

# Portland VegFest

Northwest VEG's Compassionate Living Festival

**Saturday & Sunday, September 18 & 19, 2010**  
**10am - 6pm • Exhibit Hall A**

Oregon Convention Center, 777 NE MLK, Jr. Blvd. Portland, OR 97232  
www.portlandvegfest.org • vegfest@nwveg.org • 503-702-9061



*The 6<sup>th</sup> Annual Portland VegFest celebrates and promotes sustainable, compassionate and healthy food choices and lifestyles. This low-cost, fun, and food-filled event welcomes everyone!*

- Food Samples • Speakers and Classes • Cooking Demonstrations • Ask the Experts • Children's Activities • Restaurants • Nonprofit Organizations • Commercial Exhibitors • And More! •

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## Sponsor Participation Opportunities

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### VEGFEST EVENT AND SPEAKER SPONSOR – \$4,000 (Maximum of three)

- **Name Recognition:** Listed as main event sponsor and highlighted before speaker presentations
- **Exhibitor Tables:** Two 8 ft. tables<sup>1</sup> and 2 chairs in prominent area of show floor
- **Location:** First choice of location within exhibit hall
- **Feature Recognition:** Front page recognition on NW VEG website and VegFest website, and full page description on VegFest website<sup>2</sup> (600 words); condensed version in NW VEG's newsletter and in the Event Program, plus 1/2 page ad in the Event Program
- **Website Link:** Link to your website from the VegFest site
- **Featured Name and/or Logo Placement:** Name and logo on all press releases, programs, ads, flyers, posters and postcards produced after receipt of your application; and on VegFest website<sup>3</sup>
- **Banners:** Optional banners in prominent areas in Exhibit Hall and Main Speaker Hall (banners and stands provided by sponsor)
- **Advertising:** Co-op advertising opportunities. Please contact vegfest@nwveg.org for more details.

### PLATINUM AND CHEF DEMO SPONSOR – \$2,500 (Maximum of five)

- **Name Recognition:** Highlighted before chef demo presentations
- **Exhibitor Tables:** Two 8 ft tables<sup>1</sup> and 2 chairs in prominent area of show floor
- **Location:** Choice of location within exhibit hall
- **Feature Recognition:** Description published on the VegFest website<sup>2</sup> (150 words), condensed version in NW VEG's newsletter, and in the Event Program, plus 1/4 page ad in the Event Program
- **Website Link:** Link to your website from the VegFest site
- **Featured Name and/or Logo Placement:** Name and logo on all press releases, programs, ads, flyers, posters, and postcards produced after receipt of your application; and on VegFest website<sup>3</sup>
- **Banners:** Optional banners in prominent areas in Exhibit Hall and Chef Demo Hall (banners and stands provided by sponsor)

### GOLD SPONSOR – \$1,500

- **Exhibitor Tables:** Two 8 ft tables<sup>1</sup> and 2 chairs in prominent area of show floor
- **Location:** Choice of several prime locations within exhibit hall
- **Significant Recognition:** Description published on the VegFest website<sup>2</sup> (100 words), condensed version in NW VEG's newsletter, and in the Event Program
- **Website Link:** Link to your website from the VegFest site
- **Featured Name and/or Logo Placement:** Name and logo 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<sup>3</sup>
- **Banner:** Optional banner in prominent area (banner and stand provided by sponsor)

### SILVER SPONSOR – \$700

- **Exhibitor Table:** One 8 ft table<sup>1</sup> and 2 chairs
- **Prominent Recognition:** Description published on the VegFest website<sup>2</sup> (75 words), special listing and description with other Silver Sponsors in NW VEG's newsletter and in the Event Program
- **Website Link:** Link to your website from the VegFest site
- **Name and/or Logo Placement:** Logo displayed on the VegFest website<sup>3</sup>, name on all programs, flyers, posters and postcards produced after receipt of your application
- **Banner:** Optional in prominent area (banner and stand provided by sponsor)

1. An additional 8 ft table is available for \$100 (on a space-available basis)

2. Please submit article of appropriate length; NW VEG reserves editorial discretion. Send to vegfest@nwveg.org

3. Please provide logo in high resolution JPG, GIF, or PNG file. Send to vegfest@nwveg.org

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## Sponsor Agreement Details

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**Event Sponsor/Exhibitor Coordinator Contact:** Wendy Gabbe Day: 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 March 2010.

