

# Wine & Food Week



Presented by 

## It's a Guy Thing

Tuesday, June 5, 2018

5:30 - 9:00 pm

Mercedes-Benz of The Woodlands

Food & Vine Time  
 PRODUCTIONS

[www.wineandfoodweek.com](http://www.wineandfoodweek.com) | #wineandfoodweek

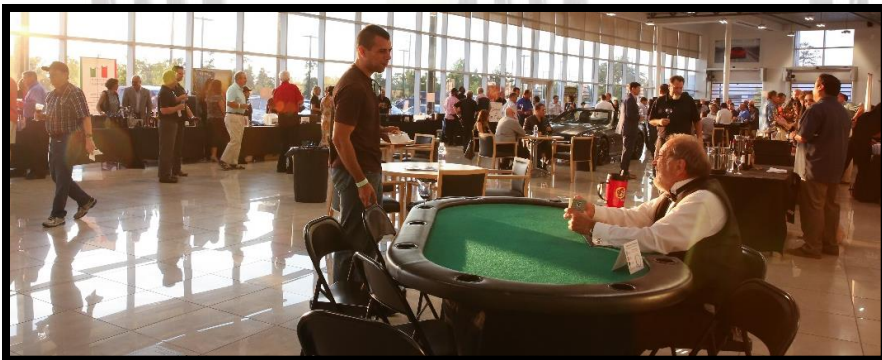
# Wine & food Week

Presented by **H-E-B**



Show attendees what you're made of! It's A Guy Thing has everything a man could dream of from big, bold wines and craft beer to a variety of culinary creations.

You are invited to wow the guys with savory and delectable treats in the ultimate Man Cave. At this event, gentlemen are invited to sit back and relax as they smoke their cigars, sip their favorite wine or beer, and sample flavors from different restaurants around the Woodlands and Houston area.



# 2017 Demographic Details



## Attendance Growth

2005 – 4,200

Year 1: 24 events

2009 – 10,601

Year 5: 40 events

2015 – 11,000

Year 11: 14 events



## 2017 Guests:

Featured Chefs & Food Stations – 60

Culinary Judges – 21

Wine Wizard Industry Representatives – 100+

Wineries – 300+

Volunteers – 300+

## National Partners

Aruba Tourism

Banfi Vintners

Constellation Wines

Goya

Italy-America Chamber of  
Commerce

MEXICO Tourism

New Wines of Ancient Thrace

The Wine Hunter

The Wine Group

TEXAS Monthly

Waterford Crystal

Research by The Woodlands Convention and Visitors Bureau –  
2016 and EventBrite Analytics

## Attendee stats

64% Female 37% Male

Average Age 43 years

21-34 30%

35-54 47%

55+ 23%

## Average Household Income

Under \$50,000 9.2%

\$50,000 - \$75,000 22.3%

\$75,000 - \$100,000 18.5%

\$100,000- \$200,000 30.8

\$200,000+ 19.2

50% over \$100,000 !

## How did you hear about Wine & Food Week

Online/Facebook/E-mail 21.4%

Friend/Family/Referral 43.7%

Newspaper/Print 14.3%

Other 20.6%

## Attendee monthly expenditure on wine

Under \$50 32.6%

\$50-\$100 25.3%

More than \$100 42.1%

Proud to raise funds for our charity partners



# 2017 Demographic Details



## Where the attendees are coming from

From inside The Woodlands 23%  
From outside The Woodlands 77%

\*Zip codes in The Woodlands include:  
77380, 77381, 77382, 77384, 77386, 77389

Wine & Food Week welcomed guests from California, Colorado, Florida, Louisiana, Maine, Massachusetts, Oklahoma, South Carolina, Tennessee, Virginia as well as cities all over Texas.

Conroe	8%
Cypress	7%
Houston	12%
Spring	31%
The Woodlands	23%
Other Texas Cities	19%

Visitors came from 46 cities across Texas including ....

Amarillo	La Porte
Austin	League City
Beaumont	Magnolia
Bedias	Missouri City
Bellaire	Montgomery
Buda	New Waverly
Cleveland	Oak Ridge North
Conroe	Pflugerville
Cypress	Pinehurst
Dallas	Plano
Deer Park	Plantersville
Friendswood	Porter
Galveston	San Antonio
Garwood	Seabrook
Hempstead	Shenandoah
Highlands	Silsbee
Hockley	Spring
Houston	Stafford
Humble	The Woodlands
Huntsville	Tomball
Katy	Waco
Killeen	Waller
Kingwood	Willis



