



.....  
IN MIDTOWN | MAY 10 - 13, 2012

## YOU'RE INVITED! MAY 10 – 13, 2012.

We are excited to offer you an opportunity to participate in the second annual Atlanta Food & Wine Festival (AF&WF). Presented by FOOD & WINE and Travel + Leisure, AF&WF wowed guests from around the country as they learned about, tasted and enjoyed the best the South has to offer in food, wine, spirits and artisanal products.

AF&WF is the first culinary weekend in the nation dedicated to showcasing the celebrating the food and beverage traditions of the entire Southern region – from Texas to the District of Columbia – as well as other Southern regions around the globe. Throughout the weekend, guests enjoyed noteworthy cooking and cocktail demonstrations, tasting seminars, panel discussions and dinners and special events, all carefully-crafted by the region's culinary leaders.

In addition to our programs and events, guests enjoyed a culinary journey across the South through our Tasting Tents, which featured more than 90 exhibitors. Our Tasting Tents were wildly successful, garnering tremendous praise from local and national media and our guests and generating significant interest from potential exhibitors. A copy of the 2011 Tasting Tents directory is included.

We have outlined below our accomplishments from our inaugural year in 2011 and our preliminary Tasting Tent plans. The Festival will once again be held in Midtown, Atlanta and the Tasting Tents will be open on Friday, Saturday and Sunday.

To apply as an exhibitor, please print, complete and return the following application form to the Atlanta Food & Wine Festival no later than Friday, February 10, 2012. Ticket sales will launch on February 14 and we would love the opportunity to showcase you as one of our exhibitors this year!

We look forward to hearing from you soon and can't wait to sip, savor and enjoy the best of the South with you in May!

A handwritten signature in black ink, appearing to read "Elizabeth Feichter".

Elizabeth Feichter  
COO & Co-Founder

A handwritten signature in black ink, appearing to read "Dominique Love".

Dominique Love  
CEO & Co-Founder

## 2011 ACCOMPLISHMENTS

---

Thanks to the generous support of sponsors, our Exhibitors and talent, Atlanta Food & Wine can boast an impressive first year, including:

- Attracted **5,872 attendees** with approximately **30% coming from 33 states outside of Georgia and 6 international countries**
- Convened **136 of the South's leading culinary talents** (74 chefs, 34 beverage experts and 28 industry specialists)
- Conducted **124 learning sessions** – cocktail and cooking demonstrations, tasting seminars and panel discussions
- Offered carefully-curated Tasting Tents featuring **92 Exhibitors** and a Street Cart Pavilions with **13 food trucks** from across the region
- Hosted **12 restaurant events, 10 parties** and by-invitation-only events and **one community service project**
- Provided close to **\$150,000 in tickets to charitable groups** that were auctioned and raffled to raise money for the beneficiary organizations

Joining us for the inaugural Festival were representatives from close to **90 media outlets**, including:

- Beverage Media
- CNN
- Cooking Channel
- Eater National
- FOOD & WINE
- Food Network
- Martha Stewart
- People
- Saveur
- Scripps Network
- Southern Living
- Tasting Table
- The Daily Meal
- TODAY
- Town & Country
- Travel + Leisure
- Vanity Fair
- Wall Street Journal

In total, there were more than **400 articles**, blog posts and media mentions that highlighted the Festival, generating more than **300 million media impressions**. Additionally, the Atlanta Food & Wine Festival had paid advertisements in **four national, four regional and four local magazines**, two prominent billboards in Atlanta, and radio spots running on top stations across a 10-day span.

The talent, guest and media reviews were consistent: ***the Atlanta Food & Wine Festival was a smashing success!*** We exceeded our goal of turning a national spotlight on the food and beverage traditions of the South and the talent and restaurants that make up our vibrant culinary industry. We also met our goal of leading our guests through a culinary journey of the South, offering them unique and delicious experiences along the way and generating significant new customers and fans of our participants, Midtown Atlanta and the Southern culinary industry.

## 2012 TASTING TENT EXPERIENCE

---

Our Tasting Tents were a highlight during Festival weekend, growing tremendous praise from national media and attendees. There is much generated interest regarding exhibiting in 2012 and we would like to offer you an early opportunity to join us as an Exhibitor and secure your place right away.

The Tasting Tents will again be designed to support the key themes of the Festival:

**OLD TRADITIONS** – notable Southern food and beverage traditions like farm-to-table, soul food, barbecue, Cajun, Creole, meat & three, sweets, bourbon, etc.

