



**CHARLESTON
AREA FOOD EXPO**

Eat, sip & Experience the Lowcountry.

**Saturday and Sunday, February 6th & 7th, 2010
Omar Shrine Auditorium, Mount Pleasant**

*sponsorship & Exhibitor
opportunity guidelines*



WELCOME
FEBRUARY
6-7, 2010

save the date

SAVE-THE-DATE for the first Charleston Area Food Expo scheduled for February 6-7, 2010. C.A.F.E. will take place at the Omar Shrine Auditorium at 176 Patriot's Point Road in Mount Pleasant. The two-day event will feature some of Charleston's finest restaurants, caterers, hotels, chefs, food purveyors, wine/alcohol distributors, event planners, suppliers, equipment rentals, event venues, etc. Ticket prices vary for each day. A two day pass can be purchased for \$25. A portion of the proceeds will go to the Omar Shriner's and the Shriner's Hospital for Children.

C.A.F.E. (main event) will be held on Saturday, February 6, in the Omar Shrine Auditorium from 11 a.m. - 8 p.m. General admission will be \$10. Children 12 and under are free. The event will showcase food samplings, cooking demonstrations, wine tastings, seminars to educate and entertain and much more. Additional highlights include a shrimp and grits eating contest, ice carving demonstration and competition, a presentation on the importance of supporting the local seafood industry, door prizes and an attendee's happy hour. There will also be a kid's area with kid friendly activities.

SUNDAY AT THE SHRINE will be held February 7. General admission is \$20. Children 12 and under are free. Sunday at the Shrine will be the perfect way to spend a Sunday afternoon. Enjoy oysters and food with friends and family, sip your favorite cocktail or soft drink and listen to live music from Noon to 5 pm. Don't forget your oyster knife.

Sponsorship and Exhibitor opportunities are now available and will provide businesses with an opportunity to position their products or services in front of thousands of potential customers. Excellent media exposure for the festival will include local television networks, radio stations and print publications.

A complete list of event festivities and ticket purchase options will be available online at www.charlestonareafoodexpo.com. C.A.F.E. tickets may also be purchased in person at the Point Grill (176 Patriots Point Road, Mount Pleasant, SC 29464).

176 Patriots Point Road, Mt. Pleasant, SC 29464 Tel 843.452.1050



Executive Summary

The 2010 Charleston Area Food Expo will feature local businesses from the restaurant and hospitality industry. Excellent media exposure for the festival will include local television networks, radio stations and print publications. Exhibitors have the opportunity to sell products, however, anything prepared onsite must be given away as samples.

| Over 65 Exhibitions, including: | C.A.F.E. Highlighted Events: |
|--|---|
| <ul style="list-style-type: none"> • Restaurants & Caterers • Chefs • Wine/Alcohol Distributors • Suppliers • Specialty & Gourmet Foods • Cooking Schools and Classes • Event Planners • Party Rentals • Florists • Hotels | <ul style="list-style-type: none"> • Marketplace of all things “Lowcountry” for Sale and Sampling • Wine Tastings • Live Musical Entertainment • Attendee’s Happy Hour • Shrimp & Grits Eating Contest • Presentation on Local Seafood • Cooking Demonstrations • Oyster Roast • Ice Carving Competition |

Producer: *This event is managed by third generation restaurant owner Ray Gow. A graduate of Johnson & Whales University, Ray has spent the past 18 years in Charleston cooking in the kitchens of M.U.S.C., Roper Hospital and Hamby Catering, also managing the Creek Club at I ‘on. Prior to moving to Charleston, Ray worked in Texas for major hotels like the Westin, Radisson and Intercontinental. While living in Texas, Ray worked as a private chef for a family living on a 72 acre estate. It was here where Ray prepared meals for a former Texas governor, George H.W. Bush Senior, and George W Bush.*

Date: Saturday & Sunday, February 6th and 7th, 2010.

Hours of Event: Vendor Load-In- Friday, February 5th Noon – 8 pm
 Vendor Load-In (Resumes) Saturday, February 6th 7 am – 10 am
 General Public – Saturday, February 6th 11 am – 8 pm
 Vendor Load-Out – Saturday, February 6th 8 pm – 12 am
 Sunday at the Shrine – Sunday, February 7th Noon – 5 pm

Location: C.A.F.E. will be held in the Omar Shrine Auditorium in Mount Pleasant. This is a well-established venue with easy access parking in a central location.

Attendance: C.A.F.E. attendance is conservatively estimated to be over 1,500 representing all parts of the Charleston Area.



