

2012

VENDOR BROCHURE

the fifth annual

TASTE OF PENNSYLVANIA

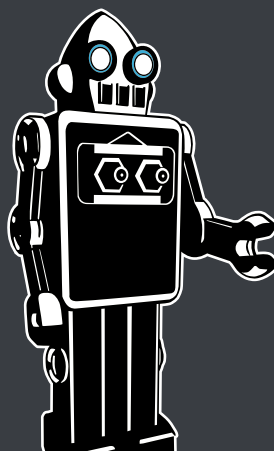
WINE AND MUSIC FESTIVAL

may nineteenth & twentieth 12-6pm

at the york fairgrounds



Each year, thanks to our Taste of Pennsylvania and Yorktoberfest events, we are able to donate more than \$15,000 to local, state, and national organizations such as the Children's Miracle Network, Boy/Girl Scouts, Stewards of the Lower Susquehanna, Ambulance clubs, fire departments, and many more. Inside this guide, you will find the preposterously valuable ways you can advertise at our festivals and help us continue giving.



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ABOUT THE FESTIVAL

The Taste of Pennsylvania is our sampling of the many great wineries from across the state together with live music and fresh food. Patrons can purchase a wine sampling pass to enjoy nearly limitless samples in your souvenir wine glass from 1-6pm or usher in the evening with a tour of the rich history of PA brews from 6-9pm in the Yorktoberfest Beer Garden.

DRINK

Admission to the festival is free—you pay only if you want to drink. Talk with the vintners and enjoy limitless sampling of wines from across the state during the day or usher in the evening with a tour of PA brews.



DON'T DRINK

-Or- let your friends buy you a Designated Driver pass and proudly display your free t-shirt while sipping on your free water all day!



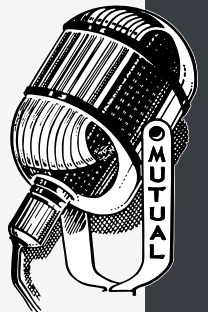
VIP TASTING

To celebrate our 5th Anniversary, we are offering VIP passes that grant magical access to enter the festival an hour early for a private tasting and a free t-shirt.



RELAX AND ENJOY

Relax with a bottle of wine and enjoy live music on our main stage provided by local artists. It can't get much better!



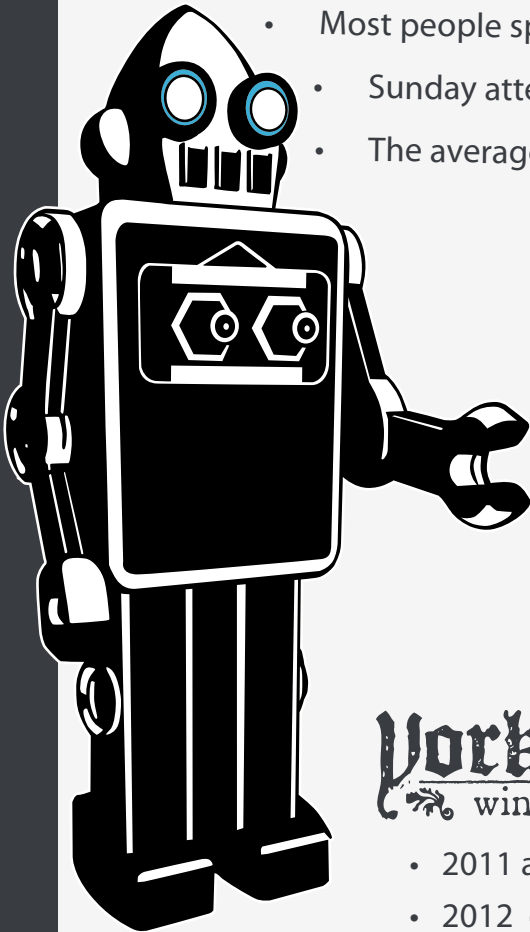
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== ABOUT OUR ATTENDEES ==

IN GENERAL

- The primary (48%) age ranges represented by a group of attendees is 35-50y, with an additional 29% between 23-28, 30% between 28-35, and another 37% over 50 years of age.
- 40% of parties include individuals with an annual income of \$30-50k. Additionally, 31% represented \$50-75k, 25% represented \$75-100k, and 18% represented annual incomes greater than \$100k.
- Most people spend 3-6 hours at the event
- Sunday attendance is, on average, 2/3rds of Saturday
- The average Party consists of 3 adults or more



