

ROCKY MOUNTAIN

WINE & FOOD FESTIVAL

2019 Beverage Exhibitor Information Package



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Getting Organized

Locations & Hours

Calgary Festival Location & Hours

Stampede Park BMO Centre, Halls D & E
1410 Olympic Way SE, Calgary, T2G 2W1

Friday, October 18, 2019

- Private Industry Sneak Peek 4pm-5pm
- Consumer Session 5pm-10pm

Saturday, October 19, 2019

- Consumer Session 12pm-4pm
- Consumer Session 6pm-10pm

Edmonton Festival Location & Hours

Edmonton Conference Centre, Halls A-C
9797 Jasper Avenue, Edmonton, T5J 1N9

Friday, November 8, 2019

- Private Industry Sneak Peek 4pm-5pm
- Consumer Session 5pm-10pm

Saturday, November 9, 2019

- Consumer Session 12pm-4pm
- Consumer Session 6pm-10pm

Important Dates & Deadlines

Exhibitors are advised to review and mark relevant dates in their calendar. Information and submission forms for the below items will be provided over the next few weeks.

Item	Description	Deadline
Product Listing Form	Product Listing Forms – Click Here	August 26
Health Form(s)	Alberta Health Services (AHS) form – Click Here *Only if serving mixed or slushy drinks, or using food garnishes Example AHS Form – Click Here	August 26
Discounted Tickets	Exhibitors can purchase discounted entrance tickets for guests while quantities last.	Calgary – September 6 Edmonton – September 27
Hotel Bookings	Sheraton (Calgary) – Booking Information <i>TBC</i> Westin (Edmonton) – Booking Information	Calgary – September 17 Edmonton – October 23
Rental Items	Rental Items & Pour Spouts – Deadline to order extra tables, bar stools, pour spouts, etc. at discounted pricing.	September 21
Liquor Order (Calgary)	Liquor Orders – Deadline to place liquor orders to Sobeyes Liquor (Due by 4:00pm) Lisa Wong T: 403-471-5483 E: sobeyliquorfestivals@sobeyes.com	September 27
Venue Orders (Calgary)	Parking Passes & Service Orders (<i>electricity, audio visual, gas, etc.</i>) – Deadline to submit orders for parking passes and other service orders. http://exhibitor.calgarystampede.com	October 2
Liquor Order (Edmonton)	Liquor Orders – Deadline to request order replenishments from Sobeyes Liquor for Edmonton (due to going through more product than anticipated in Calgary) or to place Edmonton liquor order. (Due by 4:00pm) Lisa Wong T: 403-471-5483 E: sobeyliquorfestivals@sobeyes.com	October 17
Venue Orders (Edmonton)	Electrical & Lighting Orders – Deadline to submit orders for electrical or lighting to receive the discounted rate. https://e.showtechordering.com/ Audio Visual – Deadline to place orders for Internet, screens, etc. Please contact for information	October 23

Planning For Your Booth

Exhibitors are provided with the following:

- 10 X 10 booth space
- One 8' skirted table
- Black drape and pipe
- "S-hooks" for hanging banners from piping (*if required*)
- Those who purchased a Corner Booth Premium will also receive one additional 6' skirted table
- Ice service (\$3.75/bag). Ice will be available for pick-up one and a half hours prior to each session, and there will be Festival representatives distributing ice during each session.
- Wine glasses to sample before serving (*wine exhibitors only*)
- Water jugs and refill service (*All exhibitors*)
- Spittoon emptying service (*All exhibitors*)
- Nightly garbage and bottle collection service
- Important note for beer exhibitors:** *A comparison glass will be provided to all booths serving beer, cider or coolers to assist with measuring 4 oz pours.*

The Festival **does NOT provide** exhibitors with the following items. Please use this list to place any necessary orders prior to the Festival.

