



2016 Retail Vendor and Exhibitor Application

High Impakt Events invites you to apply to participate in Virginia Wineries Association's Winter Wine Celebration event launch. High Impakt Events has over 20 years of experience producing Town Point Virginia Wine Festival and Spring Town Point Virginia Wine Festival at Town Point Park in Downtown Norfolk, Virginia.

Winter Wine Celebration will feature a Holiday theme with more than 20 Virginia wineries, more than 20 retail exhibitors, Holiday office party area with gourmet menu offerings, live music and a DJ. Virginia Beach Convention Center is magically transformed into a classic-style winter wonderland of wine tasting, Holiday gift shopping and office party fun with a classy, dress to impress atmosphere.

Please complete this form and submit it as soon as possible. You will be notified of your application's status approximately 2 weeks after its submittal. If approved, an acceptance packet will also be mailed by post, and payment must be submitted within 30 days of approval.

Event Info

- Saturday December 3, 2016 from 11 am to 5 pm
- Virginia Beach Convention Center - one of the largest and finest convention centers in the South.
- Hampton Roads, Virginia (pop. 1,676,822, includes Virginia Beach, Norfolk, Chesapeake, Williamsburg, Newport News, Hampton and Suffolk)
- Anticipated attendance – 6,000 to 8,000
- Marketing plan includes \$40,000+ cash investment and over \$80,000 total promotional value

Applicant Information

Contact: _____

Business: _____

Mailing Address: _____

City _____ State _____ Zip _____

Mobile Phone: _____ E- mail: _____

Items for Sale

List Sale Items or Exhibit service or theme: _____

Set-Up Information

A Retail Vendor is classified as retail items sold directly to the guest. An Exhibitor is a commercial service offered, business to business exhibit.

This is an INDOOR event. Dimensions are listed as Frontage x Depth. Please select from the following spaces.

Retail fees:

- \$300 for a 10 x 10 booth
- \$400 for a 10 x 10 corner booth (if available)
- \$600 for a 20 x 10 booth (if available)
- \$800 for a 20 x 10 corner booth (if available)

Exhibitor fees:

- \$450 for a 10 x 10 booth
- \$600 for a 10 x 10 corner booth (if available)
- \$900 for a 20 x 10 booth (if available)
- \$1,200 for a 20 x 10 corner booth (if available)

Electrical Requirements

120 volts single phase 20 amp power is available from Virginia Beach Convention Center for a \$85 fee for orders more than 7 days in advance and a \$105 fee on the day of the event. Orders can be placed by visiting <http://www.visitvirginiabeach.com/conventioncenter/> and selecting the exhibitor feature or by calling 757-385-2189. Electrical equipment must meet applicable National Electrical Codes. Electrical fixtures and fittings must be U.L. listed and 14-gauge wire or better AWG. Copper wire is required for all connections. All extension cords must be 3-wire grounded.

Past Vendor Experience

Event Name	Date	Event Contact Person	Phone	Gross Sales

Photographs

Applicant must submit (4) photographs with this application. These photos **must** include views of:

1. Retail items
2. All signage
3. Booth interior
4. Booth front

These photos must all have been taken **during full operation**. Applications submitted without the required photographs will not be accepted. If you are mailing the application, please label all photographs with vendor name. These photographs will remain the property of High Impakt Events.

Completing and submitting this form and attachments does not constitute authorization to operate a retail vending operation or exhibit at Winter Wine Celebration. All information contained herein is subject to change without notice. For more information, submit all inquiries via e-mail to winterwine@highimpakt.com.

Return application as soon as possible to:

winterwine@highimpakt.com

OR

**High Impakt Events
Winter Wine Celebration
904 Cedarwood Trace
Chesapeake, VA 23510**