



# VegFest: A Compassionate Living Fair

Saturday, September 19, 2009: 10am – 8pm

Oregon Convention Center, 777 NE MLK Blvd. Portland, OR 97232

• [www.portlandvegfest.org](http://www.portlandvegfest.org) • [vegfest@nwveg.org](mailto:vegfest@nwveg.org) •

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## Sponsor & Exhibitor Participation Opportunities (pg 1 of 3)

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### VEGFEST EVENT SPONSOR - \$3,500 and up; may include in-kind support as negotiated

- **Name recognition:** Listed as main event sponsor
- **Exhibitor tables:** two 8' \* tables and 2 chairs in prominent area; electrical access included, if pre-arranged.
- **Feature recognition:** (125 word including contact info) description published on the VegFest website\*\*; condensed version in NW VEG's newsletter and in the Event Program
- **Website Link:** to your website from our VegFest page
- **Featured name and/or logo placement:** on all press releases, programs, ads, flyers, posters and postcards produced after receipt of your application; and on VegFest website\*\*\*
- **Banner:** in prominent area (banner and stand provided by sponsor)

### VEGFEST PLATINUM SPONSOR - \$2,000 and up; may include in-kind support as negotiated

- **Exhibitor tables:** two 8' \* tables and 2 chairs in prominent area; electrical access included, if pre-arranged.
- **Feature recognition:** (100 word including contact info) description published on the VegFest website\*\*; condensed version in NW VEG's newsletter and in the Event Program
- **Website Link:** to your website from our VegFest page
- **Featured name and/or logo placement:** on all press releases, programs, ads, flyers, posters and postcards produced after receipt of your application; and on VegFest website\*\*\*
- **Banner:** in prominent area (banner and stand provided by sponsor)

### VEGFEST GOLD SPONSOR - \$1,250 and up; may include in-kind support as negotiated

- **Exhibitor tables:** two 8' \* tables and 2 chairs, in prominent area; electrical access included, if pre-arranged.
- **Significant recognition:** (75 word including contact info) description published on the VegFest website\*\*; condensed version in NW VEG's newsletter and in the Event Program
- **Website Link:** to your website from our VegFest page
- **Featured name and/or logo placement:** on all press releases, programs, flyers, posters produced after receipt of your application; also on some media ads (dependent on size of ad) and on VegFest website\*\*\*
- **Banner:** in prominent area (banner and stand provided by sponsor)

### VEGFEST SILVER SPONSOR - \$600 and up; may include in-kind support as negotiated

- **Exhibitor table:** one 8' \* table and 2 chairs; electrical access included, if pre-arranged.
- **Prominent recognition:** (50 word including contact info) description published on the VegFest website\*\*; special listing and description with other Silver Sponsors in NW VEG's newsletter and in the Event Program
- **Website Link:** to your website from our VegFest page
- **Name and/or logo placement:** Logo displayed on the VegFest website\*\*\*; Name on all programs, flyers, posters and postcards produced after receipt of your application, and on Vegfest website
- **Banner:** in prominent area (banner and stand provided by sponsor)

### COMMERCIAL or RESTAURANT EXHIBITOR - \$300; may include in-kind support as negotiated

- **Exhibitor table:** one 8' \* table, two chairs, in area of NW VEG's choosing; see pg 3 for electrical access
- **Recognition:** (50 word with contact info) description published on the VegFest website\*\*; listing in the Event Program
- **Website Link:** to your website from our VegFest page
- **Commercial Food Exhibitors** must provide a minimum of 2,000 food samples

### FOOD SAMPLES EXHIBITOR - \$50; may include in-kind support as negotiated

- **Benefits** identical to commercial exhibitors, with company representative present. NO sales allowed and exhibitor must provide a minimum of 2,000 food samples to accommodate estimated 3,500 to 5,000 attendees.

### NONPROFIT EXHIBITOR - \$100; may include in-kind support as negotiated

- **Exhibitor table:** one 6' \* table, 2 chairs, in area of NW VEG's choosing; see pg 3 for electrical access
- **Recognition:** (50 word with contact info) description published on the VegFest website\*\*; listing in the Event Program
- **Website Link:** to your website from our VegFest page

\* An additional 8' table is available for \$100 (on a space-available basis); limited booth availability for additional \$200.

\*\* Please submit article of appropriate length; NW VEG reserves editorial discretion. Send to [vegfest@nwveg.org](mailto:vegfest@nwveg.org)

\*\*\*Please provide logo in high resolution JPG, GIF, or PNG file. Send to [vegfest@nwveg.org](mailto:vegfest@nwveg.org)

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## Sponsor & Exhibitor Agreement Details (pg 2 of 3)

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**Event Exhibitor Coordinator Contact:** Wendy Gabbe Day: [vegfest@nwveg.org](mailto:vegfest@nwveg.org) or 503-702-9061

**Event Information:** visit [www.portlandvegfest.org](http://www.portlandvegfest.org) for the latest event information, updated regularly beginning in mid-March 2009.

**Northwest VEG welcomes Exhibitors who share and support our mission and the goals of VegFest; we require that all materials, literature and handouts reflect these values.**

- Exhibitor space is available from NW VEG by invitation only
- NW VEG reserves the right to decline any exhibitor at any time, at its discretion
- Please refer to information below, and "Participation Opportunities" (page 1) for specifics of agreement between Northwest VEG and all sponsors and exhibitors, based on level of participation

**Application Deadline:** August 15, 2009; although it is anticipated space will fill early. Payment must be received with your application to reserve your space.