- Electricity (additional expense)
- Ice bucket or tray
- Garbage cans for inside the booth – *note that the venues do not empty garbages from within booths. Please place garbage in front of your booth at the end of each evening if you wish to have trash taken away.*
- Disposable cups, napkins, etc. ***IMPORTANT*** *This year the Calgary and Edmonton venues are mandating the use of compostable serving dishes. If your booth plans to give out any samples which utilize disposable cups/spoons/plates/etc. please ensure you purchase compostable products. RMWFF does provide consumers with wine glasses to use during the Festival.*
- Measured 1 oz. or ½ oz. Pour Spouts (required for pouring wine and spirits onsite – available for purchase through the Exhibitor Rental Package, or can be brought in by the exhibitor)
- Temporary Hand-Wash Station for inside the booth (required only for exhibitors handling edible garnishes or serving mixed or slushy drinks)
- Additional tables, chairs, or stools (available for rent through Rental Package, or can be brought in separately)
- Parking passes (Calgary only – can be ordered through the venue if required)
- Water bottles – In an effort to cut down on plastic waste, the Festival encourages you to please bring your own refillable water bottle. Water stations will be setup through the hall for you to refill them.
- Signage and/or décor (signage must not be higher than the 8' drape and cannot be outside of the booth space). Decorations attract consumers; so go for it!
 - Consider items such as: printed or coloured tablecloths, company/product signage, and table décor

Rental Items

- Exhibitors who require more than the provided table(s), table skirts, measured pour spouts, or stools can bring in their own or place an order through the online Exhibitor Rental Package that will be sent via email. All orders must be received by **September 27**. Please pre-order to ensure availability and the best pricing as there are a limited number of rental items available.

Fire Regulations

- Any enclosure, structure or canopy larger than 300sq ft. must be pre-approved by Festival Management prior to the event as per local fire department regulations.
- **All canopies/tents must be CANULCS109 certified and have a permanent tag attached, displaying as such.** This will be inspected by the municipal fire department onsite. Missing tags may result in having to take the canopy/tent down for all sessions as a fire safety precaution.
- Display or decorative materials (including banners) must be fire-retardant. Proof will be required onsite and will need to be presented to the municipal fire department upon request.
- Exhibitors are not permitted to place banners or display material outside of their booth space or in the surrounding aisle space.

Electricity & Other Services

Exhibitors requiring electricity or other show services, such as lighting, audio visual equipment, etc. can place an order with the external venue supplier. For questions regarding these services, please contact the supplier directly (see pg. 4 of this package or the forms provided by Festival Management for supplier contact information). Please supply your **company/booth name** when placing your order; the venue does not need to know the booth number.

Electricity is not provided. Exhibitors requiring electricity will need to submit an order through the venue service providers.

- **Calgary**
 - Calgary Stampede Event Services (*electrical, lighting, audio visual, parking passes, internet*) – Orders due by **Wednesday, October 2**.
- **Edmonton**
 - Freeman Audio Visual (*internet, audio visual equipment*) – Orders due by **Thursday, October 24**.
 - Showtech Power & Lighting (*electrical, lighting*) – Orders due by **Thursday, October 24**.

Parking

Please allow enough time to find parking and reach the Grand Tasting Hall prior to tasting sessions.

- **Calgary**
 - Parking passes for the Calgary Festival must be ordered through Calgary Stampede and are available at a discounted rate if ordered by **Wednesday, October 2**. It's strongly encouraged to pre-order passes, as parking lots sell out during the Festival weekend. Passes can be picked up at the 3A Street Exhibitor Gate on set-up day. To order parking passes, please refer to the Calgary Stampede Exhibitor Order Form.
- **Edmonton**
 - Pre-ordered parking passes are NOT available in Edmonton. Paid parking is available at Canada Place (across from the Edmonton Conference Centre), Grierson Hill, and surrounding areas.

Accommodation

RMWFF has arranged preferred rates with local hotels for out-of-town exhibitors. To receive the preferred rate and ensure availability, **please book hotel room(s) as soon as possible**. Prices do not include taxes and are based on availability.

