



BOMA Sacramento presents..

Taste of the Town

Wine and Beer Exhibitor Instructions



Thank you for joining us at BOMA Sacramento's 2010 Taste of the Town Vendor Showcase.

This information is meant to answer logistical exhibitor questions. If you need additional information, please do not hesitate to contact Danielle Smith at 916-443-9092 or via e-mail at dsmith@bomasacramento.org.

Schedule of Events: Taste of the Town: Thursday, September 16, 2010, 3:00 - 7:00 pm

9:00 am – 2:00 pm – Exhibitor Setup (Note: All exhibit set-up must be completed no later than 2:00 pm)

3:00 – 4:00 pm – Registration and Property Manager/Owner education session

4:00 – 7:00 pm – Vendor showcase

7:00 – 8:30 pm – Exhibitor move-out

SET UP INFORMATION

You will be e-mailed your exhibit set-up time frame no later than **Monday, September 6, 2010**.

Upon arrival to the hotel, please go to the left toward the back of the hotel. The loading dock is located behind the hotel. Please use this entrance, instead of the main entrance in front. You will be given your assigned table location upon arrival. You must be set up completely by 2:00pm. Please return for the showcase no later than 3:45 pm.

WINE and BEER EXHIBITOR INFORMATION

All wine and beer exhibitors will be given a high-rise cocktail table with tablecloth. **Please note: The table is a 30-inch round, so there is limited space** for marketing materials, signage, raffle bowl, etc. Please limit your marketing materials to the designated area.

It is our intention that both beer and wine be of higher quality and preferably from a local Californian winery or brewery.

Limited power is available on a first-come, first-served basis. **An electrical fee in the amount of \$25 will apply.** Please e-mail dsmith@bomasacramento.org with electricity requests no later than **Monday, September 6, 2010**.

WINE EXHIBITORS

You may serve a single varietal of wine from a single winery. You may bring champagne if you wish.

Please e-mail your wine type no later than **Monday, August 30, 2010**.

You should bring a minimum of two cases of wine and any other equipment you may need (corkscrew, wine chiller, etc.) Glasses will be provided.

BEER EXHIBITORS

You may serve a single brand of beer. All beer should be in bottles, please NO kegs.

Please e-mail your beer selection no later than **Monday, August 30, 2010**.

You should bring a minimum of 6 - 8 cases of beer and any necessary equipment you may need (cooler, opener, etc.)

GRAND PRIZE CONTRIBUTION

All wine and beer sponsors are asked to bring one (1) extra bottle of whichever beverage you will be serving, to be included as part of the GRAND PRIZE for this event.

Attendees will need to visit and receive a sticker from every booth (stickers will be provided to you) in order to be eligible for this exciting prize.

Wine and Beer Exhibitor Instructions continued...

PARKING

There is ample free parking on-site.

RAFFLE PRIZES

Providing your own raffle prize is a great opportunity to collect business cards at your table. Throughout the event, we will ask you to draw a name from your collection and the winner of your prize and company will be announced. Raffles are intended for Principle members only so we ask that Allied members or exhibitors do not enter the raffles. Please relay this information to all attending members of your company.

REPRESENTATIVES

Each exhibit booth includes two attendees. If you have not provided the names of your booth representatives, please do so no later than **Monday, September 6, 2010**.

Additional tickets may be purchased for \$60 each. Contact Danielle Smith for details at dsmith@bomasacramento.org.

REMINDERS

Deadline: Monday, August 30, 2010

- Please e-mail Wine OR Beer selection to dsmith@bomasacramento.org

Deadline: Monday, September 6, 2010

- Booth electrical requests to dsmith@bomasacramento.org
- Representative names and/or additional ticket requests to dsmith@bomasacramento.org