**Refund Policy:** Refunds of 50% will be provided to exhibitors who submit written cancellation on or before September 1, 2009.

**NW VEG** will have coordinators to answer questions and provide direction at the Oregon Convention Center. There will be limited volunteer assistance for unloading.

**Exhibitors are responsible for setup and breakdown of their exhibits:**

- Set up in the exhibit hall runs 12-8pm, Friday, Sept 18; and 7-9:30am, Saturday, Sept 19.
- Exhibitor displays must remain up, **and staffed**, from event open until close: 10am – 8pm
- Exhibitor displays must be taken down and removed by 11:00pm, Saturday, Sept 19.
- Exhibitor set-up and parking: info and map will be provided by Sept 1.

**Exhibiting Requirements and Expectations:**

1. All Exhibitors are expected and encouraged to promote VegFest through their websites, newsletters, e-mailings, calendars and other opportunities as available.
2. 3,500-5,000 attendees are anticipated; please plan accordingly. Commercial Food Exhibitors and Food Samples Exhibitors are required to bring a minimum of 2,000 free food samples. (This does not apply to sponsors.)
3. Table space may be adjusted according to need for Food Samples Exhibitors that send product, and do not provide a company representative.
4. Exhibit displays and signs must be on tables or freestanding.
5. Signage should be legible, easily visible and identifying of the organization or business.
6. Exhibitors are participating at their own risk. Exhibitors recognize that neither NW VEG, Oregon Convention Center, nor any of the other sponsors, donors or participants for VegFest are responsible for any loss, damage or mishaps to their materials, equipment, volunteers or staff.
7. Exhibitors will not interfere with the safety, success and effectiveness of VegFest. This includes, but is not limited to behavior, display materials, literature, venue equipment or operations, unusual odors, or extending beyond exhibitor space and/or blockage of public passageways.
8. Electricity is by pre-arrangement only (fees on pg 3);
9. Butane containers (16 oz.) are permitted, and limited to two per table allowed. You are required to provide a fully functional fire extinguisher; lack thereof will prohibit use of butane.
10. All garbage and recycling must be placed in appropriate containers in accordance with the Oregon Convention Center Recycling guidelines and the VegFest Zero-Waste Initiative. A \$50 cleaning fee may be assessed to any areas not left clean.

**All Food and Goods Sampled, Displayed or Sold at VegFest Must be \*VEGAN\***

- Samples and sales are welcome as listed and approved by Northwest VEG in the Application Form on page 3 and must be vegan (no meat, eggs, fish, dairy, honey, leather or animal-derived ingredients)
- Nonprofit groups may also solicit memberships.

# VegFest 2009 Application Form (pg 3 of 3)

**Event Exhibitor Coordinator Contact:** Wendy Gabbe Day: vegfest@nwveg.org or 503-702-9061

**PLEASE CHECK OFF YOUR REQUESTED LEVEL OF PARTICIPATION:**

- VEGFEST EVENT SPONSOR - \$3,500 and up; may include in-kind support, as negotiated
- PLATINUM SPONSOR - \$2,000 and up; may include in-kind support, as negotiated
- GOLD SPONSOR - \$1,250 and up; may include in-kind support, as negotiated
- SILVER SPONSOR - \$600 and up; may include in-kind support, as negotiated
- COMMERCIAL or RESTAURANT EXHIBITOR - \$300; may include in-kind support, as negotiated
- FOOD SAMPLES EXHIBITOR (no sales) - \$50; may include in-kind support, as negotiated
- NONPROFIT EXHIBITOR - \$100; may include in-kind support, as negotiated

**ADDITIONAL SERVICES:**

- Tables: \$100 per each additional 8'; \$75 per 6' table (available to non-profits only); (2 chairs included)
- Booth: \$200 includes 10' x 10' and 8' table (2 chairs)
- Electricity: 5 amps: \$79; 10 amps: \$102; 15 amps: \$115; 20 amps: \$129 (**circle one**)  
(Sponsors: No electricity fees. Please specify amps needed above.)

**FOR PRE-ARRANGED, IN-KIND SUPPORT: Please describe the goods/services:** \_\_\_\_\_

**Payment Total** \_\_\_\_\_

**Please make checks out to Northwest VEG**

For Credit Card: circle one: VISA MC: #: \_\_\_\_\_ expiration: \_\_\_\_\_

**Mail completed forms with payment to:** NW VEG, c/o Wendy Gabbe Day, 1995 SW Huntington Ave, Portland, OR 97225

**FOOD EXHIBITORS:**

What products will you be sampling? \_\_\_\_\_  
(Note: Commercial Food Exhibitors and Food Samples Exhibitors must provide a minimum of 2,000 samples.)

What products, if any, will you be selling? \_\_\_\_\_

Refrigerator space needed:  none Yes, approx. \_\_\_\_\_ cubic feet  
Freezer space needed:  none Yes, approx. \_\_\_\_\_ cubic feet  
Electricity needed:  none Yes, approx. \_\_\_\_\_ amps for following equipment (fees specified in "Additional Services" above: \_\_\_\_\_

**PLEASE COMPLETE THE FOLLOWING:** I, \_\_\_\_\_ (print name), representative

of \_\_\_\_\_ (organization name), have read, understood and agree to uphold the above Opportunities and Exhibitor Agreement Terms (pages 1-3) for Northwest VEG's VegFest: A Compassionate Living Fair, to be held on Saturday, September 19, 2009.

\_\_\_\_\_  
(Exhibitor representative signature) (position/title) (date)

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

\_\_\_\_\_  
(NW VEG representative signature) (position/title) (date)