- **Calgary Exhibitor Accommodations** - Details will be provided once confirmed.
- **Edmonton** - The Westin Edmonton (10135 – 100th Street)
 - Rooms starting at \$141/night + taxes
 - **Book online at**
<https://www.marriott.com/event-reservations/reservation-link.mi?id=1562353752228&key=GRP&app=resvlink>
 - Bookings must be made by **Wednesday, October 23**

Booth Numbers and Floor Plans

The floor plans will be emailed a few weeks prior to each Festival. Festival Management allocates space to ensure a well-balanced layout, while taking into consideration the date payment was received from each exhibitor, the number of booths booked, and many other factors. RMWFF will try to accommodate special requests; however, requests cannot be guaranteed. Corner booth locations can be guaranteed with the purchase of a Corner Booth Premium.

Move In and Set Up

For any concerns with the designated times below, please contact the Festival immediately so other arrangements can be made. We recommend you arrive early, as the loading docks can be extremely busy, sometimes causing a wait. Please note that exhibitors are not permitted to move in through the front entrance at either venue. **All items must be moved in through the back loading doors.**

- **Calgary Move in: Friday, October 18**
Move in will take place at the Calgary Stampede BMO Centre **Loading Doors 13 & 19, as well as loading docks 16, 17 & 18.** RMWFF will email all exhibitors prior to the event with confirmed dates and times for move in.
- **Edmonton Move in: Friday, November 8**
Move in will take place at the Edmonton Conference Centre **main loading dock at the drive up door, and Door C.** RMWFF will email all exhibitors prior to the event with confirmed dates and times for move in.

Move In Notes

- Vehicles **can not** be driven into the halls for set-up.
- Exhibitors must move in (i.e. bring all supplies into the building) during the designated times. Exhibitors may continue to set up booths until the start of the Festival.
- Please use only duct tape or SCAPA brand tape on venue floors. Taping or marking on painted surfaces, including walls, is prohibited.
- Exhibitors are encouraged to bring their own dollies, as there is a limited number available during move in and out. Exhibitors may borrow dollies from Festival Management and these must be returned to the loading area after use.
- Refrain from using dollies on the carpet as this causes the carpet to buckle. Please try to keep rolling items to the side and off the carpet as much as possible.
- If you will need to ship any items to the venue, please contact us for details. Only scheduled shipments will be received. Unscheduled shipments may be subject to venue receiving fees.

All booths must be completely set up and ready to serve at least **15 minutes prior** to the start of each tasting session.

Move Out and Tear Down

Tear down will start once all consumers have exited the hall on the last night of the Festival, from 10pm – 12am. **Please do not begin tear down during the consumer tasting session.** Everything must be moved out by 12am. If an exhibitor is not able to move their items out of the hall on Saturday evening, contact Festival Management to try and make alternate arrangements.

Staffing

Exhibitor Tickets

- All booth staff are required to have an exhibitor ticket to gain access into the hall. Exhibitor tickets will be sent prior to each Festival, and are marked according to **each session**.
- Please ensure all booth staff are provided with tickets for the appropriate day/session **prior to the event**. ***Exhibitors who wish to enter the Grand Tasting Hall without an exhibitor ticket will be required to purchase a full price admission ticket.***
- After submitting an exhibitor entry ticket, staff will receive an exhibitor hand stamp, should they need to leave and re-enter the hall throughout the session. Please be advised that the stamp will change each session.
- Passes can be left at the exhibitor entrance (not ticket office), should staff be arriving later.
- If additional exhibitor tickets are required, exhibitors must contact their coordinator as soon as possible with quantity needed and reasoning for the additional tickets. Exhibitor ticket quantities are TBD but will be announced via email soon.
- **Exhibitor nametags are not provided.** Nametags and business cards cannot be used for entry purposes.

