

# ROCKY MOUNTAIN WINE & FOOD FESTIVAL

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## FOOD EXHIBITOR INFORMATION PACKAGE 2019

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**QUESTIONS? CONTACT US!**

**403.228.0777**

**CALGARY: HANNAH@ROCKYMOUNTAINWINE.COM**

**EDMONTON: DANIELLE@ROCKYMOUNTAINWINE.COM**

## DATES AND SESSIONS

### DATES:

Calgary – October 18 & 19  
Stampede Park BMO Centre

Edmonton – November 8 & 9  
Edmonton Convention Centre

### SESSIONS:

Industry Sneak Peek 4-5pm  
Friday Evening 5-10pm  
Saturday Afternoon 12-4pm  
Saturday Evening 6-10pm

## WHAT'S INCLUDED?

- 10' x 10' Booth Space
- 8' Table with skirting and covering – to serve and display
- 6' Table (no skirting) – for prepping and cooking
- Refrigerator – 19" x 13" x 60" (includes 24-hour electricity)
- Access to a shared sink and prep area
- Pipe and Drape
- Exhibitor passes per session (for booth staff). *Quantities TBD.*
- Complimentary tickets (for family, friends and clients). *Quantities TBD.*

### OPTIONAL SERVICES

**\*AVAILABLE FOR AN ADDITIONAL CHARGE – SEE RENTAL SECTION**

- Electricity
- Parking Passes (Calgary Only)
- Internet & Audio-Visual Equipment
- Additional Tables

## WHAT TO EXPECT

- Food Vendors typically offer **2-3 menu items**. Offerings should be sample size – no larger than a few bites. **\*Samples are subject to approval; approvals are based on a first come, first served basis – see Samples section\***
- Samples are exchanged for sampling coupons. No free sampling.
- After the Festival, you'll be reimbursed for **50%** of your total coupon sales. **\*Coupons are weighed onsite and redemptions are sent 2-3 weeks after the Festival\***
- **\*NEW THIS YEAR\*** Food exhibitors are required to have **compostable cutlery and serving dishes**, as mandated by the venues in both Calgary and Edmonton.

# WHAT YOU NEED TO BRING

- Make your booth stand out! Bring booth decorations, signs and marketing materials.
- Cooking and warming equipment – **don't forget to order electricity if needed.**
- Serving dishes – napkins, cutlery, and serving utensils.
- Temporary Hand Wash Station and garbage bins (for inside your booth).
- Fire extinguisher – see Nitty Gritty section for requirements.
- Have great staff with winning smiles. SAIT/NAIT students are available to hire if needed – see FAQ section below.

# FREQUENTLY ASKED QUESTIONS

<p><b>What do I get with a corner booth premium?</b></p>	<p>When you purchase the corner booth premium, you <b>guarantee</b> 20' of consumer facing exposure. While the booth will still be 10' x 10' you secure visibility on 2 aisles, allowing greater opportunity for serving, marketing and branding.</p>
<p><b>Are we allowed to serve alcohol?</b></p>	<p>Food vendors are <u>not</u> permitted to serve alcohol out of their food booth. If you would like to serve alcohol, you will need to purchase an additional beverage booth. Please contact us for pricing options.</p>
<p><b>How can I hire a SAIT/NAIT student to help at the Festival?</b></p>	<p>You can hire a student for \$10/hour. The Festival will supplement their wage by an additional \$6/hour. Student requests are due by September 13.</p>
<p><b>Am I allowed to use a deep fryer?</b></p>	<p>You are <b>NOT</b> permitted to use a fryer or propane inside the hall. If you would like to deep fry, outdoor options may be available. Please contact us for information.</p>
<p><b>Are minors allowed?</b></p>	<p>There are no minors allowed; all staff must be older than 18 years of age.</p>
<p><b>What kind of cooking equipment am I allowed to use?</b></p>	<p>All cooking equipment must be commercial grade and CSA approved for indoor use only. For more information see the Nitty Gritty section.</p>
<p><b>Can we bring our food truck?</b></p>	<p>Yes! Food trucks are based on size so if your truck is longer than 10 feet you will have to purchase two booth spaces. You will also have to adhere to all Fire Department &amp; venue regulations – please contact us for information.</p>
<p><b>We're coming from out of town, do you have discounted hotel rooms?</b></p>	<p>Yes! Please contact us directly for more information and a link to our hotel partners in each city.</p>
<p><b>Where can I get ice?</b></p>	<p>Ice will be available for purchase onsite and is deducted from redemptions post-Festival.</p>

