



Attention 2020 Wineries and Vendors,

Erie Promotions wants to give you some important details for the upcoming Glass City Wine Festival, Saturday, February 29, 2020, at the Seagate Convention Centre in Toledo, Ohio.

MOVE IN - The loading doors to the Seagate Convention Centre will open at 10:00 AM, on Friday, Feb 28th, 2020. *Move in hours are Friday from 10am-5pm and Saturday from 8am-11am.* We require all vendors and wineries to be set up 1 hour prior to festival opening. *When you arrive at the Seagate Convention Centre please go to the Summit Street entrance and come into the lobby to check in and get your credentials before unloading your vehicle.* From there we will direct you to the proper door to unload. The loading dock and parking is rather limited at the convention center. Please be timely in your arrival to ensure that everyone has ample time to setup for the event.

WINERIES!

ICE - A pallet of ice will be located outside of the loading dock that you will have access to throughout the event. Please see event staff if you need assistance. There will also be 4 water stations located throughout the show floor.

PASSES - Each winery receives four passes for a single booth (double booth gets 8 passes). Please leave your badges on your table at the end of the event to be recycled.

SPITOONS - Erie Promotions has spittoons available for each winery to use for the festival. A representative from your winery will be required to sign it out, and responsible for retuning it at the end of the night. Should something happen and it is not returned you will be invoiced \$50.00 to replace it.

SAMPLES - Please remember we are operating under an F-4 Permit, which allows for **1 ounce samples**, sales by the bottle, and sales by the glass. If you have a slushie machine, you are permitted to sell that novelty item by the glass.

STAFFING - We require each winery to have at least 4 people to their booth to keep the lines flowing smoothly. We have designed a system that seems to work well for both attendees and wineries. The left 2 lanes will be sampling lines only, the inside right lane will be for bottle sales, and the far right lane for glass sales only. Appropriate signage will be provided. Please help us to enforce this procedure.

BOOTH ITEMS - Each winery will receive the following decorating items in their booth:

- Single Booth (10x20): 2x - 8' ft skirted tables, 2x - 8'ft plain tables, 1 waste basket, 2x - folding chairs
- Double Booth (10x40): 4x - 8' ft skirted tables, 4x - 8'ft plain tables, 2x waste basket, 4x chairs

Please note! We ask that all participating wineries provide a bottle of complimentary wine at setup

Each winery will be provided with 2 wine glasses and a box of crackers. If you run out of crackers you are responsible for providing your own. If you need additional glasses they can be purchased while supplies last.

~Important Reminder~

Due to current Ohio License Control Board regulations, we provide VIP attendees with a \$5.00 'Glass City Buck' that can be used at any participating winery for ***any merchandise other than wine***. These are not to be used towards the purchase of alcohol. If you are planning to accept these certificates, please bring additional non-alcoholic merchandise.

VENDORS!

VIP attendees receive a \$5 'Glass City Bucks' to be used towards the purchase of an item at the festival. The reimbursement process can be found below. If you choose to opt out of this program, please notify us and we will provide you with a sign stating so for you to display in your booths.

REIMBURSEMENT INSTRUCTIONS -

Please keep all 'Glass City Bucks' redeemed at your booth. After the second session, bring them to the show office where they will be tallied and verified with a signature. These will be turned over to Lilly Events and you will be mailed a reimbursement check within 10 business days.

Thank you for your understanding and we appreciate your continued support of the Glass City Wine Festival!

PLEASE UNDERSTAND!

NO change will be given to customers. If their purchase is \$4.00 they will not get money back. Feel free to confirm this with attendee before completing the purchase. *If their purchase is less than the face value of a VIP certificate, it will be rounded up*

If you have any questions, please do not hesitate to contact Renee or Tom at 814-790-5079

BOOTH ITEMS - Each 10x10 vendor booth will include the following:

- 1x - 8'ft skirted table
- 2x - folding chairs
- 1x - wastebasket

DESIGNATED DRIVERS - Attendees who purchased a designated driver ticket will be signified with a red wristband. They are given a \$5.00 festival certificate to be used towards the purchase of any non-alcoholic merchandise. **DO NOT SERVE THEM WINE!**

TASTERS GUIDE - We are asking each winery to punch or mark attendee cards as samples are poured. Although this may add a fraction of time to each guest interaction, it will keep us in line with the state permits and laws. Thank you for understanding. This “punch card” will be located on the back page of the Tasters Guide.

Please be sure to email a copy of your Workman's Compensation Insurance (only needed if employees are working at the event) if you have not turned them into the festival coordinator already.

WINE CHECK - We will have pre-printed wine claim checks for your winery to give to customers that purchase multiple bottles of wine. Customers can check multiple bottles of wine, and pick them up at the designated 'wine check' area before they leave. If you have any questions regarding wine check, please contact Tom or Renee at 814-790-5079.

Please try to accommodate all attendees until the close of the event. If you sell out of wine, you are expected to remain setup until the event concludes. This has been an issue for attendees in past years, especially those attending the evening session. Please plan on enough inventory for 3,000 attendees to sample in addition to your bottle and glass sales.

We are excited and looking forward to this event! Your feedback pre and post event is always welcome, and feel free to contact us with any additional questions.

Afternoon Session	VIP Ticket Holders Doors Open 12:00p 400 Attendees Session ends 4:00p	General Admission Ticket Holders Doors Open for GA at 1:00p 1000 attendees Session ends 4:00p
BREAK	4:00p - 5:00p	4:00p - 5:00p
Evening Session	VIP Ticket Holders Doors open 5:00p 400 People Session ends 9:00p	General Admission Ticket Holders Doors Open for GA at 5:00p 1000 attendees Session ends at 9:00p