TASTE OF PENNSYLVANIA WINE AND MUSIC FESTIVAL

- 2011 attendance was approx. 3,200
- 2012 expected attendance is of 4,000
- Ticket Prices for attendees will remain the same
- Most people find out via word-of-mouth and radio

Yorktoberfest wine and beer festival

- 2011 attendance was approx. 2,100
- 2012 expected attendance is of 2,800-3,000
- Ticket Prices for attendees will remain the same
- Wine and Beer will likely be in the same areas

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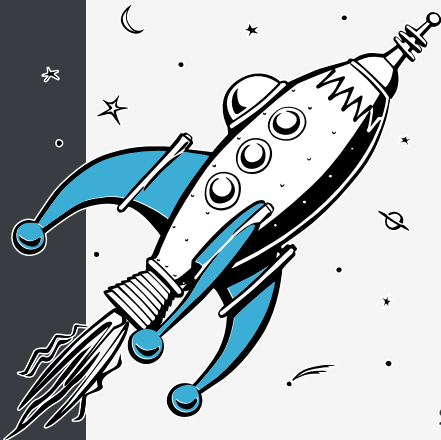
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MARKETING

Few things are more important than properly marketing your product. Each year, we explore options to generate interest and awareness of our festivals. With two festivals, we are able to iterate that approach even faster. Based on past success and future plans, below are a few of our marketing plans for the year.

DOUBLE THE BUDGET

The numbers don't lie: We've found that every dollar spent on advertising will generate significantly more than a dollar in revenue. So, with your help, we will double our marketing budget this year. Even the participants are on board and happily paying higher fees knowing that money is going into marketing exclusively.



PRINT

600 plus posters distributed to many of our participants and supporting local businesses including 208 distributed through a coveted partnership in every state store in Central PA.

PARTNERSHIPS

We are currently working with a growing list of local businesses for cross-promotion (including corporate picnics) and distribution of our tickets (Shurfine Markets and local small businesses).

RADIO, RADIO, RADIO!

Where is most of that budget going to go? Radio. After testing the waters in a few places, we've decided that radio is the first place to hit a critical mass of marketing dollars. In addition, we have multiple partnerships with local and regional radio stations that we will utilize to properly market the event with more than \$10,000 worth of advertising.



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VENDOR FAQ



WAIT, WHAT?...IT'S FREE TO GET IN?

YES! General Admission grants you access to the entire festival grounds. You only pay if you want to sample. We believe this will encourage attendance thus giving you a greater crowd to sell to!

What comes with my registration?

Vendors are given the space allotted to them as well as two (2) weekend passes to the event. Passes are redeemed at the Merchandise Area or the Front Gate. They are not VIP passes.

During registration you are given the chance to purchase up to 4 extra Single Day tickets.

Did the prices go up a tad?

Astute observation! They did, BUT...here's our promise. We are taking 100% of that extra money and putting it towards increasing our marketing budget. So while it may cost a little bit more to attend, the attendees still pay an amazing price to get in and you should hear all about the festival on the radio leading up to the event. Take a further slice out of that increase by registering by March 31st and get the early discount of \$25.

What about the weather?

The festival will be rain or shine.

Registration Process

*Registration is complete upon payment. Space selection is based on registration date. This form registers you for either or both festivals, providing a discount if you register for both and pay now. An **early registration discount will be given for all registrations submitted prior to March 31, 2011.** Additionally, all Yorktoberfest prices are locked into 2011 rates.*

Cancellation Policy

We understand things go wrong. Trust us...we understand that. While vendor cancellations are considered on a case-by-case basis, there are a few general rules you can work with. (1) If you cancel early enough, you are likely to get more or all of your money back. (2) Exclusive cancellations require you to find a replacement. (3) If you cancel after vendor registration has ended, you can either find a replacement or we will apply your registration fee to the next festival you attend. If you cancel within a week of the event it is up to us based on your circumstances.

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VENDOR FAQ

Lastly, since each vendor has the option to register early, and each vendor is given the opportunity to choose their spot based on a first-come-first-serve basis, refunds are not given for vendors who do not like their space. Exceptions may exist where environmental conditions outside of our control or knowledge may warrant a portion of your balance being returned, but at most it will be prorated to the time you spent in the space.

Food Concessions

This form is for non-food vendors only. Please contact us for further information.

Corporate & Non-Thematic Vendors

In our continuing effort to increase the quality of experience, we require that corporate vendors be thematic in nature. If, however, you wish to promote a product or business that is not theme appropriate, you can still become a sponsor for the event and receive a space and additional promotional considerations. Please contact us for further information. Please download the Corporate Brochure for more information.