IMPORTANT NOTE: Exhibitor tickets are only to be given to staff who are working in the booth. Please do not distribute these tickets to clients, customers, friends or associates. Each exhibitor will be receiving complimentary Festival entrance tickets if they wish to distribute tickets for the Festival. These complimentary entrance tickets are valid for specific dates and times.

Staffing Your Booth

- Please ensure booth staff arrive 20 – 30 minutes prior to the start of each tasting session.
- All staff must be of **legal drinking age (18+)** to work at the Festival.

- Staff should refrain from eating or drinking while inside their booth. Consumption of alcohol while working in the booth is strictly prohibited by the AGLC, with the exception of sampling wines to test the quality.
- All exhibitors serving alcohol will be asked to provide a valid **ProServe Certification** for at least one staff pouring per booth area prior to the Event. Proof of certification must be available onsite; the AGLC and Festival Management are permitted to verify this at any point. If an individual possesses Serving It Right (BC) or a similar certification from another province, they must ensure they contact AGLC at least two weeks prior to the Festival to get the ProServe equivalent:
<https://smartprograms.aglc.ca/document/TransferResponsibleLiquorServiceTrainingFromAnotherProvince.pdf>
- Booths must be staffed at all times during the Festival and **must remain open until the end of each session**.
- Festival Management is not responsible for the personal belongings left in booths.
- Staff should kindly be reminded that it is important to conduct themselves in a professional manner. Knowledgeable and personable staff make the best impression.

Beverages & Snacks

Exhibitors are advised to bring their own bottled water or non-alcoholic drinks and snacks to consume between sessions. Exhibitors are also welcome to make use of the complimentary water stations throughout the hall.

Samples (Prices, Sizes and Coupons)

Sampling Coupons

Exhibitors will be refunded 50% of the value of the coupons they collect throughout the Festival (\$0.25 for every coupon submitted).

After the Friday and Saturday evening sessions, exhibitors will submit all **CLEAN & DRY** sampling coupons to be weighed. Redemption forms will be provided onsite and must be fully completed to submit collected coupons. Be sure to indicate the name, booth number, and representative of the booth and ensure that there are no additional items in the bags (bottle caps, wine corks, etc.) to help speed up the process. Exhibitors wishing to be reimbursed by product should submit a separate redemption form and sampling coupons for each product, each night. **Please note that wet sampling coupons will not be accepted.**

Important Note: We will not be collecting coupons between sessions on Saturday afternoon. If you wish to keep your counts separate for the afternoon and evening session, you are welcome to do so. Simply keep the coupons separate for each session, fill out the redemption form(s) accordingly, and bring them both for weighing at the end of the night.

Coupon Redemption

- **Direct Deposit:** If you indicated in your booth registration that you would prefer to receive your redemptions via direct deposit, you will receive an email notification. If you prefer to receive direct deposit over a cheque, send a scan of your company's void cheque to Festival management.
- **Redemption Cheques:** Cheques for sampling coupon reimbursement will be mailed out by the end of November to the contact and address provided during registration, unless otherwise stated. Should an exhibitor require a Festival cheque to be re-issued, Festival Management requires a \$100.00 cancellation or stop payment fee.

New exhibitors are reminded to provide RMWFF with their GST number if they haven't already done so during the registration process. In order to be compliant with Revenue Canada, RMWFF cannot issue an exhibitor redemption reimbursement without having the exhibitor's GST number on file.

Sample Price

Exhibitors set the prices for their samples.

- The minimum sample charge is 1 coupon for **WINE** samples
- The minimum sample charge is 2 coupons for **ALL OTHER** samples (food, beer, spirits, etc).
- Exhibitors should clearly display the prices for each sample in their booth. Signage should be high enough that consumers can view it above the crowd, as well as on the table inside the booth.
- Exhibitors can change sample prices from session to session, should they find their price too low, too high, etc. However, sample prices should not change **during** the sessions.

