



Please join us and reserve your booth now for
California Wine Month Celebration
September 20, 2019: 6:00 – 9:00 p.m.

River Center - San Joaquin River Parkway Conservation &
Trust
11605 Old Friant Rd., Fresno

On behalf of the Madera Vintners Association, I would like to invite your business to participate in the annual “California Wine Month Celebration” on September 20, 2019 from 6 to 9 p.m. In honor of the statewide celebration of California Wine Month, guests of the media, public, wine, food and travel industries are invited to visit San Joaquin River Parkway to enjoy wine tasting from local wineries, appetizers provided by fine local restaurants, caterers and live music. The Madera Vintners Association also honors and awards partners and associates who have influenced the local wine industry as well as recognizes recipients of the 2019 MVA Student Grants for Fresno State students.

California Wine Month’s proclamation highlights California’s wine attributes: our beautiful wine country landscape and ideal climate for wine; our talented and ingenious winemaking families, our celebrated lifestyle and cuisine; and our commitment to sustainability and the environment. The family winemakers of the Madera Wine Trail are proud to be a part of California Wine Month. *Come join us and be part of the celebration!*

Please complete your vendor application, which is below. Promotions for this event start mid-summer. Please submit your application soon to be included in promotions. If you have any questions or concerns, please do not hesitate to contact me directly.

Thank you for your participation and support,

Wendy Eachus
Executive Administrator
Madera Vintners Assoc. /Madera Wine Trail
559.975.6083
info@maderavintners.com



To learn more about the Madera Vintners Association: www.maderawinetrail.com
To learn more about California Wine Month: www.discovercaliforniawine.com/californiawinemonth



California Wine Month Reception Vendor Application
September 20, 2019 - 6:00 - 9:00 p.m.
River Center - 11605 Old Friant Rd., Fresno

Name of Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Contact Person: _____ Do you need electricity? YES NO

CONTRACT TERMS AND AGREEMENT FOR VENDOR SPACE

BOOTH RESERVATIONS:

Booth space is limited. Your booth is not reserved until this signed application is received and reviewed.

All reservations are available on a first come, first served basis.

Deadline for booth reservations is September 1, 2019.

Advertising and promotions begin mid-summer and last up until the event.

Reserve your booth ASAP to be included in early promotions.

Your company logo, website link and food offerings will be included in all appropriate promotions.

NO FEE is required for booth reservation and participation. In exchange, vendor agrees to supply small appetizers or small bites to 300-500 guests during the event. (Guest count will range anywhere between 300 up to 500 guests. A specific head count will be provided to you one week before the event.)

Reimbursement for food is available to vendors who qualify. Please contact us for more information.

BOOTH SPACES:

All booth spaces measure approximately 10'x10'.

All booth spaces include one 8' table and linen.

Plates and napkins will be supplied by event organizer (MVA), vendor does not need to supply.

Vendor must supply utensils, if needed.

Vendor must supply extension cords and power strips, if needed.

Booths are set up both indoors and outdoors for this event. Vendor must bring their own pop up tent if desired.

Vendor may set up additional advertising banners and materials.

BOOTH SET-UP: Your cooperation with the following is critical to a successful event

Check-in and set up begins at **3:30 PM** and booths must be completely set-up by 5:30 PM. Vehicles can be driven up either to the front or side doors of the River Center barn to unload and then must immediately be parked in the main lot. All vehicles must be completely moved and parked in the main parking lot by 5:30 PM. All vendors must remain at booths until the close of the event at 9:00 p.m.

Authorized Signature: _____ Date: _____

Print Name: _____ Title: _____

Return this application with your high-resolution logo as soon as possible (logo optional) to: Wendy Eachus info@maderavintners.com.

Thank you for your participation and support!