

Rhythm & Vine

April 17, 2010

Restaurant/Gourmet Food Registration Fact Sheet

Rhythm & Vine is a showcase of premier wine, beer, & spirits producers, chefs and culinary personalities with music. The event raises funds for the Boys and Girls Clubs of Greater San Diego, which is a community-based organization that provides young people with a fun, safe and constructive after school environment. This night will feature wine tasting from world-class wineries, as well as restaurant samples and entertainment.

Time and Location for Exhibitor:

Rhythm & Vine: 6:00 pm to 9:00 pm Saturday, April 17, 2010

A North San Diego wine tasting, epicurean experience, and musical evening presenting over 50 wineries, spirits, and more than 30 of San Diego's best restaurants and specialty foods. Attendance: 1,500-2,000

This event will start on time. We require that you are set up and ready to pour/serve at least 30 minutes ahead of the scheduled start time. Late arrival may result in exclusion from this and future events.

Auction Donation(s):

Auction donations benefit the Boys and Girls Clubs of Greater San Diego, a 501(C)3 nonprofit. Auction donations must be received by April 2, 2010 to qualify for the discounted registration fee. If an auction item is not received by April 2, 2010, BGC reserves the right to transfer that donation to the next BGC fundraising event, once it is received.

Sampling:

Be prepared to supply at least 1,000 samples. We expect 1,500 – 2,000 in attendance and anticipate 50 restaurants and 30 specialty food companies to participate.

Disposal of Waste Materials

It is the responsibility of the restaurant to dispose of all waste materials in accordance with local and state laws, including, but not limited to, oils, chemicals or waste materials that require special handling. Please provide a current credit card to keep on file as a damage deposit.

Cancellation Notices:

Cancellation notices must be in writing and mailed or faxed to the BGC. If notice is received by January 1, 2010, exhibitors will receive a full refund minus \$45 handling fee; by February 1, 2010, a 50% refund; after March 1, 2010, no refunds will be issued. Refunds will not be issued if you arrive late and are prohibited from setting up for the event.

Badges/Tickets/Program listing:

Participating companies are allowed up to three (3) badges per registered exhibit space. Up to four (4) additional tickets for staff or clients can be purchased for 50% off listed prices from the BGC. You will receive one program listing per registered table.

Electricity:

If you need electricity, please order it early. Fill out the section on the contract pertaining to electrical orders. Please note: the later power is requested, the more expensive it will be.

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(Continued)

Optional Events for Restaurants:

See Promotional Opportunities attached

You supply:

- Samples of product – at least 1,000 samples
- Auction item to receive auction donation discount
- If you will be cooking on site, you are responsible for a tarp to be placed under your tables

We supply:

- Signage for exhibiting company
- Six foot covered table (2)
- Tent
- Company listing in tasting program and on event Web site
- Glasses – for wine sampling
- Plates and disposable utensils, napkins
- Ice and holding containers where requested
- Water
- Your customers

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Rates with Auction Donation

Event Fee: **Complimentary** with auction item donation*
 *Auction item donated must be valued at a minimum of \$100

Rates without Auction Donation

Event Fee: **\$295** Per Restaurant before March 5, 2010
 \$495 Per Restaurant after March 5, 2010

Electrical Outlet

One 110 volt electrical outlet
 \$60 Before January 15, 2010
 \$95 Before February 19, 2010
 \$145 After March 1, 2010

Program Listing (listing is free; please fill out section below)

- \$50 Logo/Label** added to Directory Listing
- \$250 1/2 page ad B&W (ADD \$50 for Color)**
- \$500 full-page ad B&W (ADD \$100 for Color)**

Exhibit Space Subtotal	
Quantity	Total Fee
_____	_____

Electrical Subtotal	
Quantity	Total Fee
_____	_____

Program Subtotal	
Type	Total Fee
_____	_____

Total Fees	
	Total Fee

Payment/Cancellation Policy:
Payment: In order to receive the discounted registration fee, an auction item must be donated and received by April 2, 2010.
Cancellation Notices: If notice is received by January 1, 2010, exhibitors will receive a full refund minus \$45 handling fee; by February 1, 2010, a 50% refund; after March 1, 2010, no refunds will be issued.

Contact information:

Company _____ Contact _____
 Attendee _____ Title _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Fax _____ Email _____
 Web address _____

Please tell us how you would like to be listed in the festival program:

Same as above
 Company _____
 Address _____ City _____ St _____ Zip _____
 Phone _____ Web address _____

By filling out this form you agree to the terms and conditions listed in the 2010 Registration Fact Sheet.

