



## NEW YORK FARM WINERY INFORMATION 2008

**Festival Date:** Saturday & Sunday, July 19 & 20, 2008 (Rain or Shine!)

**Location:** On the grounds of Watkins Glen International, Watkins Glen, NY

**Contact:** Tammy Spear, 607-535-2486, x410; Fax: 607-535-2254; E-Mail; [tspear@theglen.com](mailto:tspear@theglen.com)

**Hours of Operation:** 10:00am - 5:00pm, each day

**Set-up Time:** Main Garage Booths – Thursday 1:00-5:00pm  
Tasting Tents - Friday 10:00am 6:00pm Saturday 6:00am – 8:30am

**Teardown:** Sunday 5:00pm → (No Monday teardown)

**Booth (Inside) Specs:** 10' wide x 10' deep, with 8' high backdrop draping & 3' side rails  
(Center aisle booths have no backdrop draping, side rails only.)  
1 - 8' x 30" Table, skirted w/cloth drapes & topped w/white plastic  
1 - 6' x 30" Table, skirted w/cloth drapes & topped w/white plastic  
(Table sizes may vary with multiple booths to fill the space)  
(Center Aisle booths have tables fronting both sides of booth.)  
Chairs (on request); 1 – Wastebasket; 1 - Standard Identification Sign

Electric available – needs must be communicated to festival office in advance

- Acceptable items plugged in include: cash register, lights, fans
- Anything that heats (coffee pots, roasting ovens) or cools (refrigerators) needs prior approval from festival management

**Please Note:** *If your single side aisle booth is located at a corner walkway, tasting/selling is only allowed from the front. This will help prevent traffic jams in walkways and allow us to place rinsing and water stations. (Side aisle booths and corner booths are the same vendor price.)*

**Booth (Inside) Fees:** **\$330per single booth** (10' x 10') Three or more booths reserved per contract will receive a 10% discount. **(Non-Refundable)**  
2 Bottles of Wine per booth  
Fee includes ice, electric (110, max 20 amp, must notify festival of needs in advance) & optional wine pick-up service.

### **Decorating/Additional Furniture Needs**

A Decorating company has been retained to handle Festival decor. All backdrops and table dressing under Festival's Vendor tents will be handled by the decorating company. While vendors are encouraged to individualize their spaces, they are asked not to make essential changes (such as replacing the backdrop) and are asked not to place any items outside of booth.

**Booths located in the tasting tent areas:** It is recommended that you bring pallets/tarps to place your wine/products that will be on the floor to prevent damage from wetness/rain. Any additional furniture needs may be handled through the decorating company directly. Century Decorations: 315-452-1240.

### **Power/Utilities/ Security**

Electrical receptacles under festival cover are at a premium and all needs must be communicated well in advance of your arrival. The festival office will maintain a number of phone lines for vendors to use to call in credit card verifications. No water hook-ups are available, but there are water spigots nearby that can

be used to fill your containers. "Please do not fill your containers from the cracker/rinse stations." Overnight security will be provided by Watkins Glen International, and the Festival will arrange for uniformed law enforcement officers to be on patrol during the event, and overnight. However, this in no way implies responsibility on the part of the Festival for lost/stolen items.

### **Sub-Renting**

Under no circumstances may you sub-rent your booth space to any other vendor.

### **Licenses/Permits/Insurance**

- A Farm Market Status for the Festival will be in effect, allowing you to sell (in sealed containers) as well as "taste" wine. **You will need to obtain a no fee "Winery/Farm Winery Retail Permit Application,"** as is usual for these types of events. The Farm Market permit allows you to sell wines made of at least 75% New York State grapes.
- You are required to have a valid New York State Permission to Collect Sales and Use Tax Certificate on display at your booth and **on file with the Festival by March 31<sup>th</sup>, 2008.** **\*\*No winery will be allowed on the property unless we have a copy of your NYS Sales Tax certificate of Authority to collect sales tax. Wineries must have the certificate prominently displayed at their location.**
- You are required to maintain the following level of insurance coverage during the period of the festival; \$1,000,000 per occurrence of bodily injury and \$500,000 per occurrence of property damage, or a \$1,000,000 combined single limit. In addition, **"Watkins Glen International Inc., its parent, subsidiary and affiliated companies and their respective shareholders, officers, director, employees, member, agents and assigns, as respects to the Finger Lakes Wine Festival July 17-20, 2008 as additional insured"**, and a certificate evidencing proof of coverage will need to be in the festival office no later than April 30<sup>th</sup>, 2008

### **Worker Entry**

Each winery will receive enough Winery Badges to staff the number of booths rented. Badges will be mailed to you approximately two weeks before the event. These badges are for working staff only.

### **Taster Wrist Bands**

Wineries will receive 4 Weekend Taster wrist bands per booth rented; Wrist bands are for the weekend. We ask that you ensure no person under 21 years of age is given a wrist band. Vendors may purchase tickets in advance by calling the Festival Office. Please note: there is limited availability of discounted tickets 4 per booth/site.

### **Product Guidelines & Misc. Notes**

- No peanuts in the shell or popcorn on your tables, please. Our vacuum cleaning equipment is unable to pick up the mess when cleaning for the next day's customers.
- The festival reserves the exclusive right to sell neck sling-type wine glass holders.
- No apparel or packaged food products are to be sold by wineries unless the product bears your winery's logo.
- Ice usage is included in the booth fee, and will be available starting Friday.
- All raffles, drawings and give-always need to be approved in advance.
- Under no circumstances, may you sub-lease any portion of your contracted booth space to another party.

### **Tasters Guide**

The festival's free guide has a page devoted to each winery. **Please EMAIL the following info by March 1st so that we can send you a proof for approval before going to print.**

Any updates/changes to the information regarding the descriptive paragraph about your winery.

- Recipe that uses or accompanies your wines. Please provide a new recipe, as this makes the Tasters Guide a valuable marketing tool beyond the Festival – it is also a cookbook that the customer will refer to time and time again to cook up delicious recipes and pair with your wines!
- The names of wines you plan to bring to the festival.

Advertising in the program is available at a discount of 10% to registered vendors. See separate sheet on program advertising or call Tammy Spear at 607-535-2486 ext. 410.

**\*\*\*\* No winery will be allowed on the property unless we have a copy of their NYS Certificate of Authority to collect sales tax, and a current Insurance certificate, using the proper wording as stated above, a signed contract and payment. Wineries must have the Sales Tax Certificate prominently displayed at their location.**

