



Safari Niagara, Niagara's only zoo, will host its inaugural 'Wild for Wine' on July 22, 2017. This festival will exclusively feature Ontario VQA wines. We invite you to enjoy the day promoting your winery in the heart of Safari Niagara amongst our wild inhabitants.

### *Where We Are*

#### **Safari Niagara**

2821 Stevensville Road, Stevensville ON, L0S 1S0

**ONLY** 10 minutes from Niagara Falls!

### *What It Costs*

#### Wine Vendors

\$350 - Early Registration (*Registered by March 31st*)

\$400 - Regular Registration (*Registered after March 31st*)

### *What You Get*

10 x 10 booth space

5 large bags of ice - additional ice will be sold on-site for \$10.00 per bag

8 winery rep passes per booth

Web Banners, logos and social badges to promote the show and let your fans know where to find you

4 Wild for Wine tickets for social media giveaways

Vendor to retain 100% profit of their own wine sales for the day

### *Why You Should Be Here*

One-of-a-kind wine festival in a unique location

An opportunity to get in front of a new and diverse market

Online, social and email marketing promoting winery to over 20 thousand subscribers.

### *How To Register*

Complete registration form & mail registration cheque to:

Email: [info@safariniagara.com](mailto:info@safariniagara.com)

Address: Safari Niagara, 2821 Stevensville Road, Stevensville ON, L0S 1S0

### *For More Information*

Contact: Safari Niagara at [info@safariniagara.com](mailto:info@safariniagara.com)

Office: 1-866-367-9669 [www.safariniagara.com](http://www.safariniagara.com)



# Vendor Registration Form

## Where

Safari Niagara, 2821 Stevensville Road, Stevensville ON, L0S 1S0

## When

Date: Saturday, July 22, 2017 | Time: 2:00pm - 8:00pm

## What

Wild for Wine - Rain or Shine Event

## Incentive

Vendor to retain 100% profit of their wine sales for the day

## Marketing

Each vendor will receive marketing through social media platforms, listed on Safari Niagara's website and added to an email marketing campaign with over 20,000 contacts.

## Application

Name of Organization/Business: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Name(s) of Contact Person(s):

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Describe specific products that you propose to sell or exhibit at the festival:

\_\_\_\_\_  
\_\_\_\_\_

SPACE IS LIMITED TO 15 VENDORS - FIRST COME, FIRST SERVE  
PAYMENT MUST BE SUBMITTED UPON APPROVAL IN ORDER TO HOLD SPOT  
**ALL VENDOR APPLICATIONS MUST BE SUBMITTED BY JUNE 22, 2017**



## Vendor Registration Form

### Contact Information

#### Andrea Bouw

Marketing Manager

Phone: 905-382-9669 ext.242

Email: [andreab@safariniagara.com](mailto:andreab@safariniagara.com)

### Marketing

Our team will actively promote this event daily leading up to event day and update the general public about new vendors of the Safari Niagara, Wild for Wine event. We promote all vendors on our website, [www.safariniagara.com](http://www.safariniagara.com), Facebook and Instagram. In addition, we will send an email marketing campaign promoting the event to over 20,000 followers.

Please e-mail the following information to our Marketing Manager, [andreab@safariniagara.com](mailto:andreab@safariniagara.com):

1. Logo in 300dpi or higher
2. Two high-resolution photos
3. Three to five sentences about what you are bringing to the festival and why
4. Specials you will offer to Wild for Wine participants (optional)

### Payment

Please have all applications in as soon as possible, as there is limited space available. No applications will be accepted after June 22, 2017. You may submit applications without fees pending approval. You will be notified of approval or non-approval. A non-refundable payment is required upon approval to hold your spot. All applications must be approved by Safari Niagara. Be sure to include all products that you intend to market, offer or sell on this form. Safari Niagara reserves the right to deny further participation to vendors who sell or market products that have not been disclosed on this form.