## Wine & Food Week Provides

- A 6' front table with black tablecloth, a 6' back prep table with black tablecloth and table sign
- Health Department permit
- Two (2) workers badges for employees working
- Two (2) general admission tickets to It's A Guy Thing (for guest use or online promotional giveaway)
- Logo and listing on event website with click-through to your designated site
- Chef photo featured in event program if submitted before print deadline
- Chef photo and bio featured on event website
- Supply of pre-printed promotional event materials (posters, brochures)

## Restaurant Provides

- 125 - 4oz samples to last all hours of event
- Restaurant is responsible for all signage, promotional materials, décor, staffing, serving pieces (plates, napkins, utensils), and cooking equipment
- Menus, brochures, bounce back offerings, and other promotional materials are strongly encouraged
- Retail sales are prohibited
- Print quality photo and bio of Chef attending to be placed on website and event program due 5/1/18
- Logo in jpg and eps formats for use in electronic and print materials upon contract signing due 5/1/18
- Promotional support at business locations
- Promotional segment on restaurant website with link to [www.wineandfoodweek.com](http://www.wineandfoodweek.com)
- E-blast (if applicable) promoting the event
- Social media support via Facebook, Twitter, etc.

## Additional Information

- Menu items must be stated on registration form to secure health permit
- Food & Vine Time reserves the right for final approval of all promotional materials and signage
- Email bio in word document and high quality Chef photo in jpg to Sherri Segari at [ssegari@foodandvinetime.com](mailto:ssegari@foodandvinetime.com)  
Registration form, bio & photo must be received in the proper quality by May 1, 2018 to be included in event program
- Detailed load in/out and event information will go out closer to event
- General Admission tickets will be emailed to contact email address after completed form with menu selection is received
- Workers badges will be distributed the day of event at exhibitor check-in
- We request products be from a natural, locally sourced, humane, sustainable environment, organic and farm to market when possible.

Company Name: (Exactly as you would like it listed on the event website.)			Contact Name:
Phone Number:			Cell Phone:
Address:			Email (for ticketing):
City:	State:	Zip Code	Chef's Name:
Website Address:			Cell Phone:
Agree to Terms & Conditions (last page) Yes No			Chef's Email Address:
Menu Item Description:			
Electricity Needed: Yes No		Charity Donation & Value:	

# Terms and Conditions

## 1. USE OF SPACE

a. **LIABILITY-** The Exhibitor is entirely responsible for the space leased by him and shall not injure, mar or deface the premises and the Exhibitor shall not drive, nor permit to be driven any nails, hooks, tacks or screws in any part of any building any advertisement, signs, etc., or use Scotch tape, masking tape or any other adhesive-type materials on painted surfaces. The Exhibitor agrees to reimburse the facility, and/or decorator, for any loss or damage to the premises or equipment occurring in the space leased to the Exhibitor. Event management and their sponsors shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other causes beyond its control.

b.  **AISLES-** The aisles, passageways and overhead spaces remain strictly under the control of the Management, and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by special written permission of the Management. All exhibits and their personnel must remain within the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury or disadvantageously affect the display of other Exhibitors. No interference with the light or space of another Exhibitor will be permitted.

c. **SPACE-** The space contracted for is to be used solely for Exhibitor whose name appears on the Contract, and it is agreed that Exhibitor will not sublet or assign any portion of same without the written consent of the Management. In the event Exhibitor fails to occupy or use his space or to have his exhibit completed and in place by the opening of the event, he shall forfeit his right to the space, all prepaid rents, and upon demand pay any rental balance owing to Management. In the event Exhibitor fails to occupy the exhibit space contracted before an hour prior to the event, Event Management shall have the right to utilize such space in any manner it chooses. This will in no way release Exhibitor from its obligations nor shall Exhibitor be entitled to a refund. Space may be re-sold with no refund.

d. **ALL DEMONSTRATIONS** or promotional activities must be confined within the limits of the purchased space. Noise resulting there from must not interfere with the other exhibitors.

e. **RESTRICTIONS-** The Management reserves the right to restrict or remove exhibitors, without refund, that may have been falsely entered, or may be deemed by the Management unsuitable or objectionable. This restriction applies to noise, P.A. systems, persons, things, conduct, printed matter, or anything of a character that might be objectionable to the event, the Management or the Venue

f. **MUSIC-** Exhibitor agrees that it shall not perform nor have performed for it or on its behalf, either live or by mechanical means of playing by radio, television, VCR, phonograph, compact disc, cassette or any other means, nor transmit by any means, any copyrighted musical composition, during all Food & Vine Time Productions Events or at any official function which is part of, affiliated with or held in conjunction with all Food & Vine Time Productions Events unless Exhibitor shall first have obtained from the owner of the copyrights of all music to be performed, or from an agent of the owner legally authorized to grant permission, license or other proper authorization for the public performance of the copyrighted music to be performed, authorization and permission for Exhibitor to publicly perform the copyrighted music during all Food & Vine Time Productions Events. Exhibitor shall provide producer no later than ten business days prior to the date or opening date of all Food & Vine Time Productions Event with a copy of each such document authorizing Exhibitor to publicly perform copyrighted music. If Exhibitor has not provided copies of such documents to producer as provided herein, Exhibitor agrees that it shall not perform or have performed on its behalf, by any means, any copyrighted music during all Food & Vine Time Productions Events.

g. **OFFENDERS** will be asked to leave the area if any of the above are violated; and, as an exhibitor offender no refund will be given.