- Exhibitors are asked to price their samples fairly, providing good value that is representative of the retail value of the sample. RMWFF recommends that wine and beverage exhibitors keep a sheet listing product retail values visible to the consumer.
- The Festival can provide assistance to those exhibitors who need guidance on pricing their samples.

Sample Size

Alcohol sample sizes will be strictly monitored to abide by AGLC regulations and to prevent over-consumption. Consumers should *never* have a glass with more than the allowed sample size. **Alcohol exhibitors who over-pour will be asked to shut down their booth for the session.** Alcohol samples must be no larger than the following, and must be poured using measured pour spouts (with the exception of beer, coolers, and sparkling wine – see below). RMWFF and the AGLC will be monitoring sample sizes in the Grand Tasting Hall.

Wine: 1 ounce max
 Beer/Coolers: 4 ounces max*
 Distilled: ½ ounce max

Note that mixed drinks, such as cocktails created on the floor can be up to 4 oz, but must only make use of ½ oz spirits in total, per sample

*Glassware for 4oz. Samples (Beer, Cider & Coolers)

The Festival will be providing glassware to consumers with a measurement line etched at the 4oz mark. Exhibitors pouring beer, cider or coolers should be aware of the line and ensure that samples do not exceed 4oz. Exhibitors are welcome to bring and utilize disposable cups instead if desired, but this is not a requirement. Disposable cups must be a maximum of 6 oz or less (4 oz pour and 2 oz for head) to be utilized onsite, and *compostable products are required*. *NEW* the Calgary and Edmonton venues have begun to strictly enforce the use of **compostable** single-use dinnerware/cups, citing new municipal legislation regarding plastic waste.

Spittoons & Water Jugs

The venue will provide spittoon emptying and water jug servicing (refills) to all beverage exhibitors onsite. Water jugs will be provided by the Festival to aid consumers in rinsing glasses, however spittoons are **not** provided. **Exhibitors should plan to bring their own spittoons.**

Pour Spouts

All wine and spirits poured during the Festival must be served using measured pour spouts (*with the exception of sparkling wines – see below*). For those exhibitors who would like to purchase 1 oz or ½ oz pour spouts, please submit an order through the online Exhibitor Rental package before **September 27**. The rental package link will be emailed at a later date. Pre-order to ensure availability. Exhibitors are welcome to make use of their own measured pour spouts and are not required to purchase them via RMWFF. All booths will be checked onsite to confirm pour spout usage.

Comparison Glasses - Beer, Cider, Cooler and Sparkling Wine Exhibitors

Due to AGLC regulations, exhibitors pouring the above products are required to use a pre-measured, pre-marked comparison glass as means to serve measured pours. The pre-measured glasses will be delivered to exhibitors prior to the Industry Sneak Peek session; exhibitors should plan to keep the glasses for the remainder of the Festival. When pouring for consumers, exhibitors must use the pre-measured marked glasses in comparison to ensure each pour is no larger than AGLC maximums (Beer/Cider/Coolers: 4 oz; Sparkling Wine: 1 oz).

Sample Quantity

The number of samples each exhibitor will serve per session depends on many factors, such as the popularity of an item, the number of items offered in the booth, what other booths are serving, effectiveness of booth staff, décor, etc. RMWFF will inform exhibitors of attendance estimates for each session before the event; exhibitors can then predict their sample requirements based on those estimates. Please note that not everyone will visit all booths or sample all products. RMWFF recommends ordering enough product so as not to run out before the end of the final Tasting Session.

Beverage Exhibitor Details

Alcohol Orders

All alcohol brought into the Festival must be ordered through Sobey's Liquor at cost + 8%. Liquor orders will be delivered to each booth during set up. Sobey's Liquor will operate an onsite store at both the Calgary and Edmonton Festivals.

- Order forms and submission deadlines will be sent in a dedicated email a few weeks prior to the Festival, along with attendance estimates.
- Should an exhibitor go through more product in Calgary than expected and require more product for the Edmonton Festival, they must notify Sobey's Liquor directly after the Calgary Festival. They will do their best to accommodate each 'top up' request.

