

KIRKLAND UNCORKED EXHIBITOR APPLICATION

General Information: The 2012 Kirkland Uncorked will take place July 20-22 in Kirkland, WA.

Space Assignments: Booth location will be determined a month before the festival once all accepted applications are processed. Kirkland Uncorked has two areas, the Promenade and the Tasting Garden. The Promenade is free and open to all ages with an audience of over 30,000 guests featuring an artist showcase, boat show and food court. The Tasting Garden hosts over 6,000 guests to taste over 25 Washington wineries, this area is 21+ only. Space assignment within these areas will depend on the nature of sponsor activation, as well as needs for electricity and water.

Permits: It is the sponsor's responsibility to acquire all needed city and state permits for on-site activation. Kirkland Uncorked will do its best to aid in this process.

Additional Fees: There are additional charges for rented tents, tables, chairs, linens, electricity, lighting, water and in some cases waste. Please be forthcoming in your on-site needs so Kirkland Uncorked can best process your application and you are aware of all costs associated with event participation.

Ground Surface and Weather: Kirkland Uncorked is an outdoor event with some locations on concrete or grass. There are locations that are not level. Please be sure to indicate whether your on-site activation has specific needs in this case. Regardless of ground surface, we do require that all tents have a 25lb weight on each leg for safety in any windy weather. Kirkland Uncorked will take place rain or shine, please be prepared for all kinds of weather.

Payment: Sponsorship payments must be received with the application. All checks can be made payable to Kirkland Uncorked. There is an additional fee charged for credit card payments. If you need different payment options please contact us directly. Payments and applications should be mailed to the address below.

Load In/Load Out: Load in for the festival will depend on the size, location and specific needs of the sponsor, but could be any where from Thursday night to Friday afternoon. Load out for the event will be Sunday night after Kirkland Uncorked closes.

Cancellation Policy: The Kirkland Uncorked enacts a Force Majeure Clause where no party shall be liable for any failure to perform its obligations where such failure is a result of Acts of Nature (including fire, flood, earthquake, storm, hurricane, or other natural disaster), Acts of God, Acts of War, dispute strike, lockout or interruption or failure of electricity or telephone service and no other party will have a right to terminate this agreement in such circumstances once this contract is signed by both parties. Sponsor activation is required to follow all rules and regulations set forth by all event, city, state and national law making organizations. Responsibility to perform in compliance is solely owned by the Sponsor and noncompliance does not void above contract or sponsorship fee.

EXHIBITOR APPLICATION

CONTACT INFORMATION

Company _____ Contact Person _____

Mailing Address _____

City _____ State _____ Zip _____

Phone Number _____ Fax Number _____

Email _____ Business License # _____

Description of Product _____

SPACE LOCATION

Promenade

30,000+ Attendees
Open to guests of all ages
Activities including artist lane, boat show and food court

Tasting Garden

6,000+ Attendees
Open to guests 21+ only
Activities include wine tasting, grilling demonstrations,
restaurant sampling and live music

EXHIBITOR SPONSORSHIPS

Exclusive Exhibitor Sponsor \$2,995

Includes up to a 10x10 Marketing Space at the Event
Exclusivity in Category

Exhibitor Sponsor \$1,800

Includes a 10x10 Marketing Space at the Event

Non-Profit Space \$100

Includes a 10x10 Marketing Space at the Event

ADDITIONAL NEEDS

_____ \$150 per 10x10 Tent Canopy

_____ \$4 Per Pair of Folding Chairs

_____ \$75 Sidewalls to Enclose 10x10 Tent

_____ \$150 Per 20amp Outlet of Electricity

_____ \$20 Per 8' Table

_____ \$75 Access to Potable Water

WE WANT TO PROMOTE YOU!

Website: _____

Twitter Handle: _____

Link to Facebook Page: _____

Help promote us by using @KirklandUncorkd on Twitter and becoming a fan on Facebook - www.facebook.com/kirklanduncorked! We always like to have current and meaningful conversations on social media so let us know if you have a product launch, a fun event or a great deal and we will let our followers and fans know.

EXHIBITOR APPLICATION

ON-SITE ACTIVATION

Please explain your on-site activation _____

How many and what type of load in vehicles will you have? _____

Is the load in/out contact the same as the main contact, if not please provide their information: _____

What is your anticipated amount of set up time needed? _____

What are your measures of success for the festival? _____

Will you be doing product or promotional giveaways, what are you giving away? _____

Will you be sampling food or drinks to festivalgoers, what is it? _____

Will you need to ship your product or any supplies to the festival, if so how many palates? _____

Will you need to access your vehicle to restock product? _____

Will your activation include an enclosed tent? _____

How many staff do you expect to work your booth at the festival? _____

Will you have a booth at any other Seattle area events, if so which ones? _____

PAYMENT

What is your booth fee? _____ What is your total additional needs fee? _____

Please enclose payment for the total amount of the booth fee and the additional needs fee. Kirkland Uncorked accepts checks or money orders made payable to the "Kirkland Uncorked" Send application and fee to Kirkland Uncorked at 3503 Phinney Avenue N. Seattle, WA 98103.

AGREEMENT TO TERMS

By signing below I have agreed to all specified terms in the exhibitor application package. Payment in full for sponsorship will also signify an agreement to terms.

Signature _____ Date _____