Communications

The following is a list of important communications you can expect from us. If you have not received them, it is your responsibility to contact us and let us know as your email may be filtered. We cannot be help responsible for any important information you may have missed that was made available.

- *Registration Confirmation Email (Immediately after registration)*
- *Registration Follow-up (within a week of registration)*
- *Site Selection (starting in Feb.)*
- *Rules and Guidelines followup (March-ish)*
- *Final site selections, Guidelines and rules (April-May)*
- *Final Vendor Packet (One week prior to the event with Maps and rules)*

Exclusivity

In some cases, we may be limited in who we can accept as a vendor (ie. exclusivity contracts). That said, the earlier you register, the better chance you have to avoid that situation. Exclusivity contracts from previous years will be honored until February 1st, after which point your place will be given to the next registered representative. Additionally, preference will be given to exclusive partners who sign up for both events.



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VENDOR FAQ

Tents

Tents are **required** for both events. Make sure your tents are ***weighted down***. Tent stakes will not be used at the Yorktoberfest event at the Stadium. Weights Only.

Extra Amenities

- Electricity, Chairs, and Tables are not included, but can be provided at cost
- Electricity is run as close as possible. We recommend 50ft extension cords.

Set-up and Breakdown

For the safety of our guests, all vehicle traffic in and out of the set up area will be cut off at exactly 11am each day. You can continue to set up after that. You are allowed 1 vehicle to stay inside the infield area, but know that it cannot leave until after 6pm.

Hand-Crafted Vendors

To encourage unique vendors, we offer a discounted space to vendors who make their own hand-crafted items and sell them on a non-commercial level. This does not include resale items. Please contact us if you have any questions.



Please fill out the following two pages and return them to us.

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REGISTRATION PAGE

Please read and sign the following statement:

I have read, understood, and accept the conditions and policies concerning the Process, Exclusivity, Cancellation, Weather, Set-up and Breakdown, Tents, and Electricity.

Signature: _____ Date: _____

This registration form is for hand-craft and thematic vendors only. Corporate Vendors must download the sponsor brochure and contact us directly.

Tell us about your business:

1

Business Name: _____

Address: _____

Contact Name: _____

Contact Phone: _____

Contact E-mail: _____

Web site: _____

PA Sales Tax #: _____

Description of business: _____

Items Sold: _____



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REGISTRATION PAGE



One or both festivals? Circle one

Select your space below for one or both festivals. Register by March 31st to receive the \$25 Early Discount shown in the blue column. Sign up for both festivals and lock in the 2011 pricing for Yorktoberfest to be held at the Sovereign Bank Stadium October 27th and 28th!

Total

Early Discount by March 31st!

10x10 ToP Only	\$200	\$175	10x10 ToP & YTF	\$325	\$300
10x20 ToP Only	\$250	\$225	10x20 ToP & YTF	\$450	\$425
20x20 ToP Only	\$325	\$300	_____ ToP & YTF	\$_____	
10x10 ToP Only <small>HAND-CRAFTED ONLY</small>	\$100	\$100			
_____ ToP Only	\$_____				

Space Selection

Write the total over here...



Select any extras. Circle and Quantity

Let us know if you need Chairs, Tables, or electricity.

Electricity:	\$50				_____
Tables(s):	\$15 e.	x _____	x _____		_____
Chair(s):	\$2 e.	x _____	x _____		_____
Ticket(s):	\$10 e.	x _____	x _____		_____
		<small>ToP Quantity</small>	<small>YTF Quantity</small>		<small>Tickets total \$</small>



Send it off!

Now just total everything up and place that total to the right.

Total



Checks payable to "Taste of Pennsylvania" mailed with registration pages to:

Taste of PA Wine and Music Festival
PO Box 70
Glen Rock, PA 17327

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CONTACT US

BRIAN DUDLEY

INFO@YORKWINEFEST.COM

Brian handles vendors, wineries, sponsors, and most things money. Talk to him if you want to participate in the festival as a company, or if you are interested in contributing on a larger scale.

MATTHEW DAVIS

TASTEOPPA@GMAIL.COM
YORKTOBERFEST@GMAIL.COM

As our local guy in York, Matthew handles marketing, design, the web site, the beer, and most things local. Talk to him if you are interested in contributing to the festival or if you are interested in being a volunteer or sponsor!

717.814.8087

WWW.YORKWINEFEST.COM
WWW.YORKTOBERFEST.COM

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