

**2012**

**EXHIBITOR  
REGISTRATION**



*"A celebration of local farms, foods & beverages  
from New York's Finger Lakes region."*

**September 14 & 15, 2012**

**Rodman Lott & Son Farms  
2973 Route 414  
Seneca Falls, NY 13148**

Hosted by:



Platinum Sponsor:

**WATERLOO CONTAINER**  
company

*Supplier of Wine Bottles, Corks and Closers*



## 2012 Finger Lakes Cork & Fork

Hosted by the Seneca County Chamber of Commerce

*"A celebration of local farms, foods & beverages  
from New York's Finger Lakes region."*

**September 14 & 15, 2012**

Rodman Lott & Son Farms - Seneca Falls, NY

On behalf of the Seneca County Chamber of Commerce, we would like to thank you for participating in the third annual Finger Lakes Cork & Fork. This event is meant to showcase to the public, the press and your peers the best of wine, beverage, agriculture and culinary offerings that the Finger Lakes Region has to offer. In addition, it will provide you an opportunity to sell your goods, raise awareness of your business, and create additional working relationships with other area businesses.

This is a "Buy Local" event, which is sanctioned by New York State Department of Agriculture and Markets as a Farmer's Market. The Finger Lakes Cork & Fork is supported by Ag & Markets, Pride of New York, NY Wine & Grape Foundation, the Finger Lakes Culinary Bounty and Cornell Cooperative Extension of Seneca County.

### Calendar of Events:

**Friday, September 14, 2012 6:00 pm – 9:00 pm (8:00 pm – 9:00 pm live music and networking)**

**"Partners & Pairings" VIP Event**

Attendance is limited.

Each chef will prepare a tapas dish using local ingredients, and pair it with a wine. Chefs will receive a list of participating farms, producers and wineries they can choose to work with. A portion of the evening's proceeds will go to benefit local food pantries. Live Jazz music and networking complete the evening.

**Saturday, September 15, 2012 11:00 am – 5:00 pm**

**Finger Lakes Cork & Fork Main Event**

Estimated attendance: 2500

Farms, chefs, restaurants, caterers, wineries, beverage producers and food producers are invited to become participating vendors. This is a tasting event featuring local restaurants, chefs, farms, foods, wineries, and beverages. Chefs/Restaurants will prepare a sample using at least one local ingredient. Chefs/Restaurants will also have the opportunity to sell gift certificates and meal sized portions (ex. sandwich, pasta dish, bowl of soup, dessert). All wineries and beverage companies can sell goods by the bottle or case at the booth. Food producers can sell pre-packaged goods at the booth. Farmers can sell produce at the booth.

Booths will be arranged so that all types of vendors will be exhibiting next to each other.

**"Preparing & Pairing" Demonstrations**

Seminar attendance is limited.

There will be five 45-minute team cooking seminars/demonstrations.



## EXHIBITOR PARTICULARS

### Exhibitors permitted

- Any beverage, farm, food producer in the Finger Lakes Region.
- Any restaurant, caterer or chef in business in the Finger Lakes Region.

### Equipment permitted

- George Forman Grills
- Hot Plates that DO NOT have open heating elements
- Toaster Ovens
- Chafing dishes/pans
- Small butane burners

### Exhibitor Requirements

1. Tables where any type of cooking will take place cannot be covered with paper.
2. Any table where cooking is taking place must have at a minimum a NFPA approved 5lb. fire extinguisher.
3. Electric cooking devices cannot exceed 120 volts.
4. Exhibitors must bring one trash can with them or rent one from the Event. (The Event will supply trash bags.)
5. Exhibitors must bring hand sanitizer with them for their personal use at their booth.
6. There are no phone lines. Exhibitors using credit card machines will need to use such machines that work off their cell phones. (Cell reception is outstanding.)

### Winery & Alcoholic Beverage Exhibitors:

1. All staff working in these exhibition booths must be over 18.
2. Any of your staff working the "Partners & Pairings" VIP event must be over 18.
3. Any of your staff participating in the "Preparing & Pairing Demonstrations" must be over 18.

### Exhibitor Registration Fee Includes:

- 8x10 booth space with electric outlet
- 1 8-foot table (skirted and table-clothed)
- 1 plain 8-foot table
- 1 chair & garbage can
- Program listing with booth location
- Inclusion on official 2012 Finger Lakes Cork & Fork website and social media (once payment is received).



## 2012 EXHIBITOR REGISTRATION AGREEMENT

Please list all information as you would like it printed in the event material.

