event starts. We use volunteers to help with the move-in and move-out. Please be courteous and patient and someone will help you as soon as possible. The earlier you arrive, the easier your setup will be. Please have your exhibit ready to man at least 30 minutes before the event begins. Should any exhibitor require more time than is allotted, please contact us and we will be able to assist you with earlier access.

When arriving at the event, **please check in before you move product to your exhibit space.** We have a separate exhibitor entrance and check in area for exhibitors. Please do not use the main entrance to move in your exhibit or product. Our volunteers will be indicating where to park and direct you to the exhibitor check in area - look for our signs.

4. EXHIBITOR BADGES

You will receive your badges upon check in at Rhythm & Vine. Each exhibitor will receive three badges to the event with your company name on it. Additional badges will incur a \$40 fee per badge for each additional badge (up to four additional badges). **Should you require additional badges, please contact management before March 26, 2010.**

5. AUCTION DONATIONS

Your completed auction form must be received by us no later than March 12, 2010, so that we can include them in our auction lot guide. Please have your auction items sent to us by April 2, 2010.

Remember all auction items are tax-deductible and the proceeds benefit the Boys & Girls Clubs of Greater San Diego, a 501(c)(3) nonprofit. Our silent auction will be held during the event.

Please send your auction donations to:

Shannon Frick
ATTN: RHYTHM & VINE
Boys & Girls Clubs of Greater San Diego
115 W. Woodward Avenue
Escondido, CA 92025

6. PARKING

Parking is available onsite in designated Exhibitor Parking areas, located around the perimeter of the Mall parking lot. You will be able to park your vehicle in the Exhibitor lots and then load your product into the event. For our event, we will have volunteers assist our exhibitors with Setup.

7. ELECTRICITY

Electricity is not included with your exhibit unless you paid for and requested this in advance at the time of registration. **Electricity is available for \$60 if ordered before January 15, 2010, \$95 if ordered before February 19, 2010, and \$145 if ordered after March 1, 2010.** Please note that onsite electrical supply will be very limited. A third-party administrator will be available to assist you onsite with this request but please note that electricity is supplied by generators and last minute requests may not guarantee power to your booth.

8. PROGRAM ADVERTISING

You will receive one FREE program listing per registered table. Insertion Orders for Program Advertising in the Rhythm & Vine Program are available until March 5, 2010. Rates and mechanical requirements are available online at www.rhythmandvine.org. Click on Exhibitor Information; then download the Advertising Insertion Order. Please note that if you have already ordered your ad, your materials must be received no later than March 12, 2010 via email to Shannon Frick at sfrick@sdyouth.org.

9. OFFER TO YOUR CUSTOMERS / MARKETING

Please feel free to use the following to send to your customers.

"Come visit us at Rhythm & Vine, a Music and Wine Festival benefiting the Boys & Girls Clubs of Greater San Diego. Indulge all your senses this spring as Rhythm & Vine returns to San Diego North for a one-of-a-kind tasting extravaganza. Held Saturday, April 17, 2010 at Westfield North County Mall in Escondido, the second annual Rhythm & Vine will feature a large collection of international and domestic wines, trend-setting cuisine from the top chefs of North County, a VIP exclusive tent and after-party, silent auction benefiting the Boys & Girls Clubs, and performances from a variety of music genres. Please visit www.rhythmandvine.org for more information or to order your tickets."

Please link our website (www.rhythmandvine.org) on your website. We should already have your company and website listed on the Rhythm & Vine event site. If not, let us know and we will get you listed on our site. Help get the word out. We have on-site posters and postcards available that help promote Rhythm & Vine. Let us know if you would like us to send you some of these promotional items.