



SUN WINEFEST '10, JANUARY 30th & 31st, 2010

ALE REGISTRATION AGREEMENT

Deadline for EARLY Registration and Payment – June 15, 2009

Reserve your space now and take advantage of the early registration discount.



I. Exhibitor Information (No P.O. Boxes as we use FedEx to mail your tickets, credentials, mailing labels, etc)

Company		Title/Position		
First Name		Last Name		
Address	City	State	Zip	Email
Telephone	Cell Phone	Fax		
Alternate Contact Name	Telephone	Cell Phone	Email	

II. Exhibitor Category and Booth Space: Producer _____ Distributor _____

Table Package **\$750.00 before June 15, 2009 / \$850.00 after June 15, 2009**

Total # of Tables _____ Total Cost _____

III. Please complete one Inventory Sheet for every Table (see attached).

IV. Two Certificates of General Liability Insurance are REQUIRED, however depending on your policy renewal date you may submit at a later date:

A Certificate of General Liability must name Life Marketing and Events, LLC at 106 South Street, West Hartford, CT 06110 and an additional Certificate of General Liability must name Mohegan Sun at One Mohegan Sun Boulevard, Uncasville, CT 06382 as the Certificate Holders. Both certificates need to be in the amount of 1,000,000/2,000,000 minimum liability coverage.

V. As an Exhibitor you will receive the following:

- Logo, 50-word description & Ales listed in the Official Show Guide
- Logo, 50-word description & Ales listed in Hartford Magazine Supplement (January 2010 issue)
- Link to your website on sunwinefest.com
- Identification sign for your table
- Two credentials, complimentary breakfast buffet for two on Saturday & Sunday & Exhibitor Lounge Access
- Two Grand Tasting weekend passes
- One 6-ft. table, linen tablecloth, rinse buckets, ice, cleaning services & standard 500-watt electric service
- Discount Ticket Rate for Evening Charity Event and Grand Tasting Weekend Passes
- Preferred Exhibitor Rate at the Hotel at Mohegan Sun (first come first serve) or Preferred Rate at additional property.

VI. Payment Information

Make checks payable to Life Marketing and Events, LLC, and mail along with a copy of this form to: Life Publications, Attn: Sun WineFest/Amy Walsdorf, 106 South Street, West Hartford, CT 06110 or complete the Credit Card information below.

Credit Card: MC___ VISA___ AMEX___

Credit Card # _____

Expiration Date _____

Name as it appears on card _____

Please complete this form and return with the signed Contract Rules to Amy Walsdorf, fax 860-677-0410. If you need an invoice to process payment email awalsdorf@sunwinefest.com or call 860-205-2390.



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ALE TABLE INVENTORY SHEET

(Maximum -- 6 styles/finishes)

Please list styles/finishes to be showcased at your Table.

These styles/finishes will be featured in the Official Show Guide & *Hartford Magazine* Supplement.

Please complete one Ale Inventory Sheet for each table.

Registered Table Name _____

Marketing Name _____

PLEASE NOTE: Your Marketing name will appear on all of your collateral marketing materials to include; table signage, official show guide, and the SWF '10 supplement in January issue of *Hartford Magazine*. Please type or print clearly and legibly to avoid errors.

	Distributor	Name of Ale <i>(As you would like it listed in the Program Guide)</i>	Style/ Finish	# of Cases
1				
2				
3				
4				
5				
6				

Please note: If you do not have your ales selected when you register – please hold onto this sheet and fill it out once you have determined your selections. Do not wait to register as we limit space to insure a successful show.

**Please complete and return to Amy Walsdorf, fax 860-677-0410 or awalsdorf@sunwinefest.com.
If you have any questions please call Amy at 860-205-2390 or Vicky Cirilli at 860-874-7742.**

Very Important: Your inventory sheet is due by SEPTEMBER 25, 2009.