

## Victoria Tea Festival Exhibitor Exhibitor Outline

The Victoria Tea Festival, now in its 6<sup>th</sup> year, is the largest public tea exhibition in North America and is hosted in a beautiful city renowned for its heritage with tea, the tea capital of Canada – Victoria, British Columbia. Consumers and businesses alike can indulge in an educational and interactive tea experience exploring the traditions and trends of tea, while supporting a worthy cause – Camosun College Child Care Services. 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 3000-4000 attendees.
- Event hours are 12 - 5pm (Saturday) and 11am 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.

### 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 11am-3pm)
- Advance registration for 2013 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
- Electricity
- Lighting
- Chairs
- Internet Connection

*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 a receipt acknowledging your registration. An Exhibitor Package, which includes pertinent information and access badges for exhibit personnel, will be sent to you in late 2011.**

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**February 18 & 19, 2012**

Victoria Tea Festival c/o Camosun College Child Care Services  
4461 Interurban Road • Victoria, BC • V9E 2C1 • T: (250) 370-4880 • F: (250) 370-4888  
***info@victoriateafestival.com***

## A – Z Information about the Victoria Tea Festival

**Accommodation.** The Belleville Park Resort is the official hotel of the Victoria Tea Festival and rate information is available on the website. They are located downtown in the beautiful inner harbour and within walking distance of the Crystal Garden. Advise the hotel you are a Victoria Tea Festival Exhibitor to receive the special rate.

**Cause.** All proceeds from the Victoria Tea Festival go to Camosun College Child Care Services. Due to the generosity of sponsors, exhibitors, silent auction donors, and volunteers, \$117,700 has been raised over the last five years. To date, monies raised have been used to renovate a play yard, resurface under a climber, support the operating budget, and provide 8 Camosun students with a bursary that assists with child care fees.

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

**Cups.** We are hoping to provide a souvenir tasting cup that attendees can reuse on an annual basis. In addition, we will have a supply of hot beverage quality, tea sampling cups that are compostable and biodegradable. We recommend 1000 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 11am-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.*** Security will be onsite until closing on Saturday and regular rounds will be made through the night. Booths can be left assembled at closing on Saturday. 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 serve basis. You may adjust the configuration of your tables when you arrive on Saturday 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 Safety Agreement (available on the website) if you intend to provide food samples at your exhibit.**

**Presentations.** 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.**

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Presentations cannot relate to promoting your specific product line or company. Please submit an application form, available on our website, by October 1, 2011.

**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 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 unable to provide a commission or reimburse you for banking fees. Your location, however, will be listed on the event website and potentially listed in local media and print advertising.

**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 sixth 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 may not be available for exhibitors who register after January 15th.*

**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.

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