CHARLESTON
AREA FOOD EXPO

SCHEDULE OF EVENTS 2010

SATURDAY, FEBRUARY 6TH

Charleston Area Food Expo (C.A.F.E.)

Taste. Sip. Sample. And learn how they do what they do. Saturday morning kicks off with acclaimed restaurants, lowcountry flavor, and local culinary talent sharing their insights on their craft through seminars and cooking demonstrations. C.A.F.E. will feature food samplings, wine tastings, a shrimp and grits eating contest, kid friendly activities, a presentation on the importance of supporting our local seafood industry and an ice carving competition. There will be plenty of lifestyle, hospitality and cooking resources on display. This exciting event will close with an attendee's happy hour. C.A.F.E. will be held in the Omar Shrine Auditorium from 11 am – 8 pm. Admission is \$10, children 12 and under are free.

Shrimp & Grits Eating Contest- each competitor will be given 10 minutes to consume as many bowls of shrimp and grits possible. Contestants must be 18 years or older. Entry fee \$10. First place cash prize: \$300, Second place \$175, and Third \$75.

Ice Carving Competition- each competitor will be given 30 minutes to carve a selected subject chosen by a panel of judges. Carvers must provide their own carving tool to be used on a 300 lb block of ice. Permissible tools include one electric chain saw and any assortment of chisels. Entry fee is \$50. First place cash prize: \$300, Second place \$175, and Third \$75.

Attendees Happy Hour- C.A.F.E. will close with an attendee's happy hour. All attendees present with a full punch card will have the opportunity to enter the drawing for door prizes.

Times:

Cooking Demonstrations, Wine Tastings, Food Samplings: 11 am – 5 pm

Shrimp & Grits Eating Competition Noon – 2 pm

Ice Carving Demo & Competition 3 pm – 5 pm

Attendees Happy Hour 5 pm- 8 pm

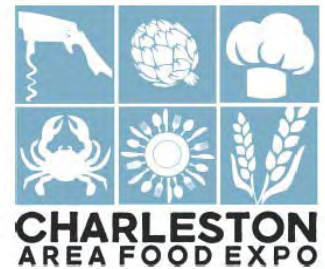
SUNDAY, FEBRUARY 7TH

Sunday at the Shrine

Enjoy food and oysters with family and friends, a perfect way to spend a Sunday afternoon. Listen to live music and sip on your favorite cocktail, beer or soft drink. Don't forget to bring your oyster knife. V.I.P. tickets are also available for \$45 which includes V.I.P. seating, and open bar. Admission is \$20, children 12 and under are free. Sunday at the Shrine will also be held at the Omar Shrine Auditorium from 12- 5 pm.

Eat, sip & Experience the Lowcountry.

2010 sponsorship opportunities



Premier Sponsorship \$1500

(Limited to Five)

As a Premier Sponsor, your company will become one of the Expo's premier showcased exhibitors. Your company will be featured in the overall promotion of the entire event.

Benefits include:

- Premier logo placement on all printed promotional pieces, advertising and signage.
- Logo and link placement on expo's website.
- Opportunity to provide promo insert in attendees bag.
- Premier on site 10 X 20 booth in prime location (includes: 4 chairs, 2 trashcans, 2 signs, pipe & drape.)
- 4 General admission tickets.
- 4 Sunday at the Shrine tickets.

Naming Right Sponsorship \$350

As a Naming Right Sponsor, your company will be associated with one particular part of the Expo. The sponsorship will be very specific to the selected Naming Right opportunity and exposure will be highly focused on the particular event or area.

- ❖ Sunday at the Shrine (Limited to One)
- ❖ Shrimp & Grits Eating Contest (Limited to One)
- ❖ Ice Carving Competition (Limited to One)
- ❖ Attendees Happy Hour (Limited to One)

Benefits include:

- Company name as Official Name of Event: XYZ Company Presents....
- Logo as Official Sponsor at special event
- Logo and link on the Expo's Web site under sponsor section
- Logo placement on all printed promotional pieces, advertising and signage.
- Opportunity to provide promo insert in attendees bag
- 4 General admission tickets
- 4 Sunday at the Shrine tickets

Additional Opportunities:

(Fees to be determined, all levels of involvement underwritten through payment by cash, trade or combination thereof will be considered.)

