



Please join us and reserve your booth now for

California Wine Month Reception & Wine Tasting

September 12, 2014 - 5:00 - 9:00 p.m.

San Joaquin Wine Company, 21821 Avenue 16, Madera

On behalf of the Madera Vintners Association, I would like to invite your business to participate in the annual "California Wine Month Reception & Wine Tasting" on September 12, 2014 from 5 to 9 p.m. In honor of the statewide celebration of California Wine Month, guests are invited to visit San Joaquin Wine Company in Madera to enjoy wine tasting from local wineries, samples provided by fine local restaurants and food producers and live music. This event is widely attended by members of the wine, travel and food industry, the media and the public. The event begins with a Media Reception at 5 pm, followed by Public Wine Tasting at 6 pm - 9 pm.

California Wine Month's proclamation highlights California's wine attributes: our beautiful wine country landscape and ideal climate for wine; our talented and ingenious winemaking families, our celebrated lifestyle and cuisine; and our commitment to sustainability and the environment. The family winemakers of the Madera Wine Trail are proud to be a part of California Wine Month. Come join us and be part of the celebration!

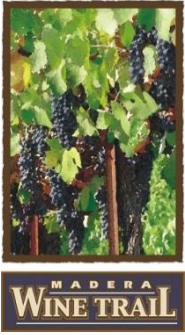
Please complete your vendor application, which is below. Promotions for this event start in early July. Please submit your application soon to be included in promotions. If you have any questions or concerns, please contact me.

Thank you for your participation and support,

Wendy Eachus
Executive Administrator
Madera Vintners Assoc./Madera Wine Trail
559.706.8216
wendy@maderavintners.com

To learn more about the Madera Vintners Association: www.maderawinetrail.com

To learn more about California Wine Month: www.discovercaliforniawine.com/californiawinemonth



California Wine Month Reception Vendor Application

Friday, September 12, 2014, 5:00 to 9:00 p.m.

San Joaquin Wine Company, 21821 Avenue 16, Madera

Name of Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Contact Person: _____

Do you need electricity? YES NO

CONTRACT TERMS AND AGREEMENT FOR VENDOR SPACE

BOOTH RESERVATIONS:

Booth space is limited. Your booth is not reserved until this signed application is received and reviewed. All reservations are available on a first come, first served basis

Deadline for reservations is September 5, 2014

Advertising and promotions begin in early July. Reserve your booth ASAP to be included in promotions.

No fee is required. In exchange, vendor agrees to supply samples of food product to 300 guests during the event.

BOOTH SPACES:

All booth spaces measure approximately 10'x10'

All booth spaces include one 8' table and linen

Plates and napkins will be supplied by event organizer (MVA), vendor does not need to supply.

Vendor must supply utensils, if needed.

Vendor must supply extension cords and power strips, if needed

Most booths are outside and uncovered. Vendor must supply own 10'x10' tent, if needed

Vendor may set up additional advertising banners and materials.

BOOTH SET-UP: Your cooperation with the following is critical to a successful event

Check-in and set up begins at **3:00 PM** and booths must be completely set-up by **4:30 PM**.

To unload, park your vehicle near the main grass area entrance/pathway. Vehicles must be moved and parked in the main parking lot by 4:30 PM.

Authorized Signature: _____ Date: _____

Print Name: _____ Title: _____

Return this application with your high resolution logo as soon as possible (logo optional) to: Wendy Eachus
wendy@maderavintners.com. **Thank you for your participation and support**