**Early Bird Registration** (Registered by March 31, 2017): \$350.00

**Regular Registration** (Registered after March 31, 2017): \$400.00

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## *Policies & Procedures Contract*

1. No over-serving of alcohol will be tolerated under any circumstances.
2. Only TWO sample cups per person is permitted at a time. A souvenir event cup will be provided to all event goers. However, it is recommended to bring plastic cups for your individual booth.
3. Exhibitors CANNOT be under the influence of alcohol at ANY TIME while serving alcohol to festival patrons.
4. All persons responsible for serving alcohol or those coming in contact with alcohol in exhibitor booths must be "Smart Serve" certified. Exhibitors are mandated to provide a "Smart Serve" certification number for each individual staff member in their online staff registration. The festival, in cooperation with the Alcohol and Gaming Commission of Ontario will enforce this program. No exceptions will be tolerated. For more information please visit [www.smartserve.org](http://www.smartserve.org), or call 1-877-620-6082.
5. No cash transactions for alcohol are permitted between exhibitors and festival guests.
6. Serving prior to and/or after festival hours of operation is not permitted and free sampling is not permitted.
7. In the weeks leading up to the event you will be contacted for an invoice outlining the quantity and product names of all beer products you plan to bring, names and Smart Serve ID numbers of all serving staff and a certificate of \$2,000,000 liability insurance. In the case that any of this information is missing you will NOT be permitted to take place in the event.
8. With the exception of exhibitor wine bottles, which must be emptied into the plastic sampling cups by the exhibitor, no glassware is allowed anywhere on site under any circumstance. The festival organizers will provide the official festival sampling cups.
9. Each exhibitor will receive eight (8) exhibitor wristbands as their credentials for the festival. If more wristbands are required, they will be available for purchase at \$10.00 + HST each/per wristband. Admission to the festival will not be granted if the wristband is not shown upon entry. There are no exceptions.
10. Exhibitors may not share exhibitor space.
11. Winery exhibitors are permitted to sample wine products ONLY. No other alcoholic beverages are permitted without approval by festival management.
12. No sound systems will be permitted at exhibitors booth. Entertainment will be put on by the festival.
13. All exhibitors must abide to all local health, safety, alcohol and fire regulations at their cost.
14. No less than two staff members must be present in each exhibitor's booth at all times.
15. All exhibitors must maintain their booths in a respectable order and all accumulated trash must be bagged at end of event.
16. Exhibitor booths must be fully operational throughout all the posted hours of the festival.
17. Load in time will begin at 11:00AM and the exhibitor must be fully set up no later than 1:30PM. Tear down will begin at 8:30PM. The organizer's posted load in, set-up and load out times must be adhered to without exception.
18. All exhibitors must have proper liability insurance in the amount of two million dollars (\$2,000,000) for participation in Wild for Wine and must name Safari Niagara as "additional insured".



## Policies & Procedures Contract

- 19. Five (5) large bags of ice will be provided to exhibitors as part of their registration fee. Additional bags of ice will be sold on-site for an additional \$10.00 per bag. A tally sheet will be used to track ice sales and the amount will be deducted from your final payout.
- 20. No vehicles will be permitted at the exhibitor's booth - no exceptions.
- 21. Drink tickets will be sold by Safari Niagara management at a ticket booth for \$1.50 per 1oz. sample.
- 22. Drink tickets will be held by the exhibitor until the end of the festival and will be counted at the close of the festival by a Safari Niagara staff member.
- 23. Payments will be issued to the vendor by cheque within 10 business days after the event date. Payments in cash or otherwise, shall not be issued on site or at the event.
- 24. The event will be partially tented. All exhibitor booths will be located on the outside perimeter of the tent and it is recommended to bring a promotional tent as the event is rain or shine. Displays are to be no bigger than 10' x 10'.
- 25. No electricity to the exhibitor's booth will be provided.

**A SIGNED EXHIBITOR CONTRACT ACKNOWLEDGES THE ABOVE TO BE CONDITIONS OF THE CONTRACT.**

The exhibitor stated on this contract accepts the terms and conditions as set out by Safari Niagara and agrees to ensure compliance by its employees or representatives participating in the festival. The registrant further releases Safari Niagara from any liability arising out of the participation in Wild for Wine.

Company Name: \_\_\_\_\_

Representative Name: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

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

**PLEASE SUBMIT YOUR COMPLETED CONTRACT TO ANDREA BOUW AT [andreab@safariniagara.com](mailto:andreab@safariniagara.com)**

Please Note: A contract will only be considered to be valid when it is completed in full and submitted to the office of Safari Niagara with the proper remuneration included. "In full" means fully executed Vendor Registration Form and a signed and dated Policies & Procedures Contract page.