Official Water Sponsor - exclusive

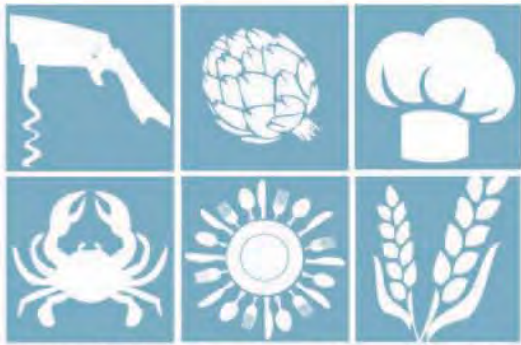
Official Beer Sponsor - exclusive

Attendees Bag Sponsor - Name and Logo prominently presented on attendees bags. Fees to be consistent with underwriting the costs of bag production and distribution.

Expo Glass Sponsor- Logo on side of sampling glasses shared with C.A.F.E.'s logo.

Promotional Item Sponsor

should one of our packaged sponsorships not meet your current marketing needs; we look forward to working with you to develop a customized sponsorship program.



CHARLESTON AREA FOOD EXPO

Venue: Omar Shrine Auditorium

Date: February 6, 2010

Admission: \$10
Children under 12 are free

Attendance: Over 1,500

Space Available: Over 50 spaces in showcase and premiere locations available in 8 X 10, 10 X 10 and 8 X 20, 10 X 20 configurations.

All exhibitors will receive a listing in the event program.

For more information on exhibiting space contact us:
sales@charlestonareafoodexpo.com

WWW.CHARLESTONAREAFOODEXPO.COM
176 PATRIOTS POINT ROAD
MT. PLEASANT, S.C.
29464

EXHIBITOR INFO

FEBRUARY 6TH, 2010

Exhibit and sponsorship space is assigned on a first come, first-served basis.

EXHIBIT BOOTH PRICES

| | | |
|---------------------|-------|--|
| LOBBY (6 avail.) | \$200 | 1 X 6' Table 2 Chairs 1 Trashcan 1 Booth sign Pipe & Drape |
| 8 X 10 10 X 10 | \$400 | 1 X 6' Table 2 Chairs 1 Trashcan 1 Booth sign Pipe & Drape 2 Tickets to "Sunday at the Shrine" |
| 8 X 20 10 X 20 | \$700 | 2 X 6' Tables 4 Chairs 2 Trashcans 2 Booth signs Pipe & Drape 2 Tickets to "Sunday at the Shrine" |

Don't just exhibit, be a sponsor. See sponsorship opportunities included in this packet.

RESERVE YOUR SPACE TODAY!

Charleston Area Food Expo Exhibitor/Sponsorship Application

February 6-7, 2010
Omar Shrine Auditorium, Mount Pleasant

Application Information:

| | |
|---------|--------------|
| Company | Contact Name |
| Phone | Email |
| Address | Website |

Exhibitor/Sponsorship Space Request:

- Lobby Table \$200 8 x 10 / 10 x 10 Showcase Space \$400 8 x 20 / 10 x 20 Showcase Space \$700
- 10 x 20 Premiere Sponsor \$1500 Naming Right Sponsor \$350 -----> Sunday at the Shrine
- I'm interested in providing a promo insert in attendee's bag Shrimp & Grits Eating Contest
- Details: _____ Ice Carving Competition
- _____ Attendee's Happy Hour

Amount of Payment: \$ _____

Check Visa MC

Credit Card Number _____ Exp. Date _____

AMEX Cash

Cardholder's Name as Shown on Card _____ 3 Digit Security Code _____

Checks should be made out to C.A.F.E.

Cardholder's Signature & Date _____

C.A.F.E. reserves the right to charge your credit card the correct amount if there is an error in calculation of total amount due

Products or Services to be exhibited: _____

Program Info.

A 25-word description will be included in the conference program if space allows. The description must be received with this contract, and each company is entitled to one listing only.

Please email logo to sales@charlestonareafodexpo.com

Exhibit Hall Sales

Please indicate (yes or no) whether or not your company will be making sales in the exhibit hall. If you choose to sell, you are responsible for securing a vendor license and collecting all applicable taxes.

Space Choices and Assignments

Space will be assigned on a first-come, first-served basis. Consideration will be given to the amount of space required and the general grouping of exhibits for proper balance of displays. If the desired booth choices are unavailable when this application is processed, space will be assigned as close to your selection as possible. We will not contact applicants by phone regarding booth placement.