# PLANNING CHECKLIST

Item	Description	Deadline
<input type="checkbox"/>	Send Registration & Payment	See above
<a href="#">Click here for AHS Form</a>		
<input type="checkbox"/>	AHS Form	Complete and send to Calgary: <a href="mailto:Hannah@rockymountainwine.com">Hannah@rockymountainwine.com</a> Edmonton: <a href="mailto:Danielle@rockymountainwine.com">Danielle@rockymountainwine.com</a>
See Samples Section Below		
<input type="checkbox"/>	Samples	Complete and send to Calgary: <a href="mailto:Hannah@rockymountainwine.com">Hannah@rockymountainwine.com</a> Edmonton: <a href="mailto:Danielle@rockymountainwine.com">Danielle@rockymountainwine.com</a>
<input type="checkbox"/>	Rental Items	See Rental Section <ul style="list-style-type: none"> <li>• Extra Tables</li> <li>• Extra Fridge</li> <li>• Stools</li> </ul>
<input type="checkbox"/>	Venue Orders	See Venue Orders Section <ul style="list-style-type: none"> <li>• Electrical Power</li> <li>• Parking (Calgary only)</li> <li>• Ceiling Sign Hanging</li> <li>• Other</li> </ul>
<input type="checkbox"/>	Festival Time	See the Nitty Gritty Section – What you need to bring onsite: <ul style="list-style-type: none"> <li>• Temporary Handwash Station</li> <li>• Garbage bins</li> <li>• Fire Extinguisher</li> </ul>

# VENUE ORDERS

**\*REMINDER – ELECTRICITY FOR COOKING EQUIPMENT IS NOT INCLUDED\***

A list of things that can be ordered from the venue include:

- ☞ Electricity/Power
- ☞ Parking Passes (Calgary Only)
- ☞ Wifi
- ☞ Ceiling Sign Hanging
- ☞ Audio Visual Equipment

## CALGARY

**\*DUE DATE TO GET DISCOUNTED PRICING – WEDNESDAY, OCTOBER 2<sup>ND</sup>\***

You can order online or download the Exhibitor Order Form at:

<http://venues.calgarystampede.com/planning/exhibitor-order-form.html>

Send completed forms directly to the Calgary Stampede.

## EDMONTON

**\*DUE DATE TO GET DISCOUNTED PRICING – WEDNESDAY, OCTOBER 22<sup>ND</sup>\***

**Showtech** (Power, lighting and sign hanging)

Order online here:

<https://e.showtechordering.com/>

**Freeman** (Audio Visual Equipment and Wifi)

Please contact us for their order form.

Parking Passes are not available at the Edmonton Convention Centre. For parking options please visit:

