

Victoria Tea Festival Exhibitor Frequently Asked Questions

1) What sort of tea companies participate in the festival?

The festival appeals to tea companies from all levels of the industry including local restaurants, tea houses, cafes, local retailers, and tea companies from afar! It's a one stop shop for all things tea!! In the past, tea companies who sell on the web or through the mail have gained new business and wholesalers through the event. Big or small, this event can benefit almost anyone in the tea business.

2) How should I design my exhibit?

The event is focused on being interactive and educational to the tea consumer. We suggest a visual display that displays your tea and makes it available to touch, smell, and taste. To keep your exhibit manageable, we suggest picking 2-5 of your signature teas and serving small 3oz samples. Come prepared with lots of inventory to sell – especially products you are sampling!! In previous years, exhibitors were surprised how many customers instantly purchased the tea that they sampled after tasting it. Be sure to have product information handouts available, a banner to hang for your company's name, business cards, and bags for purchases that attendees make.

3) What payment options do I provide at my booth?

Simply put, whatever you want but the more payment options the better especially in our increasingly cashless society. Many businesses have lost out on significant revenue at the festival due to the fact that they only accepted cash. Be sure you have a cash box with an extensive float. We recommend you also have a credit card machine. If you have a credit card/interact machine at your business, check with your supplier as wireless machines are often available for event rentals. We highly recommend you authorize credit card purchases to reduce your risk of revenue loss. The VTF assumes no responsibility for exhibitor's loss of revenue due to declined cards/credit card fraud.

4) How busy will my booth be?

We expect 3000-4000 attendees. With only 50 exhibitors, attendees tend to make an effort to visit each booth and generally try more than one product at each booth. We are careful to not oversell the event, ensuring an environment that promotes interaction and thorough sampling.

5) How is it that North America's largest public tea exhibition is only \$200 for exhibit space with pipe and drape, table, linens and water included?

The power of volunteers. Unlike other trade shows for the coffee and tea industry, this event donates 100% of its revenue to support a local worthy cause. This dedication attracts over 200 volunteers to organize and manage the event. This, along with strong sponsorship support, allows us to make the event very accessible for tea companies.

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
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6) How were retail sales for exhibitors in previous years?

Among the exhibitors who had a retail focus, the average sales have been approximately \$1000. Exhibitor net sales ranged from \$1000-\$6200 at the 2011 festival.

7) I notice there are presentations happening all weekend. I am a tea expert and would be a great presenter! How can I be involved?

We would gladly review your submission to provide a tea-related presentation or demonstration. Please fill out the application available on the website. We are looking for informative, entertaining 30-minute presentations/demonstrations on tea related topics. The event management will not pay appearance fees, travel costs, or supply costs for presenters.

8) What is the move in and move out procedure like in the Crystal Garden?

The Crystal Garden is a large building that has only two exits for dollies and carts. The move in and out process requires some patience and is managed by a scheduled time for each exhibitor to have access to the elevators and loading docks. We have plenty of volunteers to assist with this process. Loading times are granted on a first come, first serve basis....so register early if you want the best times!!

9) Is there a kitchen or banquet facility that can help me prepare my tea and samples on-site?

No. You must have a fully self-contained exhibit. You will need to bring your own kettles, pots, utensils, etc. Power can be purchased from the Victoria Conference Centre and volunteers will be on hand to assist you with preparation and maintenance if you request a volunteer on your registration form. Note that there are no dishwashing facilities on site either.

10) I am a great advocate for tea and the blossoming tea industry. Is there any way I can support this event further?

Thank you for asking. Our greatest challenge is promotion. Adding our pre-designed logo (with a link to our website) in a prominent location on your website is very helpful. Any in-store or mail promotions that your business can provide would be very much appreciated. Finally, sponsorship is the most mutually beneficial way of supporting this event. We will invest your donation into developing and promoting this event. For further information, check out the Sponsorship and Marketing Options available on the website.

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