

## Victoria Tea Festival Exhibitor Exhibitor Outline

The Victoria Tea Festival is the largest public tea exhibition in North America and is hosted in a beautiful city renowned for its heritage with tea. Consumers and businesses alike can indulge in an educational tea experience exploring the traditions and trends of tea, while supporting a worthy cause – Camosun College Child Care Services. Local, national and international businesses, representatives from the media, hospitality industry and wholesale buyers can participate in this interactive tea experience. The primary focus of the event is providing samples on-site and interacting with the festival participants. Retail sales are strongly encouraged, but not mandatory.

- Event Management projects 50+ exhibitors and 3000+ attendees.
- Event hours are 12 - 5pm (Saturday) and 10am to 4pm (Sunday).
- Event Management recognizes that the festival's success relies on high quality tea samples, a wide variety of tea, and well-informed Exhibit personnel.

We are making every effort to make this event accessible to tea companies of all sizes.

### Exhibit space includes:

- Pipe and black drape (including back wall), S hooks for banners
- Black skirted tables with white linens on top
- Access to purified water for tea preparation
- Containers for: excess fluid, compostable tea leaves, recyclable cups
- Listing on event website and in program
- 1 Volunteer to assist you at your booth (Saturday 11am-3pm; Sunday 10am-2pm)
- Advance registration for 2011 festival

### Exhibitor space does NOT include:

- Tea preparation supplies (i.e. kettles, tea pots, cutlery)
- Accessories (i.e. napkins, serving trays, shopping bags)
- Display units (i.e. banner, shelving systems, boxes, pedestals, bistro tables)
- Cash systems, floats, credit card/interact terminals
- Booth display or assembly supplies (i.e. chord, painters tape)
- Dishwashing and kitchen facilities

### Exhibitors can order the following from the Victoria Conference Centre at an additional cost:

- Additional tables
- Chairs
- Electricity
- Internet Connection
- Lighting

*Note: Wireless credit card/interact terminals will work in the Crystal Garden. These must be arranged through your own sources.*

**After completion of registration and payment, you will receive an Exhibitor Package in the mail.**

### Exhibitor Package includes:

- Venue information kit
- Move In and Move Out information
- Outline of event security
- 3 complimentary tickets
- 3 exhibitor badges for exhibit personnel
- Instructions for shipping and delivery (if required)
- Exhibit advice from previous participants
- Outline of additional marketing options & event promotion timeline
- Posters for event promotion
- Accommodation information
- Invitation to volunteer orientation held on site
- Invitation to Volunteer Celebration Party
- Exhibitor survey

## A – Z Information about the Victoria Tea Festival

**10% of retail sales.** In previous years, exhibitors agreed to donate 10% of their net sales to the cause. This program is no longer in place. If you wish to offer additional support to the cause, please consider donating items to the Silent Auction that occurs during the event.

**Accommodation.** Official hotels of the Victoria Tea Festival will be available on the website in the Fall of 2009. They are located within easy walking distance of the Crystal Garden. Advise the hotel you are a Victoria Tea Festival Exhibitor and quote the exhibitor accommodation code (available on the website) to receive the special rates.

**Concession.** A concession will be available on the Mezzanine Level for volunteers, exhibitors and festival attendees to utilize throughout the hours of the festival.

**Cups.** NEW SUPPLIER FOR 2010!! We are ordering a large supply of hot beverage quality, tea sampling cups. They are compostable & biodegradable cups. We recommend 2000 cups for a regular size booth. Refunds are not available for cup orders and exhibitors are welcome to supply their own disposable cups.

**Donating products or services.** Festival promotions begin in September. Product giveaways, prizes and displays are effective promotional tools. If you wish to donate items to the marketing campaign or to the Silent Auction, please fill out the registration form indicating your desire to do so.

**Event Hours.** The event is open to the public from 12-5pm (Saturday) and 10am-4pm (Sunday). Scheduled Move In begins at 8am on Saturday. ***Exhibitors are asked to maintain their exhibits until 15 minutes after closing time on both days to ensure that participants are able to have the full experience of the day.*** There will be on-site security Saturday night, which allows exhibitors to leave their booths fully assembled. Valuables, cash and any other items of high risk for theft should be secured before leaving your exhibit Saturday afternoon.

**Exhibit location and configurations.** There is a floor plan available on the website. Exhibit locations will be sold on a first come, first served basis. You will have the option to adjust the configuration of your tables when you arrive on Saturday morning as long as you maintain the boundaries of the booth space allotment.

**Food.** Local bakeries and restaurants have offered to provide food samples to compliment the tea samples. Individual exhibitors are also encouraged to have complimentary food pairings available for sampling at the exhibit. Food cannot be sold at the event by exhibitors and exhibitors providing food samples are responsible for following all Food Safe Guidelines. Please fill out the Food Safe form if you intend to provide food samples at your exhibit.

**Presentations or Demonstrations.** We are currently seeking presenters on tea-related topics for 30-minute presentations. **The event management will *not* pay appearance fees, travel costs or supply costs for presenters.** Presentations cannot relate to promoting your specific product line or company. Please submit an application form, available on our website, by December 1, 2009.

**Promotional opportunities.** Take full advantage of your effort and investment in the Victoria Tea Festival! Leave a lasting impression! Check out our Sponsorship and Marketing Options packages available on the website!

**Sales and samples.** This event is promoted and designed to be an interactive experience that includes educational opportunities, sampling opportunities and an exceptional retail experience. Exhibitors are strongly encouraged to **sample and retail**. *To maintain the event experience, the event management holds the right to refuse rental of a full size exhibit space to exhibitors not sampling or retailing.*

**Ticket outlet.** We are currently seeking ticket outlets outside of the greater Victoria area. Event management is not able to provide neither a commission nor reimburse you for banking fees. Your location, however, will be listed on the event website and potentially listed in local media and printed advertisements.

**Volunteers.** You have the option of having a volunteer assist you with your booth. Our volunteers have received a 2-hour orientation prior to the event. Many are volunteering for their fourth year. They are available to help with preparing your booth, keeping your booth in order, preparing tea, acquiring supplies, gathering information, removing waste and excess fluid from your exhibit area. Volunteers may not be placed in a position of handling cash or representing your product directly to the public. *Volunteers will not be available for exhibitors who register after January 15<sup>th</sup>.*

**Water.** Purified water is available in 5 gallon bottles. Water stations will be available at most tea serving exhibits. Some exhibits may have to share a bottle with a neighbouring exhibitor.