



## EXHIBITOR OVERVIEW

<b>Location:</b>	Santa Clara Convention Center 5001 Great America Parkway Santa Clara, CA 95054
<b>Show Date:</b>	Saturday, February 1, 2003
<b>Hours:</b>	Speakers: 9 a.m.–5 p.m. Exhibits: 10 a.m.–6 p.m.
<b>Web:</b>	<a href="http://www.vegfair.org">www.vegfair.org</a>
<b>Attendance:</b>	5,000 - 6,000
<b>Admission:</b>	Free

The second annual Bay Area Veg Fair will reach an estimated 5,000-6,000 potential customers. It promises to be a full day of good food, fun and learning. The Veg Fair introduces non-vegetarians to the benefits of a vegetarian way of life and is a resource for anyone wanting to include more healthy foods in their diets.

### Speakers

The Veg Fair is very proud that among our nationally renowned speakers are **John McDougall, M.D.**, best-selling author and the founder of The McDougall Program; and **Howard Lyman**, a fourth generation ex-cattle rancher and the former president of both the International Vegetarian Union and EarthSave.

### Proven Public Exposure

- 20,000 full-color postcards and 5,000 posters
- Coverage in 2002 by CNET Radio, Connections Magazine, Evening Magazine, KGO Radio, KPIX-5 News, Live 105 Radio, Loma Prieta Times, Los Gatos Weekly, Metro Santa Cruz, San Francisco Chronicle, San Jose Mercury News, Santa Rosa Press Democrat

### The Bay Area Veg Fair features:

- Exhibit area with free food sampling
- Restaurant food sampling
- Cooking demonstrations by noted chefs
- Top national speakers
- Bookstore and book signings
- Educational exhibits
- Exhibitors of other products and services supporting a vegetarian way of life

### Sponsorship

Sponsorship offers even more exposure for your company or group. Contact our office to discuss a sponsorship opportunity for your business.

### Program Ads

Available in half, third or fifth page sizes with prices starting at \$75. For further information, contact [colleen@vegnews.com](mailto:colleen@vegnews.com); phone 415-665-NEWS; fax 415-665-6398.

**Exhibitors:****Cost per booth**

<b>Payment Received</b>	<b>On or before Nov. 25</b>	<b>After Nov. 25</b>
Food Vendors	\$200	\$250
Non-food Products/Literature	\$250	\$300
Non-profits	\$125	\$175
Product Donation	\$60	
Literature Only	\$30	

Note: If you would like a booth but do not have the staff we can refer you to a professional marketing service to make arrangements, ranging from literature distribution to food preparation and sampling.

**Health Permit**

Permit forms will be mailed when we have your completed application

Samples Only	\$50
Samples/Selling	\$130

**Additional Items**

Extra Table – 6' x 18"	\$25
Electricity – Up to 20 Amps	\$70

**Exhibitor Space Includes:**

- One 10' x 8' exhibit space (includes 1 table with two chairs)
- Exhibitor listing in event program
- Exhibitor description on website

**Product Donations**

If you do not have staffing for an exhibit booth, product donations may be accepted for a fee of \$60. Donations will be distributed by volunteers at the Veg Fair table. Be sure to provide literature with your donation so attendees can later purchase your products.

**Food Guidelines**

All food items and products on display and/or being promoted or sold MUST be of a strict vegetarian nature (free of meat, fish, fowl, and the flesh of all animals, without the addition of other animal products or byproducts such as dairy, eggs and honey). Items cannot contain animal byproducts such as gelatin, rennet, pepsin, or any other animal derived ingredients such as lard, tallow, etc.

**Food Sales Guidelines**

- Prepackaged food items only may be sold by exhibitors.
- Any one-ounce vegan food or beverage samples may be given away for free.

**Non-Food Guidelines**

All non-food items must not have been tested on animals, and must be free of leather, fur, gelatin, and any animal derivatives

We regret that servings of prepared food (with the exception of free samples) may only be sold by the Convention Center Catering Department which retains the exclusive rights to serve and sell food and beverage products on site.

All exhibitors are responsible for ensuring their products meet all Food Guidelines. Failure to abide by these rules will result in the immediate removal of any objectionable products and/or literature at the Veg Fair. There are no exceptions to these rules. **Note:** Please do not promote in your product displays or literature any items that do not meet these guidelines.

**Donations** – Donations to the Bay Area Veg Fair are welcome and appreciated. Contributions of \$50 or more will be listed in the Veg Fair program.

# Exhibitor Contract

Commercial

Non-Profit

Bay Area Veg Fair • Saturday, February 1, 2003 • 9 a.m. – 6 p.m. • Santa Clara, California  
Tel: 408-249-3683 • Fax: 775-703-7331 • www.vegfair.org • info@vegfair.org

## Participant Information:

Company name: \_\_\_\_\_ Contact person: \_\_\_\_\_

Mailing address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Alternate: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Fax: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Company name for Veg Fair Program listing (if different from above): \_\_\_\_\_

### Product/Services Description

Please provide a description of all items being displayed, promoted and/or sold. Attach a separate sheet if necessary.

---

---

---

---

### Food Guidelines

All food items must fall under the following categories to be promoted at the Bay Area Veg Fair:

- Any one ounce, unpackaged **vegan** food or beverage samples may be given away for free
- Only pre-packaged food items may be sold by exhibitors

As a reminder, we regret that servings of prepared food (*with the exception of free samples*) may only be sold by the Convention Center Catering Department which retains the exclusive rights to serve and sell non-packaged food and beverage products on site.

### Non-Food Guidelines

All non-food items must not have been tested on animals, and must be free of leather, fur, gelatin, or any other animal derivatives.

