



Dear Exhibitor:

It is our pleasure to welcome you to the 13th Annual Washington DC International Wine & Food Festival, February 11 & 12, 2012. We will once again be back at the Ronald Reagan Building and International Trade Center.

Our goal is to make this event as successful as possible for you, while ensuring that weekend runs as smooth as possible. Please take a minute to review the attached material. All Exhibitors are required to arrange with our approved decorator, Hargrove, for onsite handling of booth and exhibitor materials, including but not limited to wine.

Hargrove offers Exhibitors three different delivery options. You may choose to ship your products and materials to Hargrove's Maryland based warehouse in advance of the show for not additional charge or cost to you. Your materials will be delivered to your assigned space by noon on Friday, February 10th. Alternatively, you may arrange for Hargrove's onsite loading and un-loading service for a flat fee of \$175.00 per exhibitor (round-trip). Wineries with local distributors may also arrange for delivery via their distributor on Friday, February 10th.

If you are not familiar, please take a moment to look at the information outlined in the Exhibitor Service Manual provided by Hargrove Inc. The manual contains all of the necessary information to ensure your successful participation in this year's event.

In addition, there are several key deadlines to be aware of:

Show Guide Listing & Advertising Order	Friday, January 13 th
Hotel Cut-Off Date for Reservations	Monday, January 15 th
Required Forms to IWFF	Monday, January 30 th

We look very much forward to seeing you at the 2012 Festival! In the meantime, if you have any questions please do not hesitate to call us. We can be reached at (202) 505-IWFF.

Sincerely,

Kelly Morris
Show Manager
kelly@wineandfooddc.com
wineandfooddc.com



WASHINGTON D.C. INTERNATIONAL
**WINE & FOOD
FESTIVAL**

GENERAL INFORMATION

Show Location

Ronald Reagan Building & International Trade Center
1300 Pennsylvania Avenue, NW
Washington, DC 20004
www.itcdc.com

IWFF Contacts

Show Manager: Kelly Morris
703-237-9777 or kelly@wineandfooddc.com

Project Manager, Amy Severino
amy@wineandfooddc.com

Exhibitor Liaison, Ben DeHan
ben@wineandfooddc.com

Phone #: (202) 505-IWFF
Fax Number: (703) 997-4032

Important Dates & Times

Exhibitor Move In:

Friday, February 10 th , 2012	2:00pm-5:00pm
Saturday, February 11 th , 2012	8:00am-11:00am

Show Hours:

Saturday, February 11 th , 2012	Noon–2:00pm	TRADE ONLY
	2:00pm-6:00pm	Public

Sunday, February 12 th , 2012	Noon–2:00pm	TRADE ONLY
	2:00pm-6:00pm	Public

Exhibitor Move Out:

Sunday, February 12 th , 2010	6:00pm-8:00pm
--	---------------

Exhibitors are required to staff their exhibit space until the end of the Festival both days. Exhibitors leaving early will not be invited to participate again in 2013.



Exhibits Include:

Wine Tables will receive:

- (1) 6' x 30" draped table
- (2) Wine glasses, ice, one rinse bucket and cleaning services
- (1) Standard Sign, size 7" x 44" one-line identification booth sign with company name and booth number
- (3) Exhibitor badges

Wine Pavilions will receive:

- (5) 6' x 30" draped tables
- (10) Wine glasses, ice, one rinse bucket and cleaning services
- (5) Standard Sign, size 7" x 44" one-line identification booth sign with company name and booth number
- (15) Exhibitor badges

Booths (Wine, Food or Lifestyle) will receive:

- 10' x 10' Exhibit space
- (1) 6' x 30" draped table
- (2) padded side chairs
- (2) Wine glasses, ice, one rinse bucket, wastebasket and cleaning services
- (1) Standard Sign, size 7" x 44" one-line identification booth sign with company name and booth number
- Drapery for 8' high back wall and 3' high side rails
- (3) Exhibitor badges

Unique Spaces will receive:

- A unique booth space, up to 200 sq. feet
- (2) 6' x 30" draped tables
- (4) padded chairs
- (4) Wine glasses, ice, one rinse bucket, wastebasket and cleaning service
- (1) Standard Sign, size 7" x 44" one-line identification booth sign with company name and booth number
- Drapery for 8' high back wall and 3' high side rails
- (6) Exhibitor badges



Exhibitor Badges

- Exhibitors will receive three (3) badges each at no additional fee.
- Additional personnel badges may be purchased for \$35 each.
- Personnel must wear their badges and be registered as exhibitors.
- Register for your exhibitor badges by sending the three names to Ben DeHan at ben@wineandfooddc.com.
- Register before Monday, January 30th to receive your badge by mail. Badges registered after the 30th will be available for pick-up onsite.

Food and/or Beverage Sampling

The Ronald Reagan Building and International Trade Center has exclusive food and beverage distribution rights within the exhibit facility. Exhibitors and sponsors may distribute food and/or beverage products ONLY upon written authorization. If you are sampling or cooking in your booth or at your table, please do the following:

- 1) Complete and return the *Cooking Request and Food Sampling Authorization* form.
- 2) If you are sampling beverages at your exhibit complete the *Wine Inventory* form.
 - All food items will be limited to a sample size of 2 oz. per container.
 - All forms are due no later than Monday, January 30th.
 - There is a limit of 5 wine selections to be poured per table.
 - Generally you will pour between 6 - 12 750ml bottles per day. Very high profile wineries may pour twice that amount. We encourage the use of a slow pourer.
 - Washington D.C. ABC Regulations do not permit exhibitors to leave the building with wine. Remaining wine can be shipped out via Hargrove. Please plan accordingly.