Important Ordering Note: Exhibitors are welcome to take leftover product from the Calgary Festival to the Edmonton Festival; however, they are responsible for transporting it. Exhibitors are not required to place two separate orders, but can do so if they wish, to have items delivered separately to each city. If requested, leftover product can be returned to Sobey's Liquor after the Festivals, minus a restocking fee. Empty kegs purchased through Sobey's Liquor can be returned to the onsite store at the end of the Festival on Saturday evening. For questions regarding liquor orders, contact Sobey's Liquor at 403-471-5483 or sobeysliquorfestivals@sobeys.com.

Ordering Ice

Ice will be provided at \$3.75/bag. Ice will be available for pick-up one and a half hours prior to each session, and there will be Festival representatives distributing ice during each session. The total charge for ice will be subtracted from sampling coupon redemptions. Exhibitors are responsible for bringing their own ice buckets or bins. Exhibitors are not obligated to order ice from the Festival and are welcome to supply their own.

If exhibitors require ice during the Festival, please notify Festival Management in one of two ways:

- Call or text the Exhibitor hotline at **403-869-2922*** with the booth number and number of bags required
- Go to the exhibitor desk

**The above number will only be in use during Festival hours. Do not call, text or email to this phone prior to Festival hours.*

Throughout the sessions, exhibitors can dump their own ice. In Edmonton, ice can be disposed of outside the exit at the northeast corner of Hall D. In Calgary, ice can be disposed of in the sink at the back of Hall E.

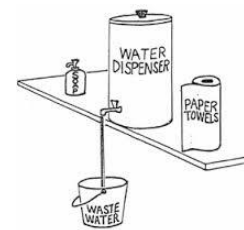
At the end of the session, please leave ice buckets with the melted ice on the table at the front of the booth and catering staff will empty it. Please remove any remaining product from the buckets.

Health Regulations

- All exhibitors **servicing** ice **in** beverages require **proper ice scoops with handles** (plastic cups will not suffice).
- All beverage booths that are serving mixed drinks, garnishes or using slush machines **must**:
 - **Complete an AHS Vendor Health Form** and email to katie@rockymountainwine.com. A form must be completed for each city.
 - Set up a required **Temporary Hand Wash Station** in beverage booths serving any of the above.
 - *Note that health forms and handwash stations are not required for those exhibitors who are pouring pre-packaged ready-to-serve drinks such as beer, cider and wine.*

As per AHS standards, a Temporary Hand Wash Station Must include:

- A holding container filled with 20L (5G) of warm water (45 degrees C).
- The water container must have a hands-free tap so water can run continuously (without holding a button) while both hands are being washed.
- A 20L (5G) waste bucket.
- A bottle of liquid hand soap (hand sanitizer gel is NOT an alternative).
- A spray bottle with a mixture of ½ tsp bleach per 1L water or other approved sanitizing solution, with litmus test strips.
- Paper towel.



Private Industry Sneak Peek

The Festival will once again be hosting a Private Industry Sneak Peek from 4pm – 5pm on the Friday of each Festival.

- Qualified trade and their guests will be permitted early admission into the Festival.
- All booths are required to be open and ready to serve during this session.
- All trade attendees will be given \$20 in sampling coupons upon arrival, compliments of Connect Logistics.
- Beverage exhibitors may provide complimentary samples during this session only.
- Exhibitors are permitted to pour exclusive manufacturer samples of different, exclusive products during the Industry Sneak Peek only. These bottles must not be poured during the consumer sessions, and the product must be registered with AGLC. Please let us know if you intend to bring in a special product for this session. Some restrictions apply.
- Industry members will be identifiable with business card holders that will be pinned to their shirts. For more details on this session, please visit www.rockymountainwine.com/industry.
- The exhibitor package includes additional details on this session. An electronic invitation will also be sent to exhibitors to pass along to their qualified industry contacts. These invitations should be sent to appropriate owners and managers of hotel, restaurant and liquor store locations. Please let Festival Management know if there are further questions on this session.

