



Dear Exhibitor,

In its third year, the Idaho Wine Commission will be hosting Savor Idaho, Idaho's Premier Wine and Food Event. The event will be held on June 12, 2011 at the Idaho Botanical Garden in Boise, ID, featuring a vast array of Idaho wineries and restaurants. Savor Idaho gives consumers a unique opportunity to savor the best Idaho has to offer in wine and food. The consumer tasting will begin promptly at 2pm and run till 6pm welcoming 900 guests. Each guest will be greeted with a commemorative wine glass as they taste and sip their way through Idaho's best.

This year we will be adding a new component, a trade tasting, from 1-2pm. Unlike last year this trade tasting will be geared towards media, distributors and restaurant owners/buyers. We received feedback from several wineries stating they would like to have the opportunity to meet with the trade prior to the opening of the consumer tasting and during the trade hour is when these conversations can take place without being interrupted by consumers. The attendance to the trade tasting will be limited in order to give the wineries, restaurants and exhibitors quality face-time with the trade.

As an exhibitor, your company will have the opportunity to display and sell the products and services you offer, gaining an opportunity to reach your consumers first hand. Your participation in Savor Idaho offers an unparalleled opportunity to promote your establishment, as well as a great way to get involved in the industry. Advertising for this event will cover a broad spectrum in print, web, radio, and possibly television to ensure we reach a wide range of consumers. At the event, your company and the talents of your staff will connect with a wine and food-friendly audience of over 900 consumers. Your involvement indicates to the media and public that you support Idaho products and recognize the affinity of wine and food.

Savor Idaho coincides with Idaho Wine Month in June when additional promotional activities are designed to raise awareness of Idaho wines. These events will take place at participating venues, specialty food vendors, wineries and retailers throughout the month. The Idaho Wine Commission is encouraging all supporters to have special Idaho wine month promotions.

Thank you for your consideration. If interested in participating, please fill out the attached form and email/mail/fax it to the Idaho Wine Commission by January 31st. We appreciate your support of the Idaho wine industry and look forward to working with you to create an exciting Savor Idaho.

Sincerely,

Moya Shatz
Executive Director
Idaho Wine Commission



Savor Idaho 2011 Exhibitor Registration

Deadline: March 31, 2011

Normal Registration: \$300

Exhibitor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Website: _____

Email: _____

Selling

Exhibitors are welcome to sell packaged items at the event in addition to providing samples. If you plan to sell items, they need to be Idaho wine and food related, and be submitted to Moya Shatz by April 1st.

Permits *Only if selling food items (pre-wrapped candy is exempt)

Please make sure to contact Irene Mansfield at CDHD at (208) 327-7499 or online at www.cdhd.idaho.gov to receive the proper health permits at least 30 days in advance. **Please contact Moya for the proper form to fill out and send in with payment (if applicable).** Please provide menu item to Moya Shatz moya@idahowines.org at time of registration, or by May 1st.

Along with the CDHD health permit, City of Boise requires an Eating and Drinking License. A copy of the permit has been included, and must be submitted with the permit fee of \$28.50, to the city 30 days prior to Savor Idaho.

Representatives

Registered exhibitors are allowed **TWO** representatives. Additional representatives may purchase tickets online at www.savoridaho.org for \$40. Deadline for submitting representative names is May 13, 2011.

1) _____

2) _____

Contact Person

Name: _____ Email: _____

Work Phone: _____ Cell Phone: _____

Logo

Exhibitors will be identified in the event program and online by their logo. Please e-mail your logo to Moya Shatz at the same time as registration to ensure placement online and in brochure. Logos need to be sent in jpg 300 dpi format no later than January 31, 2011.

Supplies

Each Exhibitor will receive an 8 foot table with black linens to display their items. In addition, a sign will be placed nearby to display your company name. If you have any extra signage for the front of your table or brochures, we encourage you to bring them to the event as well.

Electricity

All exhibitors requiring electricity will be charged \$15 to help offset the costs. Please bring an extension cord if you plan to use electricity.

___ I will need an electricity hookup and have included the \$15 fee

___ I do not need electricity

Website

To view your information online, and see other participants, please visit the Savor Idaho webpage, www.savoridaho.org

Payment \$250

Please make checks payable to the Idaho Grape Growers & Wine Producers Commission and mail to the address below by January 31, 2011.

*Payment of \$300 if submitted after January 31st.

Please email/fax/mail completed registration form to Moya Shatz

Idaho Wine Commission

Attn: Savor Idaho

821 W. State St.

Boise, ID 83702

Phone: 208-332-1538

Fax: 208-334-2505

Moya@idahowines.org

NOTE: Please keep a completed copy on file for your records. If you need to change any information, please contact the Idaho Wine Commission as soon as possible.