**Northwest VEG welcomes Sponsors and 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 Northwest VEG by invitation only
- Northwest VEG reserves the right to decline any exhibitor at any time, at its discretion
- Please refer to information below, and "Sponsor 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, 2010, although space has historically filled 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, 2010.

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

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

- Set up in the exhibit hall runs 12-8pm, Friday, Sept 17; and 7-9:30am, Saturday and Sunday, Sept. 18 and 19.
- **Exhibitor displays must remain up and staffed from event opening until close: 10am – 6pm on both Saturday and Sunday.**
- Exhibitor displays must be taken down and removed by 10:00 pm, Sunday, Sept. 19.
- Exhibitor set up and parking: Information and map will be provided by Sept 1.

**Exhibiting Requirements and Expectations:**

1. All Exhibitors are encouraged to promote VegFest through their websites, newsletters, e-mailings, calendars, and other opportunities as available.
2. All utensils, plates and other containers for food and samples **MUST BE COMPOSTABLE**. Please refer to acceptable food-service ware: <http://www.cedar-grove.com/acceptable/Accepted%20List.asp>
3. Over 5,000 attendees are anticipated. Please plan accordingly. Commercial Food Exhibitors and Food Samples-Only Exhibitors are required to bring a minimum of 4,000 free food samples (This does not apply to sponsors.)
4. Exhibit displays and signs must be on tables or freestanding (with advance permission). Banners cannot be taped to walls.
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 NW VEG, the Oregon Convention Center, or 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. 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 2010 Application Form

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

**PLEASE CHECK YOUR LEVEL OF PARTICIPATION:**

- \_\_\_\_\_ VEGFEST EVENT AND SPEAKER SPONSOR – \$4,000
- \_\_\_\_\_ PLATINUM AND CHEF DEMO SPONSOR – \$2,500
- \_\_\_\_\_ GOLD SPONSOR – \$1,500
- \_\_\_\_\_ SILVER SPONSOR – \$700

**ELECTRICAL FEES** (as set by the Oregon Convention Center):

\_\_\_\_\_ Electricity: 5 amps: \$79; 10 amps: \$102; 15 amps: \$115; 20 amps: \$129 (**circle one**)

**ADDITIONAL SERVICES:**

- \_\_\_\_\_ Tables: \$100 per each additional 8 ft table and 2 chairs (on a space-available basis)
- \_\_\_\_\_ Booth: Space and fee as pre-arranged; contact vegfest@nwveg.org or 503-702-9061 for more details.
- \_\_\_\_\_ Rental exhibits are available. Please contact vegfest@nwveg.org or 503-702-9061 for more details.

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\_\_\_\_\_ **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 Only Exhibitors must provide a minimum of 4,000 samples.)

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

Refrigerator space needed: \_\_\_ None \_\_\_ Yes, approx. \_\_\_\_\_ cubic feet

Electricity needed: \_\_\_ None \_\_\_ Yes, approx. \_\_\_\_\_ amps for following equipment (fees specified 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 Festival, to be held on Saturday and Sunday, September 18 and 19, 2010.

\_\_\_\_\_  
(Exhibitor representative signature) (Position/title) (Date)

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

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

Website \_\_\_\_\_

\_\_\_\_\_  
(NW VEG representative signature) (Position/title) (Date)

The mission of Northwest VEG is to educate and empower people to make vegetarian choices for a healthy, sustainable, and compassionate world.  
Northwest VEG is a 501(c)(3) based in Portland, Oregon.  
Contact info@nwveg.org. On the web at www.nwveg.org