

10 Year Anniversary The Incredible, Edible Gluten Free Food Fair™!!

Please join the Denver Celiac Support Group for our 10 year celebration of this amazing event!! This is a great opportunity for you to reach out to gluten free consumers in Colorado. Thousands of people attend yearly. We are thrilled to invite you to be a vendor and/or sponsor at this year's 10th Anniversary Event.

This is a community service event to those living a gluten free lifestyle. It is free to our attendees so they have an affordable way to find some new gluten free favorites! This has always been our mission since living gluten free can be so expensive. We hope that you will help support us in this mission.



We are planning a smaller, more engaging show this year so there will be a vendor cap at 100 vendors. If you plan to participate, please do not wait.

The Incredible, Edible Gluten-Free Food Fair™ will be held at the Denver Mart on Sunday, August 21st - 451 E. 58th Ave., Denver, CO 80216. The event will be open to the public from 10 a.m. - 3 p.m.

Fastest Way to Reserve your Table:

- Print and complete the registration forms and either mail them or scan them back in and e-mail them to GFFoodFair@DenverCeliacs.org
- Make payment online at www.denverceliacs.org
- Email a copy of your certificate of liability insurance naming The Denver Chapter of the Celiac Support Association and the Denver Mart as additional insured to: GFFoodFair@DenverCeliacs.org

Alternatively, you may mail the completed forms along with your check and copy of Certificate of Liability Insurance naming The Denver Chapter of the Celiac Support Association and the Denver Mart as additional insured to:

Katie Uhlenbrock
P.O. Box 621221
Littleton, CO 80162

The Denver CSA is very excited about our 10 year Anniversary of this event and are planning on making this a very fun celebration for all in attendance! If you have any questions, please contact Katie Uhlenbrock at: GFFoodFair@DenverCeliacs.org or (303) 819-5531

Sincerely,

Katie Uhlenbrock
Event Coordinator:
Incredible, Edible Gluten-Free Food Fair™ & The Gluten Free Gallop™

Exhibit Hall Information

- Denver Mart – Expo Building
- Sunday August 21, 2016

Exhibit Hall Times:

- Event: 10 a.m. – 3 p.m.
- Vendor Move-In: 7:30 a.m.
- Tear Down: 3 p.m.

Vendor Fees and Deadlines:

- We are planning a smaller, more engaging show this year so there will be a vendor cap at 100 vendors
- Early registration deadline is June 5th - \$175 for the first table and \$75 for additional tables
- After June 5th - \$275 for the first table and \$75 for additional tables
- Late Registration is After August 1st – If space is available. \$450 for a table
- You can choose your location in the expo halls after our sponsors have the 1st choice for a \$100 upgrade. You will be put on the list once payment is received

Registration Includes:

- One 8 foot table with 2 chairs
- Electricity is set up for each table at no additional cost
- Most reheating and cooking equipment is allowed but must be approved if not one of the following: microwave, crock pot, toaster oven, electric skillet, blender or electric griddle. **NO OPEN FLAMES ARE ALLOWED!**

Vendor Responsibilities:

- All items to be sampled, displayed, sold, or advertised must be appropriate for those living a gluten-free lifestyle and must meet the FDA requirements for being gluten free.
- Food samples must be available to attendees throughout the entire event - **we do expect over 2,000 people**
- Vendors must stay for the full length of the event
- Sales of gluten-free foods and goods are allowed
- Bring your own table cloths/coverings
- Bring your own extension cord for cooking equipment and PLEASE let me know ahead of time if you need more than 2 outlets for your heating devices
- Must provide a copy of your Certificate of Liability Insurance naming The Denver Chapter of the Celiac Support Association and the Denver Mart as additional insured
- Please clearly mark your products for other common food allergens. Many people have additional allergies/intolerances
- Must have a list visible to attendees stating where your product can be located/purchased in Colorado
- Signage can be taped in front of your table or free standing behind your table but nothing will be allowed on the walls or aisles. **Large Pop-Up Tents are no longer allowed due to the fire code at the Mart.**
- Wireless access is available in the Expo Hall for a charge of \$9.95 per laptop

Shipping to the Mart: The Denver Mart will accept packages 2 weeks prior to the fair. Please note that refrigeration/freezer storage is NOT available. Your packages will be at your table when you arrive on the morning of the event. Please address and ship packages as follows:

Your Company Name
Incredible, Edible Gluten-Free Food Fair
The Denver Mart
Expo Building
451 E 58th Ave
Denver, CO 80216

Shipping from the Mart: At the conclusion of the show you can ship your supplies or extra product directly from the Mart by following these steps:

- 1) All freight must be packed and ready to ship with shipping labels on the boxes
- 2) Shipping labels and paperwork must be completed and payment must be pre-arranged through credit card, corporate account # or pre-paid, etc.
- 3) You must notify your carrier for pickup from the Denver Mart on Monday following the show
- 4) All freight and paperwork will be left at your booth and the Mart will move all freight to the loading dock for pickup on Monday.