Will you be distributing food/beverage samples?  
 YES  NO

Do you require a health permit?  
 YES  NO

Seller's Permit Number: \_\_\_\_\_

### Exhibit Registration

Registration fee is payable in advance

Space is limited

10' x 8' booth includes one table with two chairs

### Payment Received

On or before Nov. 25      After Nov. 25

Food vendors  \$200  \$250

#### Health Permit

Samples Only  \$50

Samples/Selling  \$130

Non-Food Products  \$250  \$300

Non-profits  \$125  \$175

Product Donations  \$60

#### Additional items

Electricity  \$70 (up to 20 Amps)

Extra Table  \$25

Program Ad 1/5 page  \$75

Larger ads available – please call for details

**TOTAL ENCLOSED: \$** \_\_\_\_\_

#### Please make check payable to:

VegNews/BAVF

P.O. Box 320130

San Francisco, CA 94132

#### Electrical Requirements

Will you need electricity?  YES  NO

Please state electrical requirements (watts or amps) and the type of equipment you will be bringing.

Equipment \_\_\_\_\_ Watts /Amps

---

---

**Agreement** - I certify that I have read the Bay Area Veg Fair 2003 exhibitor information and contract, and agree to all terms and guidelines specified therein.

Name (please print): \_\_\_\_\_ Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Conditions Of Agreement**

1. The Contract for participation shall not become a binding contract between the Exhibitor and the Bay Area Veg Fair (hereafter referred to as BAVF) until the contract has been signed by BAVF.
2. Exhibitors shall be responsible for the setup and take down of their own exhibit. All garbage shall be placed in appropriate trash containers and cardboard boxes must be broken apart for recycling. A \$75 cleaning fee may be assessed to booths not left clean as determined by BAVF and may result in Exhibitor’s non-participation in future Bay Area Veg Fairs.
3. No Exhibitor shall exhibit any merchandise or service other than that specified in the contract. The exhibitor may not promote in their product displays or literature any items that do not meet the BAVF food and/or non-food guidelines. Exhibit space shall not be sublet or shared without the permission of BAVF.
4. The Exhibitor’s property shall be placed on display and exhibited at the Exhibitor’s own risk and neither BAVF nor Convention Center shall be responsible thereof; and neither BAVF nor Convention Center shall be responsible for the death or injury to any person or for damage, including consequential damages, or loss of property of the Exhibitor, its officers, agents, employees, or invitees resulting from any cause whatsoever and the Exhibitor hereby indemnifies and holds BAVF and/or Convention Center harmless for any suit, action or claim arising out of any action or failure to act by the Exhibitor.
5. If the Exhibitor fails to comply in any respect with the terms, conditions, rules or regulations of this contract, all rights of the Exhibitor hereunder shall cease and terminate.
6. Should any contingency interrupt or prevent the holding of the Bay Area Veg Fair including but not limited to war, terrorism, acts of God, strikes, lock-outs or other labor or individual disturbances, riots, failure to secure materials or labor, fire, lightning, tempest, flood, explosion or any other cause, then BAVF shall in no way whatsoever be liable to the Exhibitor.
7. The Exhibitor will exhibit in a proper manner, and will keep the exhibit space open and staffed at all times during the Bay Area Veg Fair hours. BAVF reserves the right to restrict exhibits to a maximum noise level and to suitable methods of operation and display. BAVF shall have the final decision as to what constitutes a proper exhibit and such decision shall be final and binding. If for any reason any exhibit or its contents are deemed objectionable by BAVF, the exhibit will be removed. This provision includes persons, things, conduct, printed matter or any item or attire that BAVF may consider objectionable to the Bay Area Veg Fair’s intent. BAVF further reserves the right to relocate exhibits or exhibitors when in its opinion such relocations are necessary to maintain the character and/or good order of the Bay Area Veg Fair.
8. The Exhibitor agrees that no display may be dismantled or goods removed during the entire period of the agreed-upon time slot. The Exhibitor agrees also to remove its exhibit, equipment and other exhibit items from the grounds of the Bay Area Veg Fair at the end of the agreed upon time slot. In the event of failure to do so the Exhibitor agrees to pay for such additional costs as may be incurred.
9. The Exhibitor shall not: (a) commit any nuisance; (b) cause any unusual or objectionable smoke or odor to emanate from its space; (c) do anything which would interfere with the effectiveness of any utility, ventilating or air-conditioning systems on the facilities of the Bay Area Veg Fair nor interfere with free access or passage to the facilities of the Bay Area Veg Fair; (d) interfere with the effectiveness of or accessibility to the electrical, plumbing, gas or compressed air systems; (e) overload any floor, ceiling or wall; (f) do or permit to be done any act which might invalidate any insurance policy carried by BAVF or the Convention Center.
10. If the exhibit space is not occupied by the opening of the BAVF, this will be considered a no-show and the space will be forfeited by the exhibitor. This forfeited space may be resold, reassigned or used by the BAVF management without obligation on the part of BAVF for any refund whatsoever.
11. The Exhibitor will confine his/her activities to the exhibit space allotted and will not solicit beyond the boundaries hereto.
12. The BAVF reserves the right to decline any application at its discretion

*Upon the original or facsimile copy of this contract being accepted and signed by an authorized member of the Bay Area Veg Fair (BAVF), this becomes a binding agreement and the Company/Organization listed above is subject to and agrees with all conditions stated on contract and all rules and regulations in the Exhibitor Overview. BAVF reserves the right to assign space in order to benefit the overall event.*

<b>Veg Fair Office Use Only:</b>	
<input type="checkbox"/> Amount: _____	Date: _____
<input type="checkbox"/> Confirmation sent: _____	Check #: _____