<https://www.edmontonconventioncentre.com/our-location/parking/>

# THE NITTY GRITTY - RULES AND REGULATIONS

## AHS and Fire Regulations

- All vendors must adhere to Alberta Health Services rules and regulations.
  - Please see [AHS Food Vendor Package](#) for all regulations.
  - You will need to complete and send back the [AHS form](#) to us before **August 23**.
  - All food booths must bring a **Temporary Hand Wash Station**.
  - Exhibitors may display their creations on the front table for consumers to see only if they label it “for display only”. If any edible, uncovered samples are on the front table, a **sneeze guard** must be supplied. Sneeze guards include chafing dishes with lids.
  - Food exhibitors must use a **probe thermometer** and ensure that food storage temperature records are being kept and recorded once every two hours. A tracking document will be supplied at the Festival. All food served must either be under 4 degrees Celsius or over 60 degrees Celsius.
  - All **meat cannot be cooked from a raw state** – must be either par or precooked.
  - If food is served raw or par cooked, the exhibitor must display a sign stating the increased health risks of these food items (i.e. raw fish, oysters, steak tartare, carpaccio, items made with raw eggs, etc.). A sign will be provided onsite by management.
  - All exhibitors must have a garbage bin in their booth.
- All vendors must adhere to all local Fire Department rules and regulations
  - Large signage must be fire retardant. All canopies must be **CANULCS109 certified**.
  - All exhibitors **MUST** have a valid, commercial-grade, **non-expired 2A 10BC fire extinguisher** if cooking/warming food in their booth.
  - Extinguishers must be marked with an inspection date within the year (less than 365 days since last inspection).
  - Any samples using small amounts (i.e. 1 tsp.) of butter or oil to cook may need to supply a valid **K-Class fire extinguisher** due to the ‘grease-laden vapors’ emitted.
  - Some recommended equipment includes commercial induction burners, warming ovens, alto shams, chafing dishes, etc. **No household equipment is allowed**.
  - Induction Burners are highly recommended however Butane Burners may be allowed but must be **CSA approved, commercial grade and indoor use only** with the proper labels. No more than 2 – 10-ounce non-refillable butane containers shall be allowed in the hall at one time.
  - Exhibitors are required to bring all their own cooking equipment.
  - No deep frying is allowing in the hall – please contact management for outdoor options.
  - All cooking pans must have a **‘smothering’ lid** available in case of a fire. I.e. Two pans require two separate lids. This is the first measure against fire.
  - Any warming/cooking devices must be at least **1 meter away from consumers** or they must have a protective shield in-between. A 6’ unskirted table will be provided in each booth to abide by this regulation.

## ONSITE INSPECTIONS

- Health and fire inspections will take place on Thursday and/or Friday. More info will be provided closer to event.
- **You are required to have your booth ready for inspection including having food at temperature by 3:00pm on Friday.**
- Inspectors will check for all above regulations.

# THE NITTY GRITTY CONT.

## Booth Staff

- ☞ All booths must be opened and staffed for all sessions. Staff must arrive 30 mins prior to each session. No minors are allowed.
- ☞ All food booths must be set up and ready for inspections (AHS and FD) by 1:30pm on Friday.
- ☞ Consumption of alcohol while working is strictly prohibited.

## EXHIBITOR TICKETS

- Booth staff are required to have an exhibitor ticket to gain access into the hall.
- Exhibitor tickets are **different for each session**.

## EXHIBITOR PACKAGES

- Packages include exhibitor tickets and complimentary tickets.
- They will be mailed to you. If you have not received your package **two weeks prior to the Festival**, please contact us.
- Packages are valued over \$800 – please take care of it. If a package is lost, we can replace the exhibitor tickets, but you will be charged for any original tickets redeemed (all tickets are numbered and tracked).

## Industry Sneak Peek

- ☞ All booths are required to be open for the Industry Sneak Peek session on Friday between 4-5pm.
- ☞ Beverage booths have the option of giving free samples. Food booths should **accept sampling coupons**.

## Move In/Out

- ☞ Dollies are limited, exhibitors are encouraged to bring their own.
- ☞ Refrain from using dollies on the carpet.
- ☞ Vehicles cannot be driven into the halls for set-up.
- ☞ **Do not begin tear down before 10pm**. Exhibitors must move out between 10pm-12am on Saturday night.

## CALGARY

- ☞ Move in will occur on
  - Thursday afternoon: October 17 – *Hours TBC*
    - We encourage food exhibitors to take advantage of this as it can be quite busy Friday morning.
    - Do not bring any perishable food items onsite Thursday as fridges will not be ready.
  - Friday morning: October 18 - *Hours TBC*
- ☞ Move in/out through Loading Doors 13 or 19.

## EDMONTON

- ☞ Move in will occur on
  - Thursday afternoon: November 7 - *Hours TBC*
    - We encourage food exhibitors to take advantage of this as it can be quite busy Friday morning.
    - Do not bring any perishable food items onsite Thursday as fridges will not be ready.
  - Friday morning: November 8 - *Hours TBC*
- ☞ Move in/out through the Main Loading Dock at the drive-up door.