



**2017 Central Coast Cider Festival**  
May 13, 2017 • Atascadero Pavilion on the Lake  
Main Event • Cider Producer Registration

**Cider Producer Registration**

The Central Coast Cider Festival invites cider producers to be part of the event happening in Atascadero on Saturday, May 13, 2017. Cider producers can expect 500 guests in attendance. At the event, guests will experience cider tastings, enjoy live music by Erin & The Earthquakes, and savor a pig roast dinner catered by Chef Jeffery Scott of Vineyard Events.

*Additional opportunities to participate in special events may be available. Contact us for information on how to get involved.*

**5 Reasons You Should Participate:**

1. Reach an audience (including trade & media) of 500 cider lovers.
2. No table fees - this event is free for you!
3. Sell your cider! New this year - we have partnered with wine shop and sponsor 15c Wine Shop & Bar, which will sell your cider at the festival with a portion of the proceeds going to Central Coast Cider Festival.
4. Have the opportunity to participate in special cider events surrounding the festival like the Tap Take-Over.
5. Network with fellow cider producers!

**DATE/TIME/LOCATION:**

**Main Event:** Saturday, May 13, 2017

**Location:** Atascadero Pavilion on the Lake, 9315 Pismo Ave, Atascadero, CA 93422

**Producer Set-Up:** Saturday 3:30 pm. You must be set-up by 4:30 pm – no exceptions!

**Event Hours:** 5:00 pm – 8:00 pm

*Event will start on time. We require that you are set up and ready to pour/serve at least 30 minutes ahead of scheduled start times. Late arrival may result in exclusion from the event.*

**SAMPLING GUIDELINES:**

Be prepared to serve at least 500 guests. Your company must comply with both ABC Liquor Mandates and Health Department regulations concerning the storage, preparation and distribution of your items.

Please limit all pours to a 2oz sample and only serve into approved Central Coast Cider Festival glassware. Pour only to guests with the approved wristbands. Plan to stop pouring promptly at 8:00 pm. If partially full bottles, cans or kegs remain, cork and place under your table, or take them with you. Do not give any partial containers to guests or volunteers.

### **EXHIBITOR BADGES & TICKETS:**

Exhibitors are allotted two (2) booth badges with two (2) meal tickets for the event. All exhibitor badges are picked up on Saturday, May 13 upon check-in.

You may buy additional badges for \$50 each, which includes a meal ticket.

### **INSURANCE:**

A Certificate of Insurance in the amount of \$1M is required with your registration naming the following:

**Atascadero Economic Foundation  
6904 El Camino Real  
Atascadero, CA 93422**

### **YOU SUPPLY:**

- Product for 500 attendees
- Brand logo for website listing (300 dpi or higher) and any fun facts to be used in social media.
  - Email to: [info@centralcoastciderfestival.com](mailto:info@centralcoastciderfestival.com)
- Any brand marketing information for your table
- Up to two (2) pourers/staff to promote your brand

### **WE SUPPLY:**

- Pouring station
- Staff badges – 2 per table which includes 2 meal tickets
- Dump bucket
- Ice
- Exhibit booth signage
- Listing in official event program
- Listing on website including hyperlink

\*Please note that due to building regulations there are no ice bins, ice chests, or any sort of cooler allowed on the floor.

### **BREAKING DOWN EARLY – DON'T DO IT!**

Breaking down and leaving early creates a negative experience for everyone – please don't do it. If you leave early, you will not have the opportunity to participate in future events. Please plan to have your booth fully operational until the close of the event.

### **CANCELLATIONS:**

All cancellations must be submitted in writing no later than April 15, 2017, and are subject to a \$50 administrative fee.