### I. CONTACT INFORMATION

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Description of business and all products/services to be displayed and/or promoted at the event:

\_\_\_\_\_  
\_\_\_\_\_

### II. FEE SCHEDULE

**EARLY REGISTRATION (December thru March, 2012) = 33% DISCOUNT on Single, 10% DISCOUNT on Double**

\$100 for Single Booth – Signed agreement must be received by 4/1/12

\$225 for Double Booth – Signed agreement must be received by 4/1/12

**REGULAR REGISTRATION (April thru June, 2012)**

\$150 for Single Booth – Signed agreement must be received by 7/1/12

\$250 for Double Booth – Signed agreement must be received by 7/1/12

**\*All payment received after 7/1/12 is subject to a \$50 late fee.**

**\*Participation in the Friday Night Event is limited and available on a “first-come, first serve basis” with payment.**

### IV. VENDOR AGREEMENT

I, the undersigned, hereby make application for exhibit space at the 2012 Finger Lakes Cork & Fork event. In doing so, I acknowledge that I have read the vendor agreement and agree to all terms, conditions, rules and explanations herein. I agree to secure and maintain during the period of the Finger Lakes Cork & Fork Comprehensive General Liability Insurance including liquor liability (as applicable to wineries), which shall be written on an “occurrence” basis, with a standard broad form endorsement and/or excess umbrella liability with combined single limit of not less than \$500,000.00 for each occurrence and \$1,000,000.00 general aggregate.

**GENERAL LIABILITY INSURANCE INSTRUCTIONS** - I agree to name Seneca County Chamber of Commerce, Rodman Lott & Son Farms, and Ralph and Shirley Lott (with respect to the Finger Lakes Cork & Fork September 14 & 15, 2012) as “additional insureds” for both ON and OFF PREMISES. **Certificate is required prior to August 6, 2012 – NO EXCEPTIONS.**

**\*WINERIES** will be required to have a “One Day Tasting” permit or an “Annual Tasting” permit. (Either type of permit is available at no fee through the NYS Liquor Authority in Albany as this is a sanctioned Farmers Market event through NYS Ag & Markets.) **Copies of appropriate certificates are required prior to August 6, 2012 – NO EXCEPTIONS.**



*\*FOOD CONCESSIONS and EXHIBITORS* serving food samples must provide a copy of your “Operating” permit. It is the permit you use to operate your business. **Simply make a copy of this permit and return it no later than August 6, 2012.** For questions pertaining to this permit or food safety requirements, please contact the Seneca County Department of Health at 315.539.1948.

The Seneca County Chamber of Commerce will be responsible for securing a “Permit to Operate” through the Seneca County Health Department and “Operating Permit” through the Seneca County Code Enforcement Office for the event.

The EVENT and the Exhibitor shall remain independent contractors, and nothing contained herein or done pursuant shall be construed to create any relationship of principal and agent or employer and employee between the EVENT and the EXHIBITOR to make them joint ventures. Each EXHIBITOR shall receive EXHIBITOR identification for all staff working for them at the EVENT and are responsible for those staff members.

The EXHIBITOR, its affiliated companies and subsidiaries, agree to be responsible for, and to defend, hold harmless, and indemnify the Seneca County Chamber of Commerce, The Finger Lakes Cork & Fork and Rodman Lott & Son Farms, their parents, subsidiaries, limited liability and affiliated companies and their respective shareholders, officers, directors, employees, members, agents and assigns (the indemnified parties), including reasonable attorney’s fees, of liability whether by reason of injury (including death) to the person or property of another or otherwise arising in connection with the Agreement. The Obligation of the EXHIBITOR hereunder shall extend to claims alleging an indemnified Party’s sole negligence, willful misconduct or violation of law unless adjudicated as such by a court of common law.

By signing below, exhibitors agree to comply with all laws and regulations.

Name (please print): \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**IV. PAYMENT INFORMATION**

**Booth Fee and Participation Level: (Check One)**

\_\_\_\_\_ I would like the Seneca County Chamber to invoice my business for the 2012 Finger Lakes Cork & Fork.

\_\_\_\_\_ I have attached payment for the 2012 Finger Lakes Cork & Fork with the signed 2012 exhibitor agreement .

**\*Checks should be made payable to the “Seneca County Chamber of Commerce”**

Early Registration (Payment must be received by 4/1/12): \_\_\_\_\_ \$100 Single Booth \_\_\_\_\_ \$225 Double Booth

Regular Registration (Payment must be received by 7/1/12): \_\_\_\_\_ \$150 Single Booth \_\_\_\_\_ \$250 Double Booth

Late Registration (Payment received after 7/1/12): \_\_\_\_\_ \$200 Single Booth \_\_\_\_\_ \$300 Double Booth

I would like to be participate in the Friday Night Event \_\_\_\_\_ Yes \_\_\_\_\_ No

\*participation in the Friday Night event is limited and subject to “first come, first serve” once payment is received.

**Please return signed agreement to the Seneca County Chamber of Commerce, Attn: 2012 Finger Lakes Cork & Fork**

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