Payment
 Fee Enclosed \$ _____ Date _____ Check (Make Payable to the Boys & Girls Clubs of Greater San Diego)
 Credit Card Type MC / Visa / Amex Credit Card # _____
 Exp date: _____ Security code _____ Signature _____

Please fax or mail this registration form with your fee to:
BGC 115 Woodward Avenue, Escondido, CA 92025 • 760-746-3315 / FAX 760-740-0242

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Charity Auction Form

- Yes, we want to take full advantage of participating in Rhythm & Vine and we will donate the following auction item(s) below, according to the terms of the Restaurant Registration Fact Sheet:

- We cannot attend the Rhythm & Vine this year, however, would like to donate the following to the auctions and be listed in the event program:

Donations*:

Description of dinner or chef's dinner [Value is important]: _____

_____ \$ _____ Value

Optional Donations: You may choose one or more of the following:

- Private tasting & lunch with Chef for _____ persons: \$ _____ Value
- Private tasting & dinner with Chef for _____ persons: \$ _____ Value
- Private in-home Chef's dinner and wine for _____ persons: \$ _____ Value
- Other _____ for _____ persons: \$ _____ Value

***Note:** Rhythm & Vine offers restaurants a discounted registration fee for auction donations. If an auction donation is not received by due date listed below, BGC reserves the right to transfer that donation to the next BGC fundraising event. Auction donations are tax-deductible and benefit the Boys and Girls Clubs of Greater San Diego, a nonprofit 501(c)3 corporation, that provides young people with a fun, safe and constructive after school environment. Please refer to the attached Restaurant Registration Fact sheet (pg 1-2) and Registration Form (pg 3) for information regarding auction donation(s) and your registration fee.

Company _____ Contact _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Attendee _____ Title _____

AUCTION ITEMS ARE DUE BY APRIL 2, 2010

Please fax this form to (760) 740-0242

Please mail your donation by April 2, 2010 (wine or gift certificate) to:

Rhythm & Vine
115 Woodward Avenue
Escondido, CA 92025
760-746-3315 / FAX 760-740-0242

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PROMOTIONAL OPPORTUNITIES

Put the spotlight on your brand at this year's event with these attention grabbing promotional opportunities. Don't miss out on your chance to capture the taste buds of over 2,000 key influencers including wine and food enthusiasts, chefs and wine buyers, winemakers, retailers, and media – all present at this year's Rhythm & Vine!

Promotional opportunities include:

- | | |
|--|---|
| <input type="checkbox"/> WINEMAKER DINNERS / LUNCHEONS | <input type="checkbox"/> FREE DIRECTORY LISTING |
| <input type="checkbox"/> FESTIVAL SPONSORSHIP | <input type="checkbox"/> DIRECTORY ADVERTISING |

Descriptions on these promotional opportunities follow below.
If you are interested in any of these options there are TWO easy ways to get started:
1) Fill out the bottom of this form and fax in with your registration packet
2) Contact us directly at (760) 746-3315 x211 or by email at sfrick@sdyouth.org

Winemaker Dinners and Luncheons:

With over 30 restaurants and star chefs participating in Rhythm & Vine numerous opportunities exist for winemakers to set up dinners and luncheons while in town for the event. The event supports the marketing of this effort by promoting all dinners and luncheons on our Web site, www.rhythmandvine.org, and encouraging all attendees to take part in these luncheons/dinners through our scheduled program. Wineries interested in setting up a dinner or luncheon should contact one of the restaurants participating in the event, determine a date, menu, price and then contact Rhythm & Vine management with the details. We will then publish your luncheon or dinner on the event Web site.

Event Sponsorship:

There are many different types of sponsorship opportunities available at Rhythm & Vine with a wide variety of exposure levels and price points to meet every marketing budget. Contact Shannon Frick at (760) 746-3315 x211 for a complete sponsorship deck or download it from our website at www.rhythmandvine.org. Do you have an idea for sponsorship that you don't see in our deck? Let us know! We work closely with our sponsors to build programs that directly meet their market objectives while keeping in line with the needs of their budget.

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PROMOTIONAL OPPORTUNITIES

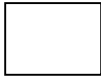
Event Program & Directory:

Distributed to all Rhythm & Vine attendees including members of the trade and media. As an event participant, your listing is FREE, just fill out the directory information box on your exhibit space contract to guarantee your space. You can also upgrade your listing by adding your company or brand logo. Want to really stand out? Advertising in the directory is affordable with either 1/2 or full-page options available. See below, or your exhibit space contract, for advertising rates.

Mechanical Requirements



Full Page: \$500 Specs: Size ad to 7 3/4 high by 4 3/4 wide. NON BLEED. Submit in PDF format. 300 dpi. Ads may be submitted as black and white or upgraded to color for an additional \$100.00



1/2 Page: \$250 Specs: Size ad to 3 3/4 high by 4 3/4 wide NON BLEED. Submit in PDF format. 300 dpi. Ads may be submitted as black and white or upgraded to color for an additional \$50.00

Note: Advertising space is limited and will be placed on a first come, first serve basis. All reservations must be submitted no later than March 5, 2010. Advertising materials must be submitted no later than March 12, 2010 via email to sfrick@sdyouth.org. Advertising space is confirmed once payment has been received.

PROMOTIONAL OPPORTUNITIES INTEREST FORM

Please fill out and fax to (760) 740-0242

Contact Name: _____

Company Name: _____

Phone Number: _____ Email: _____

Please have Event Management Contact me regarding the following:

- I am interested in participating in the VIP Lounge
- I am interested in learning more about Sponsorship
- I am interested in directory advertising (orders can also be made by filling out the exhibit contract included in this package)

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