### **TERMS & CONDITIONS:**

Signature and payment constitutes company agreement to abide by the Cancellations policy and all other rules and policies stated in the Registration Fact Sheet. Registration and booth space are not confirmed until full payment is received. I understand that my company/company representatives may be filmed and photographed during the event. Central Coast Cider Festival has the right to unrestricted use of the photographs for promotional purposes. I understand that all footage is the property of Central Coast Cider Festival and that I/my company will not receive any compensation for the use of any images or likeness in the filming or airing of the Event. Central Coast Cider Festival reserves the right to refuse service to any individual or company at their discretion.

Sign \_\_\_\_\_ Date \_\_\_\_\_

## Exhibitor Information

Cider Producer:

Contact Name:

Address:

City: State: Zip:

Cell Phone: Email Address:

Website:

Facebook: Twitter: Instagram:

How will you be presenting your cider?  Keg  Bottles  Cans

### Additional Exhibitor Badges

Exhibitors are allowed 2 booth badges with 2 meal tickets for the event. All exhibitor badges are picked up on Saturday, May 13 upon check-in.

You may buy additional badges for \$50 each including a meal ticket while supplies last.

- |  |                               |
|--|-------------------------------|
| <input type="checkbox"/> YES! I want to participate in the Central Coast Cider Festival        | <b>\$0</b>                    |
| <input type="checkbox"/> YES! I want to purchase additional exhibitor badges _____ # of badges | <b>\$50</b>                   |
| <input type="checkbox"/> YES! Electricity, I need it   | <b>\$25</b>                   |
| <input type="checkbox"/> YES! I want to sell my cider at the festival                          | Please See Page 5 For Details |

**Total Amount Due: \$**

Please pay additional fees on [Eventbrite](#) (Fees will be passed on to Producer) OR

#### Please make check payable to:

Atascadero Economic Foundation  
6904 El Camino Real; Atascadero, CA 93422

Note: Cider Festival

**Send your registration form, a check for any addition fee and Certificate of Insurance by April 15, 2017**

Solterra Strategies  
Attn: Cider Festival  
1405 Spring Street; Suite 203  
Paso Robles, CA 93446

- Yes, I am interested in joining a Cider Association on the Central Coast  
\*Meeting Tuesday, May 16 at Bristols Cider House 4pm to build the Cider Association

Please feel free to email us with questions, [info@centralcoastciderfestival.com](mailto:info@centralcoastciderfestival.com)

Phone (805) 591-4884 • [www.centralcoastciderfestival.com](http://www.centralcoastciderfestival.com)

Atascadero Economic Foundation – Tax ID #:46-11833

## New This Year - Sell Your Cider!

Dear Central Coast Cider Festival participant

As we embark on our second year of holding the Central Coast Cider Festival, taking place May 13, 2017, the executive committee would like to offer patrons and participating cider houses added value to the festival. We have selected a well-known wine shop and sponsor of the event to partner and sell your cider during the event, 15c Wine Shop & Bar. A portion of the proceeds will go back to the Central Coast Cider Festival. As a producer we would like you to sell your cider at frontline wholesale as well as provide SRP. We encourage you to participate in this great program that will increase sales and please our guests. The following will need to be agreed upon, and the attached form must be filled out.

- Agree to sell 15c your cider at a frontline wholesale price
- Agree to take back any full cases of cider after the event
- Agree to promote the on-site sales program at the event

Below is the sales form and attached is the producer sign up sheet for the festival. Please complete it and email it to Ali Carscaden at [ali@15cwine.com](mailto:ali@15cwine.com). Please contact Ali directly at **805-434-1554** with any questions or with how she can be of further assistance to you for your participation in the 2017 Central Coast Cider Festival.

We greatly appreciate your participation and, will remember your support and participation in the 2017 Central Coast Cider Festival with your continuing loyalty as we continue to keep you as one of our preferred vendors.

Sincerely  
Ali and the Central Coast Cider Festival

Ali Rush Carscaden, owner/certified advanced sommelier  
15c wine shop & bar  
624 S Main St. Ste 101  
Templeton, CA 93465

CIDER PRODUCER: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

	cider	wholesale	SRP
1			
2			
3			
4			
5			