Hotel Information

JW Marriott Hotel
1331 Pennsylvania Avenue
Washington, DC 20004

\$ 199.00 Standard Room

Cut-off date: Monday, January 16th
Reference #: **WF2WF2A**

Marriott Reservations
1-800-266-9432

Special Rate available Wednesday, February 8th through Sunday, February 12th. There are a limited number of rooms reserved at this rate, call the hotel directly to reserve.

Tax and Permits

Exhibitors completing sales transactions during events must register with the Government of the District of Columbia Office of Tax and Revenue. An individual, organization, business or consumer engaging in business in the District of Columbia must collect District of Columbia sales tax from the purchaser on: sales of tangible personal property delivered to a customer in the District.

If you have any questions regarding Taxes and Permits please contact the following:

Government of the District of Columbia
Office of Tax and Revenue
941 North Capitol Street, NE
Washington, DC 20002
202-727-4829 ext. 6

Please note that an organization exempt from paying sales taxes on purchases is not exempt from collecting sales taxes from purchasers when it is a promoter or participant in a special event.



Insurance

As stated in your Exhibitor Agreement under Show Terms, Conditions & Regulations all exhibitors are required to carry a) Workers' Compensation in compliance with statutory requirements, b) Comprehensive General Liability in the amount of \$1,000,000 per occurrence and \$2,000,000 in the aggregate, including products and completed operations, independent contractors personal injury and blanket contractual liability, c) Auto Liability in the amount of \$1,000,000 per occurrence and in the aggregate, when automobiles are used on the premises.

It is a requirement that *ALL EXHIBITORS* provide Show Management with a certificate of insurance naming The Washington Wine Show Inc., Ronald Reagan Building and International Trade Center, facility manager and their directing officers, employees and agents, as additional insured against any and all liabilities, costs, damages, and expenses (including attorneys' fees) resulting from claims against the exhibitor in connection with the exhibitors use of The Washington D.C. International Wine & Food Festival display space and/or other participation and investment in the Washington D.C. International Wine & Food Festival. The certificate must specify coverage for move-in and move-out as well as for show days (February 10th – 12th, 2012).

Contact your current business insurer, as they usually will issue this certificate as an extension of your regular business policy.

On-site Wine Sales

First Vine will again be offering onsite wine sales. Please contact Tom Natan at (202) 370-6352 or by email first.vine@verizon.net for more information on selling your wines at the 2012 Festival.



Shipping and Delivery Information

How to ship your Exhibit materials (wine and food products) to the Washington D.C. International Wine & Food Festival at the Ronald Reagan Building & International Trade Center.

It is imperative that you follow the instructions for delivery. There are many, many wines and other products being delivered for this event and your full cooperation is required for successful distribution. IWFF cannot ensure the delivery of product to any exhibitor that does not follow these instructions and meet the deadlines defined.

Exhibitors are responsible for all shipping costs. All Customs Clearance fees must be pre-paid by the Exhibitor.

Hargrove

If you have additional booth equipment or delivery needs please feel free to contact Hargrove Customer Service for assistance. They can be reached at: Tel # 301-306-4627 or exhibitorservices@hargroveinc.com.

OPTION #1: Personal Delivery (POV Service)

If you would like to bring your own wine to the facility via a private vehicle which includes cars, pickup trucks, minivans or sport utility vehicles we encourage you to do this. Hargrove offers unloading and delivery service for exhibitors who wish to deliver their wines themselves.

A flat rate of **\$175.00 per vehicle** will apply. This is a round trip service that will make the move-in and set up process convenient for our exhibitors. You must complete and return the private delivery form in the Exhibitor Manual to take advantage of this service.

To order the POV Service you must complete the following three forms and return to IWFF no later than Monday, January 30th.

1. Complete and return to IWFF the *Hargrove's POV Service Order Form*
2. Complete and return to IWFF the *RRB's Loading Dock Access Form*
3. Complete and return to IWFF our *Wine Inventory Form*



OPTION #2: Advance Warehouse Shipping to Hargrove, to arrive no later than 4pm Wednesday, February 8th, 2012.

The advance shipping address is:

Hargrove, Inc.
c/o Your Company Booth Number #
IWFF
One Hargrove Drive
Lanham, MD 20706

To utilize this service you must complete the following two forms and return to IWFF:

1. Complete and return to IWFF the *RRB's Loading Dock Access Form*
2. Complete and return to IWFF our *Wine Inventory Form*

OPTION #3: Wine Shipments using your Local Distributor – Friday, Feb. 10th only!

To secure the successful delivery of your wine, complete each of the following steps:

- Complete and return a *Wine Inventory Form* to IWFF for each table or booth, even if you have multiple exhibits, no later than Monday, January 30th.
- Indicate on the *Wine Inventory Form* whether the wine will be pulled from your Distributor's regular stock or if it will be sent to the Distributor specifically for IWFF.
- Send a copy of the *Wine Inventory Form* to your Distributor as well as the IWFF.
- Distributors can make deliveries to the Ronald Reagan Building on **Friday, February 10th only**. Deliveries will be accepted by Hargrove and taken to your booth or table.

Wine Post-Show

- All opened wine will be disposed of at the end of the Festival.
- Partial cartons of leftover, unopened wine should be removed by Exhibitors at the end of the event. In most cases, full cases of leftover, unopened wine can be returned to your Distributor. Please confirm pick-up instructions with your Distributor. Pick-up will be made at the Hargrove Inc. warehouse beginning Tuesday, February 14th, 2012.
- All cartons must be sealed and labeled for pick-up. Wines are gathered by Distributor and marked with colored tags.



WASHINGTON D.C. INTERNATIONAL
WINE & FOOD
FESTIVAL

- It is the Exhibitors' responsibility to pack bottles prior to leaving the show floor. IWFF cannot be responsible for unpacked bottles.