



## EVENT INFORMATION – FOOD or DRINK VENDOR

FreshFest is a celebration of our local farmers and the foods they grow, presented in partnership with talented area chefs, vintners, and brewers to create the ultimate tasting experience. It is a wonderful opportunity to promote your business, and the audience is one who appreciates your culinary creativity. Find out more at <http://ironhorsefestival.com/freshfest/>.

### Event Information

**Date:** Thursday August 17<sup>th</sup>, 2017  
**Time:** 5:30-9:00pm (tastings 5:30pm-8:30pm)  
**Venue:** CASO Station  
**Contact:** [freshfest@ironhorsefestival.com](mailto:freshfest@ironhorsefestival.com)

### Important Dates

**Registration Date:** June 30, 2017  
**Submit special event notice to health unit:** August 1, 2017  
**Submit sample descriptions:** August 1, 2017

### How it Works

- Vendors pay \$100 to participate (see *Event Promotion* for opportunities to get reimbursed)
- Participants will pay an entry fee
  - All entrants receive 5 sample tickets
  - Additional sample tickets can be purchased for \$1
  - Guests will be provided with 1 beverage glass and 1 reusable plates
- Your Responsibility
  - Provide bite-size samples, charging either 1 or 2 sample tickets
  - Do the food prep offsite in an approved kitchen, assembly can be done at the event
  - Providing a hand wash station at their booth
  - Complete a special event form with the health unit by August 1, 2017:  
<https://www.elginhealth.on.ca/content/special-events-notification-form>
- At the end of the night vendors turn in their collected sample tickets and get \$0.75 for every ticket.
- One white tablecloth will be provided by the festival

## Event Promotion

- If you submit your registration by June 30, 2017 and your business will be listed on the poster and promoted online
- You can reduce your cost of participating by doing these three steps:
  - Display the FreshFest poster at your venue for three weeks leading up to the event (Starting the last week of July)
  - Share 5 FreshFest posts through online social media ie. facebook, twitter, Instagram, newsletters using #freshfest2017. Posts will be created on the Ironhorse website and can be shared from there.
  - If you have completed step one and two:
    - Sell Tickets at your venue (up to Monday, August 14), you get to keep \$5 from each ticket sold! This means if you sell 10 tickets you get to keep \$50 for your business, if you sell 20 you have already covered your entrance fee.

## About the Samples

The samplers you create are the talk of this event – based on previous year, attendees look forward to being wowed and their feedback is that we need to keep FreshFest “**Fresh**” to keep them coming back. To maintain Fresh Fest’s reputation as a local food event which is a cut above the others, please plan to incorporate some “**wow**” – show our visitors that there is no food better than what is offered in Elgin County. No repeat samplers please!

- Samples should be bite size, think one spoon full, or on a tooth pick – this will be enforced, samples that are too large mean participants are less likely to try options from others in the room. Instead of large sizes, focus on high quality small portions.
- All samples should include at least one ingredient from Elgin County, see our producer list for sources.
- Your descriptions should include the farm you connected with.
- Keep in mind people will be balancing the sample with a drink.
- If your samplers require warming equipment, please ensure it is safe for indoor use (no deep fryers please unless by special arrangement in advance of the event).
- You provide any special utensils for your samples. ie. Spoons, toothpicks
- Small bags of ice are available for \$2.50

## REGISTRATION

Please send this Registration Form and \$100 fee in as soon as possible, **Deadline June 30<sup>th</sup>**. This is the only booth cost, with opportunity to be reimbursed – see promotion. With your registration and \$100 fee, we will supply you with entry and wineglasses for up to 4 people (e.g. for yourself/ assistants/ producer). Please limit booth participants to 4 people.

Please complete this information and send to:

FreshFest c/o Iron Horse Festival  
P.O. Box 20094  
St. Thomas, ON N5P 4H4  
[freshfest@ironhorsefestival.com](mailto:freshfest@ironhorsefestival.com)

Registration fee cheque should be made payable to “Iron Horse Festival”.

Business Name:

Contact Person:

Business Address (include postal code):

Phone:

Email:

Name for reimbursement cheque (after the event):

Mailing Address for reimbursement cheque (if different from business):

Please indicate items you will require for your booth:

- 1 table 8ft for the serving station
- 1 table 8ft for the prep station
- Access to Electricity
- Volunteer at event for booth assistance

May we pull photos from your website to include in the FreshFest website info?  Yes  No

Please send a jpg of your logo to be included in the event poster to [freshfest@ironhorsefestival.com](mailto:freshfest@ironhorsefestival.com)

Please ensure your special event information is submitted to the health unit  
<https://www.elginhealth.on.ca/content/special-events-notification-form>