



*Please join us and reserve your booth now for*

## **California Wine Month Celebration**

**September 18, 2015 - 6:00 - 9:00 p.m.**

Toca Madera Winery, 36140 Avenue 9, Madera

*Benefiting Community Food Bank*

On behalf of the Madera Vintners Association, I would like to invite your business to participate in the annual "California Wine Month Celebration" on September 18, 2015 from 6 to 9 p.m. In honor of the statewide celebration of California Wine Month, guests of the media, public, wine, food and travel industries are invited to visit the new Toca Madera Winery in Madera to enjoy wine tasting from local wineries, samples provided by fine local restaurants and food producers and live music. \$5 per ticket purchased will go to Community Food Bank which will be accepting monetary donations as well at the event.

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](mailto:wendy@maderavintners.com)



To learn more about the Madera Vintners Association: [www.maderawinetrail.com](http://www.maderawinetrail.com)

To learn more about California Wine Month: [www.discovercaliforniawine.com/californiawinemonth](http://www.discovercaliforniawine.com/californiawinemonth)



# California Wine Month Reception Vendor Application

Friday, September 18, 2015, 6:00 to 9:00 p.m.

Toca Madera Winery, 36140 Avenue 9, 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 booth reservations is September 10, 2015.

Advertising and promotions begin in early July and last up until the event.

Reserve your booth ASAP to be included in early promotions.

Your company logo, website link and food offerings will be included in all appropriate promotions.

**NO FEE** is required for booth reservation and participation. In exchange, vendor agrees to supply samples of food product offer 300-500 guests during the event. (Guest count will range anywhere between 300 up to 500 guests. A specific head count will be provided to you one week before 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 set up 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 **3:30 PM** and booths must be completely set-up by **5:30 PM**. Vehicles can be driven to back of the winery on the east or west side of the building to set up, and then must immediately be parked in main lot. Concrete driveway on the east side of the winery may also be used to unload, or through the front door of the winery. All vehicles must be completely moved and parked in the main parking lot by 5:30 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](mailto:wendy@maderavintners.com). **Thank you for your participation and support**