## 2. RULES FOR EXHIBITS:

a. **ALL SPACES** and decorations **MUST** concur with the facility regulations, city ordinances and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for space decorations and construction must be fire retardant. Contact the Fire Marshall if at all in doubt.

b. **INSTALLATIONS-** Any special carpentry, wiring, electrical or other work, propane, gas, steam, water or drainage connection shall be installed at Exhibitor's expense.

c. **LICENSES-** Any and all City, Municipal, State or Federal licenses, inspections or permits as required by law of any Exhibitor in the installation or operation of his display shall be obtained by the Exhibitor at his own expense prior to the opening of the show. Check with Food & Vine Time Productions about health department permit procurement. With the exception of temporary wine and beer permit.

d. **RIGHTS OF MANAGEMENT IN EVENT EXHIBITION IS NOT HELD-** Management shall not be liable for any damages or expense incurred by Exhibitors in the event the show is delayed, interrupted or not held as scheduled; and if for any reason beyond the control of the Management, the show is not held, Management may retain so much of the amount paid by Exhibitors as is necessary to defray expenses already incurred by the Management.

e. **MERCHANDISE REMOVAL-** No merchandise will be permitted to pass out of the building without approval by the Management during the life of the event. No exhibits, or part of exhibits, may be removed until after the closing hour of the event.

f. **SECURITY FOR RENTAL-** Failure on the part of the Exhibitor to pay the rental as specified under the contract shall entitle Management to seize all merchandise, materials, and exhibits displayed by the exhibitor at the within described event and to retain the same as security for any unpaid rental amount owing hereunder. Upon the expiration of seven days after such seizure, Management shall have the right to dispose of same without notice to the Exhibitor in such manner as Management, in its absolute discretion, deem appropriate, whether by public or private sale in the manner determined solely at Management's discretion, and without any obligation on the part of Management to effect any manner of publication respecting the date or any details or information as to when or how such sale is to be carried out.

g. **AMENDMENTS-** Exhibitor agrees to decisions of the Management concerning all matters pertaining to the administration and success of the Event which are not specifically stated.

h. **ATTORNEY FEES-** In the event suit or action is brought by Food and Vine Time Productions under this agreement to enforce any of its terms, it is agreed that Food and Vine Time Productions shall be entitled to reasonable attorneys' fees and costs to be fixed by the trial and appellate courts.

**3. SECURITY AND INSURANCE-** We wish to provide the tightest security possible for the protection of your exhibit properties. However, neither Food and Vine Time Productions, the facility management nor our insurance company are financially liable for the losses, damages or "mysterious disappearance" of any kind. We recommend all exhibitors contact their insurance agents to confirm proper coverage of exhibit materials. (Please read carefully the coverage provided by decorators and shipping companies to determine if additional coverage is necessary.) Any additional security must be arranged by the Exhibitor at his own expense.

**4. CANCELLATION AND REDUCTION POLICY-** Any cancellations or changes **MUST BE IN**

WRITING and received by our office no later than eight weeks prior to the official date or official start date of any and all Food & Vine Time Productions Events the exhibitor has registered for in the year the event is held. Upon written request, refunds will **CONSIDERED**. After cancellation date above, **NO REFUNDS** are allowed. If the total space rental charges are not received in our office eight weeks prior to the official date or the official start date of any and all Food & Vine Time Productions events the exhibitor has registered for, in the year the show is held, then spaces requested may be sold to another exhibitor, with no money refunded.

**5. GENERAL-** Exhibitor badges may be picked up at the Exhibitor Check-in Table during move-in. Please see the move-in document distributed the week prior to the Food & Vine Time Productions events for specifics on where and how to receive your exhibitor badges.

**6. LIABILITY-** Neither Food and Vine Time Productions, the facilities, the states in which the events are held, nor their representatives, nor any member of the above named will be responsible for any injury, loss or damage that may occur to the Exhibitor or the exhibitor's employees or property from any cause whatsoever. The Exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims for such loss, damage or injury.

**7. COMPLETE AGREEMENT-** This agreement contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.

**8. CHECK POLICY-** There will be a \$25.00 handling charge for any check returned for any reason. Two (2) weeks prior to the events only cash, credit card or certified funds will be accepted.