Incomplete freight shipments will not be shipped

WANT TO PARTICIPATE BUT CAN'T MAKE IT YOURSELF? - WE HAVE TWO OPTIONS THIS YEAR!

1) Hand out samples/coupons - If you cannot attend the event but would like The Denver CSA to hand out samples and or coupons of your products we would be happy to do so for \$100. You will not have a booth set up but we will hand out several companies' products at certain tables. Your products must be pre-packaged and non- refrigerated for this option. No shipping product back so everything will be distributed to attendees.

2) Volunteer Staffer - We have a team of volunteers who can staff a booth for you if your product requires this. Cost for a volunteer is \$100 in addition to paying for a booth. Simply register with the attached form and let us know you need a volunteer. Two weeks prior to the event we will assign your volunteer so you have plenty of time to provide any necessary training.

Cancellation Policy: Vendors have the right to cancel any time prior to the event. A full refund will be made only if cancelations are received by July 15th. After this date, no refunds will be made.

Hotel Recommendations:

Comfort Inn - 401 East 58th Avenue, Denver, Colorado 80216 - 800-842-4415

Ramada Plaza Denver Central - 4849 Bannock St. Denver, CO 80216 - 303-292-9500

Sponsorship Opportunities

Sponsorship of the fair supports the work of the Denver Celiac Support Group and increases your company's visibility at the event!

Platinum Sponsor: \$5,000

- Tables provided
- Company logo will appear on t-shirts
- 1st choice in Exhibit Hall Location
- Automatic sponsorship for The Gluten Free Gallop for early registration only - Gallop is May 14th
- Informational flyer or coupon included in attendee goodie bags
- Company logo and link to your website under the Official Sponsors section on the Denver CSA website
- Company logo will appear on the digital Marquee for the Denver Mart that is visible to the North and Southbound traffic on I-25 for 7 days prior to event
- Logo to appear in program handed out at event
- Ad presence in our e-newsletter
- Recognition on maps handed out at event
- Sponsorship acknowledgement in our e- newsletter

Silver Sponsor: \$1,500

- 3 Tables provided
- 2nd Choice in Exhibit Hall Location
- Informational flyer or coupon included in attendee goodie bags
- Company logo and link to your website under the Official Sponsors section on the Denver CSA website
- Logo to appear in program handed out at event
- Sponsorship acknowledgement in our e- newsletter

Bronze Sponsor: \$500

- 2 Tables provided
- 3rd Choice in Exhibit Hall Location
- Company logo and link to your website under the Official Sponsors section on the Denver CSA website
- Logo to appear in program handed out at event
- Sponsorship acknowledgement in our e- newsletter

Kids Zone Sponsor: Host an activity geared towards kids at the Expo

- 1 Table provided
- 4th Choice in Exhibit Hall Location
- Company logo and link to your website under the Official Sponsors section on the Denver CSA website
- Logo to appear in program handed out at event
- Sponsorship acknowledgement in our e- newsletter
- Sponsorship recognition in the Kids Zone



Vendor Registration Form

2016 Incredible, Edible Gluten-Free Food Fair™

Sunday August 21st, The Denver Mart

Company Name: _____

Contact Name: _____

Best e-mail to contact you: _____

Day Time Phone: _____

Mailing address: _____

City, State, Zip: _____

Web Address: _____

The Gluten-Free Product(s) I will promote is: _____

Sponsor Yes No

If yes, what sponsorship level: _____

I need electricity at the fair? Yes No

If yes, what do you need electricity for and how many outlets are needed? (Please list all items):



Please select your vendor fair options and add total amount due

Sponsorships

- _____ Platinum \$5,000
- _____ Silver \$1,500
- _____ Bronze \$500

Exhibitor Tables

- Early Registration - Before **June 5th**
- _____ 1 Table \$175
- _____ each additional table \$75
- Registration received after **June 5th:**
- _____ 1 Table \$275
- _____ each additional table \$75

Upgraded Registration

_____ \$100 - Pick your location in the Expo Hall after our sponsors have 1st choice. You will be put on the list once payment is received.

Volunteer Staffer

_____ \$100 - This is in addition to the cost of a table and this will be used to pay your volunteer for the day.

Providing Samples/Coupons Only

_____ \$100

Total Amount Due _____

****Please make checks payable to: CSA Denver #17****

Signature _____ Date _____

Company _____

Reservations will not be accepted without signature. Your signature indicates acceptance of Vendor Responsibilities.

To reserve table space, fill out registration forms and send liability insurance to Katie Uhlenbrock at either GFFoodFair@DenverCeliacs.org or P.O. Box 621221, Littleton, CO 80162. Payment is required to hold your table at the fair, so please pay online with pay pal or credit card at www.denverceliacs.org or send check to P.O. Box 621221, Littleton, CO 80162.

Questions? Contact Katie Uhlenbrock: (303) 819-5531 or e-mail at GFFoodFair@DenverCeliacs.org