



Event Date: September 22, 2018

Downtown Lincoln | Beerman Plaza

540 F Street, Lincoln, CA 95648

5:30-6:30 VIP Early Access and Dignitary Reception

6:30-10:00 PM General Admission

WINERIES & BREWERIES

Participation Response Form and Agreement

Thank you for your interest in participating in our **17th Annual Premier Lincoln Showcase Event**. The Lincoln SHOWCASE is taking place in downtown Lincoln on **Saturday, September 22, 2018 from 5:30-10:00PM.**

We are expecting over 1,000 guests this year. Please return this form **NO LATER THAN September 5th**, so we may have ample time to promote your participation within our social media promotion and secure a booth location.

Business Name: _____

Primary Contact: _____

Business Phone: _____ **Mobile Phone:** _____

Mailing Address: _____

City: _____ **Zip Code:** _____

E-Mail: _____

Logistics | Event Schedule

- 3:00-4:45 PM Vendor booth setup **MUST** be completed **NO LATER** than 5:00 PM
Volunteers will be available to assist with your booth set up and staging of products (if needed)
- 5:30 PM Doors Open – VIP Early Access and Dignitary Reception
- 6:30 PM Doors Open – General Admission
- 9:30 PM – Last pour of alcohol as mandated by the Department of Alcoholic Beverage Control (ABC)
- 10:00 PM – Vendor disassemble booth and “clean-up” start. **PLEASE NO BREAKDOWN PRIOR!**

Special Request | Do you have a special request? If so, please let us know:



540 F Street, Lincoln, California 95648 | p: 916.645.2035 | f: 916.645.9455 | lincolinchamber.com

EIN # 94 -1506195

The courtesy of a **48-Hour Cancellation Policy** is required.

In the event of a need to cancel, please notify the Lincoln Area Chamber of Commerce within 48-hours of the event by calling (916) 645-2035.

Items provided by the Lincoln Area Chamber of Commerce will include the following:

1. One (1) draped 8-foot table with a black linen for serving samples
2. Two (2) complimentary general admission event tickets
3. Up to three (3) vendor passes for workers representing your establishment the day of the event
4. Unlimited ice (via a mobile ice trailer)
5. Disposable 5 oz beer cups
6. Paper napkins

Please indicate what items you will need by checking the boxes below:

- Electricity. If so, what requirements: _____
- One (1) extra 6-foot draped table, which may be used as a prep area.
- Volunteer(s) to help serve your items at the day of the event. If so, how many? _____

Please come prepared with the following items:

- Enough **WINE/BEER pours to serve 1,000+/- guests**
As we get closer to the event, we will provide you with a headcount of ticket sales
- Please comply with all Department of Alcoholic Beverage Control (ABC) laws and regulations
- Bring your own ice chests
- Bring your own booth, décor, signage and promotional materials to display at your table
- Bring your own water to rinse any/all glasses
- Optional: Two (2) buckets to dump and rinse; however, this event will provide disposable cups
- Optional: Bring a 10x10 pop up tent or market umbrella to be used as part of your display.
For a consistent event theme, we prefer WHITE "peaked" pop up tents

VENDOR PACKET *

By the week ending September 15, 2018, the Chamber office will send out specific event instructions including location assignments, two (2) complimentary general admission event tickets.

PROMOTING YOUR BRAND (Optional)

If you choose to donate a **raffle prize** (e.g. gift card or growler) for our "Spin to Win" please check the box below:

- Yes, I would like to donate a raffle item to this year's Lincoln Showcase
- No, I would not like to donate a raffle item

EVENT PROMOTION:

Please promote this event to your customers, friends and associates via email blasts, social media, etc. Upon completion and submission of this form, the Lincoln Area Chamber of Commerce will supply you with our marketing materials – in the hope you will cross-promote this event to your employees and guests of your business.

In order to further promote your visibility at this event, please include the links below in any/all of your social media posts and promotions.

Facebook

- 1. Lincoln Showcase Facebook page <https://www.facebook.com/LincolnShowcase/>
- 2. Like our page and please “share” our posts, which will boost our online presence and drive traffic

Instagram Hashtags

- 1. Go to **LincolnShowcase**
- 2. **#LincolnShowcase**
- 3. **#Showcase**

We look forward to another successful Lincoln Showcase and having you partner with us at this memorable event.

By signing this AGREEMENT, I acknowledge that my business has read this agreement in its entirety and we agree to participate in this event as a vendor. We agree to comply with the ABC rules and regulations.

Print Name of **Winery/Brewery** Representative

Date Signed

Print Title of **Winery/Brewery** Representative

Signature of **Winery/Brewery** Representative