Questions? Feel free to contact us at sales@charelstonareafodexpo.com or by calling 843.452.1050

- _____
- _____
- _____
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Please return application with payment via email, fax, mail, or in person with complete payment.
For faster service, email completed form with credit card payment to: sales@charlestonareafodexpo.com
Fax: 843.971.6749, The Point Grill, 176 Patriots Point Road, Mt. Pleasant, SC 29464

Exhibit Rules & Regulations

1. ACCEPTABILITY OF EXHIBITS: All exhibits shall serve the interests of CAFÉ and shall be operated in a way that will not detract from other exhibits or from the Exhibition. Exhibit Management determines acceptability of persons, things, conduct, and/or printed matter and reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of the Association. In the event of such restriction or eviction, C.A.F.E. is not liable for any refund of exhibit fees, or any other exhibit-related expense.

2. APPLICATION FOR SPACE: Application for space shall be made in writing on the official contract.

3. ASSIGNMENT OF SPACE: Exhibit space is assigned on a first come, first-served basis. C.A.F.E. will attempt to honor all requests for exhibit space. Notwithstanding the above, C.A.F.E. reserves the right to change location assignments at any time, as it may in its sole discrimination deem necessary.

4. PAYMENT: Full payment is due by upon submission of the contract. If full payment or balance is not paid upon contract submission, exhibit space is not guaranteed. Booth set-up will not be allowed for exhibitors with any balance due. Payment shall be in U.S. funds drawn on a U.S. bank.

5. CANCELLATION/REDUCTION OF SPACE: C.A.F.E. must be notified in writing of desired cancellation or reduction of space. Cancellations and reductions of booth space on or prior to **Friday, January 8, 2010** will incur a \$100 cancellation fee. Cancellations received after **January 8, 2010** will not be refunded.

6. FAILURE TO OCCUPY SPACE: Space not occupied by the close of the exhibit installation period will be forfeited by the exhibitor, and this space may be resold, reassigned, or used by Exhibit Management.

7. CANCELLATION OF CONFERENCE AND EXHIBITION: If CAFÉ should be prevented from holding the Exhibition by reason of any cause beyond its control (such as, but not limited to, damage to buildings, riots, labor disputes, acts of government or acts of God) or if it cannot permit the exhibitor to occupy the space due to causes beyond its control, then C.A.F.E. has the right to cancel the Exhibition with no further liability to the exhibitor other than a refund of space rental less a proportionate share of Exhibition expenses.

8. RESTRICTIONS ON USE OF SPACE: No exhibitor shall sublet, assign, or share any part of the space allocated without the written consent of C.A.F.E. Solicitations or demonstrations by exhibitors must be confined within the bounds of their assigned space. Aisle space shall not be used for exhibit purposes, display signs, solicitation or distribution of promotional material. Exhibits, signs and displays are also prohibited in any of the public areas or elsewhere on the premises. Operation of sound devices is allowed if the exhibitor complies with Exhibit Management discretion on volume. Any firm or organization not assigned exhibit space will be

prohibited from soliciting business at the Exhibition or elsewhere in the contracted meeting space.

9. CARE OF EXHIBITS: Nothing shall be posted on, nailed, screwed, or otherwise attached to columns, walls, floors or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Any property destroyed or damaged by an exhibitor must be replaced or restored to its original condition by the exhibitor or at the exhibitor's expense.

10. FIRE REGULATIONS: Local fire department regulations relating to exhibits and supplies to each exhibitor will be strictly enforced and are part of the exhibit contract.

11. INSURANCE: Exhibitor assumes responsibility and agrees to indemnify and defend C.A.F.E. and the exhibit facility and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither C.A.F.E. nor the exhibit facility maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance.

12. SECURITY: It is the responsibility of each exhibitor to protect display material from loss or damage. Please be certain that all small display and personal items are secure before leaving the display — even temporarily.

13. COMPLIANCE: The Exhibitor agrees to abide by and comply with the Rules and Regulations including any amendments that Exhibit Management may make from time to time. Exhibitor further assumes all responsibility for compliance with all pertinent laws, ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety, and health as well as the rules and regulations of the operators of and/or owners of the property where the Exhibition is held.

14. RESPONSIBILITY: The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment and other property brought upon the exhibit premises, and shall indemnify, defend and hold harmless C.A.F.E. Management, The Shiners' Auditorium, its owners, affiliated companies, agents, servants and employees from any and all such losses, damages and claims.

AGREEMENT

The forgoing rules, regulations and understandings shall constitute part of this contract and agreement, and the Exhibitor, in signing the application attached agrees to accept the terms and conditions outlined here. The terms of this agreement become binding at the time the application has been received and is accepted by C.A.F.E. Management.

C.A.F.E. Management is pleased to present the Charleston Area Food Expo 2010 and will endeavor to make the Exhibitor's participation a pleasant and rewarding experience.

Signature: _____