Tickets & Marketing Materials

Complimentary Entrance Tickets

Each exhibitor will be receiving complimentary Festival entrance tickets. These complimentary entrance tickets are **valid for specific dates and/or times**. Kindly ensure that guests are aware of the session they're invited to attend and any time restrictions that may apply. Sampling coupons can be purchased once inside the hall. Please be sure to review the tickets carefully. Quantities are TBD but will be announced soon via email, however please note that Saturday Evening tickets will not be provided. Should you require additional tickets for family/friends above that which is allotted, the Festival offers a discounted ticket rate for exhibitors. Email hanna@rockymountainwine.com for more information.

Rocky Mountain Wine & Food Festival Guide

In an effort to reduce waste, RMWFF will not be printing individual Festival Guides for each guest this year. A detailed listing of all adult beverages will be posted on the Festival [website](#), and a general company/brand listing will be posted through out the hall along with a Festival map. These listing will only include companies who've submit their information prior to the deadline of **Monday, August 26**. *Note that any booths with outstanding payments by this deadline will not be included.*

The Great Big Taste Awards

The Great Big Taste Awards competition will not be held in 2019 as Festival Management works on future improvements to the program.

Tips for Success

Follow these general tips for success to make the most of your Festival experience!

Booth Branding

What's the basic message your brand or agency wants to send during the Festival? Is your company promoting a product that recently won an award? Do you want consumers to know about a new product? Keep the message short and simple! Be creative! Decorate booths in themes and colours that represent your product or company. Ensure signage is placed above the crowd where consumers can see it, but not above the 8' drape. Utilize interactive features that set you apart. Create exciting samples! Please note that music will be played over the venue speakers; music within the booths is not permitted.

Brand Information and Promotional Items

Stock your booth with business cards, brochures or info sheets on your products or company to provide to consumers. Aside from print materials, all promotional product giveaways must be pre-approved by Festival Management, and may

only be handed out to consumers from within exhibitor booth spaces. Promotion outside of booths (such as cards placed on cocktail tables) is not permitted and will be removed.

Personable and Friendly Staff

Consumers flock to smiling and enthusiastic exhibitors. Ensure that booth staff are prepared to answer repeated questions about samples with patience and a smile! Remind staff of the importance of being friendly, kind, fair, and knowledgeable. Please note the Festival has received numerous complaints about unfriendly exhibitors in post-event surveys in the past. One negative booth experience can leave a lasting impression for attendees.

Showtime

House Policy for Problem Consumers

RMWFF is dedicated to maintaining a safe event atmosphere for exhibitors and consumers. A copy of the RMWFF **House Policy for Safety** will be sent to all exhibitors via email as well as provided onsite. All exhibitors and staff members are expected to review the policy to ensure everyone's safety. Exhibitors are asked to assist in this process by advising Festival Management or security of any problems during the Festival.

Communications from Festival Management

Exhibitors will receive an email from Festival Management with reminders and important messages each day of the Festival. Handouts listing important daily reminders will also be provided onsite. Please contact RMWFF regarding any concerns or questions that come up. If Festival Management cannot be located in person onsite, exhibitors may call the onsite hotline at **403-869-2922**.

Exhibitor Communication

Exhibitors are responsible for ensuring RMWFF has current contact information on file for their company. If there are any changes to the main contact information, please let Festival Management know immediately.

Festival Contact Information

Office Phone Number: 403-228-0777
Office Fax Number: 403-398-1334
Toll Free Number: 1-866-228-3555

Onsite Exhibitor Hotline (during Festival hours only)

- Call or text **403-869-2922**

Mailing Address:

#3 225, 58th Ave SE, Calgary, AB T2H 0N8

Katie Hopkins

Beverage Exhibitor Coordinator
katie@rockymountainwine.com