

Dear Participant:

The 2014 Philadelphia Food & Wine Festival is scheduled for Saturday, May 10th at the Simeone Auto Museum in Philadelphia. Along with this exciting new venue, the event will feature over 160 wine tastings, innovative chef demonstrations, exclusive product sampling and unique food and wine pairings. We are thrilled by your participation in this year's festival and will do our best to make the registration process easy and seamless.

The Philadelphia Food & Wine Festival is produced by *Philadelphia* magazine/MetroCorp. All communication about this event will come directly from our Center City Philadelphia office. Your primary contact for the event is Maggie Corrado. Maggie can be reached at 215.279.8316 or mcorrado@phillymag.com. Please do not hesitate to contact us at any time should you have questions or concerns. We welcome your feedback.

Best wishes for another successful festival!

Sincerely,

Philadelphia magazine and The Philadelphia Food & Wine Festival Team

REGISTRATION REQUIREMENTS AND PAYMENT INFORMATION

Upon your acceptance of the PLCB's invitation to attend the Philadelphia Food & Wine Festival, your contact information and brand names will be forwarded to the *Philadelphia* magazine office.

THIS SERVES AS YOUR REGISTRATION.

All event logistics shared and payment requests will come from *Philadelphia* magazine's office directly. Once again, we are requesting your payment be made online this year.

The fee for each table is \$400. **This price covers your table fee for the PHILADELPHIA FESTIVAL ONLY.** If you are exhibiting in other cities you must complete payment with them as well.

Please visit the vendor registration page at: <https://www.eventbrite.com/e/vendor-registration-2014-philadelphia-food-and-wine-festival-tickets-9676160657> to process your payment for the Philadelphia festival. Along with basic registration questions, we have included a question asking which product (s) you are purchasing a table (s) for. This will help us keep track of our payments and registration.

The deadline for payment is Friday, March 7th, 2014.

If you are paying for a large sum of tables and NEED to make payment via check, please contact Maggie Corrado directly at 215.279.8316 or mcorrado@phillymag.com to make the proper arrangements.

PRODUCT AND PRODUCT DELIVERY

The Philadelphia Food & Wine Festival anticipates attendance to be about 1,200 people (approximately 500 for Trade, 300 for VIP and 1000 for the Grand Tasting). Please adjust your wine pours to this figure. We request that even if you run out of product mid-event that you leave your table as clean as possible and do not break down/carry materials out of the venue.

Wine Deliveries, as well as table décor, will NOT be accepted prior to the event. All items must be delivered or brought with you on **Saturday, May 10th, 2014.**

EVENT DAY SCHEDULE

Venue:

The Simeone Automotive Museum
6825-31 Norwitch Dr, Philadelphia, PA 19153

Evening Timing:

Trade Tasting: 4:30pm – 9:00pm
VIP Tasting: 5pm – 6:30pm
General Tasting: 6:30pm – 9:00pm

Vendor check-in begins at 9 AM and will close at 3 PM.

It is extremely disruptive to the event registration process to have vendors checking in after this time. Each table will receive an envelope containing 3 vendor badges, access to three boxed lunches, and an overview of the day's timeline. You will also receive your table number upon your arrival. Please assign one person to check in for your table to receive your packet. This will ease the process for all involved.

SET UP AND ACCOMODATIONS

Each Participant will be provided with:

- (3) Vendor Badges
- 6' table with linen
- Cocktail napkins
- Dump Bucket
- Ice Bucket
- Ice
- Table Sign
- Access to (3) Boxed Lunches

EVENT TICKETS

As a participant of the 2014 Philadelphia Wine and Food Festival, you are eligible for a \$35 discount on both a general tasting ticket, as well as a VIP ticket. The code is VENDORGRAND. Please do not forget to put this in the "promotional code" box on the ticketing page!

PARKING

Parking details will be communicated as the event date gets closer.

OVERNIGHT ACCOMODATIONS

The Simeone Automotive Museum is located just outside of Center City Philadelphia, close to the Philadelphia International Airport. Below is a list of hotel accommodations for both Center City and the Airport area.

Airport:

Aloft Philadelphia Airport (1.3 mi)
4301 Island Avenue, Philadelphia, PA 19153
(267) 298-1700

Sheraton Suites Philadelphia Airport (1.3 mi)
4101 Island Ave, Philadelphia, PA 19153
(800) 325-3535

Four Points by Sheraton (1.3 mi)
4101 Island Ave, Philadelphia, PA 19153

(215) 492-0400

Hilton Philadelphia Airport (1.4 mi)
4509 Island Avenue, Philadelphia, PA 19153
(215) 356-4150

Hilton Philadelphia Airport (1.4 mi)
4509 Island Ave, Philadelphia, PA 19153
(215) 365-4150

Center City:

Hotel Palomar
117 South 17th Street, Philadelphia, PA 19103
(215) 563-5006

Sofitel Philadelphia Hotel
120 South 17th Street, Philadelphia, PA 19103
(215) 569-8300

Loews Philadelphia Hotel
1200 Market Street, Philadelphia, PA 19107
(215) 627-1200

The Four Seasons
One Logan Square
Philadelphia Pennsylvania U.S.A. 19103-6933
1 (866) 516-1100

INSURANCE

Insurance details and requirements will be sent out within the coming weeks.

AUCTION ITEMS

The Philadelphia Food & Wine Festival is once again benefiting The Children's Hospital of Philadelphia. Again this year, there will be a silent auction held on their behalf. When you send an item for the auction, you are helping one of the leading pediatric hospitals and research facilities in the world continue their mission. We thank you in advance for your generosity.

Please see the auction form below.

**The 2014 Philadelphia Food & Wine Festival Silent Auction
Benefitting The Children's Hospital of Philadelphia**

Item:

Description:

Value:

Contact Information

Name:

Email:

Phone Number:

____ I will be shipping the item

____ I will be bringing the auction item with me

If shipping you item, please send it to:

Maggie Corrado
Philadelphia magazine
1818 Market Street
36th Floor
Philadelphia, PA 19103

Please submit this form via email to mcorrado@phillymag.com or fax is to (215)656-3500.

All auction items and forms must be received NO LATER than Friday, April 11, 2014.

If you have any questions please contact Maggie Corrado at (215) 279-8316.