**NEW TRADITIONS** – new Southern food and beverage traditions – Asian, Greek, French, Latin, celebrity chefs, award-winning mixologists, etc.

**IMPORTS & INSPIRATIONS (aka “Other Southern)** – food, wine, spirits and culinary talents from other Southern regions (i.e., Southern Europe, South Africa, South America, South-of-the-Border, Southern Hemisphere, etc.) around the world that have become local favorites.

Exhibitors will be placed in “Trails” throughout the Tents according to their featured product. Trails are not yet finalized but may include:

- Barbecue
- Beef
- Bourbon
- Craft Beer
- Fried Chicken
- Gulf Coast
- Imports & Inspirations
- Seafood
- Southern Grown (produce)
- Southern Snacks & Cheeses
- Southern Sweets & Breads
- Southern Wines & Spirits

Based on exhibitor and guest feedback from 2011, we are reducing the frequency of the Tasting Tent sessions to one per day plus a VIP Preview and increasing the duration to three hours. Tents will take place\*:

<b>Friday, May 11:</b>	2:30 – 6:00 pm (including VIP Preview – 2:30 – 3pm)
<b>Saturday, May 12:</b>	12:30 – 3:30 pm
<b>Sunday, May 13:</b>	1:30 – 4:30 pm

*\*All times are subject to slight modifications.*

## 2012 EXHIBITOR BENEFITS & FEES

---

Atlanta Food & Wine Festival Exhibitors experience a number of benefits from their involvement with the Festival, including:

### **Product Visibility**

- Company and product(s) billed as best of the Southern region.
- Opportunity to showcase products to Festival talent (award-winning chefs, mixologists, sommeliers, restaurateurs, etc.), national media and other industry influencers.
- Product visibility and sampling opportunities with approximately 6,000 affluent, food- and beverage-loving consumers.

### **Product Sales (does apply to alcoholic beverages)**

- Opportunity to sell merchandise on a consignment basis in Festival Welcome Center/Store.
- Festival operates store with retail staff. A 10% handling fee will be charged on total sales. State and local sales tax apply.

### **Marketing Inclusion**

- Listing in the Exhibitor section of Festival Web site with a link to company Web site.
- Listing in Festival program and Tasting Tent Guide.
- Opportunity to place products in gift bags at the Festival media events.

### **EXHIBITOR FEE:     \$1,000**

- Each Exhibitor space will include a six-foot table plus six-foot classroom table for prep/storage area including linens, access to dry and cold storage, chilling tubs, ice, spittoons and a custom AF&WF event banner.
- The Festival Tasting Tents will accommodate up to 3,000 guests per session.
- Serving Sizes = 3 – 4oz food samples and 2 – 3oz pour size. Estimate 700 – 800 samples per session.
- Payment will be due upon receipt. A detailed Exhibitor Packet will be provided in early March 2012.

## EXHIBITOR APPLICATION

COMPANY NAME: \_\_\_\_\_  
 AS IT WILL APPEAR ON SIGNAGE, PROGRAM, etc. (exact spelling and punctuation MUST be provided):

COMPANY ADDRESS: \_\_\_\_\_

COMPANY PHONE: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

CONTACT PHONE: \_\_\_\_\_ CONTACT EMAIL: \_\_\_\_\_

.....  
 Please clearly describe the product(s) to be featured in the Tasting Tents (including name of the product, its origins to the South, etc.):

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

.....  

### PAYMENT INFORMATION

**EXHIBITOR FEE: \$1,000**

- Exhibitors will be located in a 10'x10' footprint. Tables, linens, dry and cold storage, chilling tubs, ice, spittoons and a custom AF&WF banner with exhibitor's name will be provided.
- The Festival Tasting Tents will accommodate up to 3,000 guests per session.
- Serving Sizes = 3 – 4oz food samples and 2 – 3oz beverage pour size. Estimate 700 – 800 samples per session.
- Opportunity to sell merchandise on a consignment basis in Festival Welcome Center/Store.
- Payment will be due upon receipt. A detailed Exhibitor Packet will be provided in early February 2012.

### PAYMENT METHOD

Check (payable to Atlanta Food & Wine Festival)       Credit Card (Circle: AMEX, Discover, Visa or MC)

Cardholder's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ UPC code: \_\_\_\_\_

ALL FEES ARE NON-REFUNDABLE

**Return form to [exhibitors@atlfoodandwinefestival.com](mailto:exhibitors@atlfoodandwinefestival.com) by Friday, February 10, 2012.  
 For more information, please contact the Festival Help Line at 404-474-7330.**