



2018 Central Coast Cider Festival
May 12, 2018 • 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 12, 2018. Cider producers can expect 500 guests in attendance. At the event, guests will experience cider tastings, enjoy live music from the Turkey Buzzards, fun snacks, lounge areas and savor a whole pig roast dinner roasted on site by Chef Jeffery Scott of Vineyard Events.

Additional opportunities to participate in special auxiliary 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 over 500 cider lovers.
2. No table fees - this event is free for you!
3. Sell your cider! We 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-Overs.
5. Network with fellow cider producers!

DATE/TIME/LOCATION:

Main Event: Saturday, May 12, 2018

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 12 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:

**Central Coast Cider Association
5800 Adelaida Road
Paso Robles, CA 93446**

YOU SUPPLY:

- Product for 500 attendees
- Brand logo for website listing (300 dpi or higher) plus any fun facts and cool photos to be used in social media
 - Email to: 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
- Floor mat
- Exhibit booth signage
- Listing in official event program
- Listing on website including hyperlink

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 30, 2018, 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? <input type="checkbox"/> Keg <input type="checkbox"/> Bottles <input type="checkbox"/> 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 12 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	\$0
<input type="checkbox"/> YES! I want to purchase additional exhibitor badges ____# of badges	\$50
<input type="checkbox"/> YES! Electricity, I need it	\$25
<input type="checkbox"/> YES! I want to sell my cider at the festival	Please See Page 4 For Details
Total Amount Due: \$	

Please make check payable to:
Central Coast Cider Association
5800 Adelaida Road
Paso Robles, CA 93446

Note: Cider Festival

Email your registration form and Certificate of Insurance by April 14, 2018 to Lacie at info@centralcoastciderfestival.com.

CentralCoastCiderFestival.com
 Phone (805) 591-4884 | info@centralcoastciderfestival.com
 Central Coast Cider Association

Cider Pop-Up Shop

Returning This Year - Sell Your Cider!

At Central Coast Cider Festival, we will be offering patrons and participating cider houses added value to the festival by selling your cider and cider merchandise onsite at the *Cider Pop-Up Shop*. A portion of the proceeds will go back to the Central Coast Cider Association. 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 below form must be filled out.

- Agree to sell the association 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

Please fill out the below sales form and attached producer sign up sheet for the festival, and email to Lacie at info@centralcoastciderfestival.com.

We greatly appreciate your participation!

Shipping Details

Please ship your cider and merchandise to the below address **no later than Friday, May 4, 2018**. No cider or merchandise brought the day of the event will be available for sale. Please fill out the below details on the cider and/or merchandise that will be for sale at the *Cider Pop-Up Shop*. Please use the shipping box content label below when sending your items for sale at the event.

Ship To:
Solterra Strategies
Attn: Central Coast Cider Festival
1405 Spring Street; Suite #203
Paso Robles, CA 93446

CIDER PRODUCER: _____

CONTACT NAME: _____

EMAIL: _____

PHONE: _____

	Cider Detail	Wholesale Price	SRP
1			
2			
3			
4			
5			



2018 Central Coast Cider Festival Box Content Label

Producer Name
Event Name	Pop-Up Cider Shop

Event Location Atascadero Pavilion on the Lake	Event Date: Saturday, May 12
	Event Time: 5pm

Package _____ of _____

CIDER NAME	BTL QUANTITY

Please ship by Friday, May 4 to:

Solterra Strategies
 Attn: Central Coast Cider Festival
 1405 Spring Street; Suite #203
 Paso Robles, CA 93446
 (805) 591-4884