



Middletown Uncorked

A Wine Tasting & Craft Festival

Saturday, September 1, 2012

WINE VENDOR REGISTRATION FORM
All vendors must register NO LATER THAN July 15, 2012.

Vendor Name: _____
Tax ID #: _____
Address: _____
City, ST, Zip: _____
Contact Name: _____
Main Phone: _____
Cell Phone: _____
E-mail: _____
Website: _____
ABC Manager on Duty at Event: _____
Staff on Duty at Event: _____

Please describe the items you will be offering for sale and the price range of your products: (you may attach an additional page) _____

We wish to reserve _____ 12' X 12' vendor space(s) at \$75 per space.
I will also need addition space, measuring _____, for an additional \$25.

AGREEMENT

Upon execution of this agreement and as a part of the consideration hereof, vendor agrees to indemnify and hold the Town of Middletown, and all of the event staff, Monte Vista Estate owners, sponsors, employees, and agents, harmless from any and all debts accounts, suits, cause of actions, proceedings, claims, liabilities, demands and judgments, which may include, but are not limited to all costs, expenses, damages and attorney's fees, arising out of, by reason of, or in connections with any act or failure to act by vendor's agents, invites, employees, representatives in the activities reflected by this agreement, in connection with the failure of any apparatus, equipment or personal property used by the vendor in the activities contemplated by the agreement, or in connection with vendor participation in Middletown Uncorked.

Register and pay online at: www.middletownfire.com/4thUncorked.htm

Wine Vendor Registration

METHOD OF PAYMENT

Check # _____ Date: _____ Amount: \$ _____

Payable to: Town of Middletown, Middletown Uncorked

Credit Card

Visa MasterCard Amount to be charged: \$ _____

Name on Credit Card: _____

Credit Card #: _____ - _____ - _____ - _____

Exp. Date: ____/____/____ 3-Digit Verification #: _____

Credit Card Billing Zip Code: _____

Cardholder Signature: _____ Date: _____

Please mail this registration form with total payment by July 15 to:

Middletown Uncorked

Attn: Megan Bowers

PO Box 111

Middletown, VA 22645

IMPORTANT VENDOR INFORMATION

EVENT HOURS

- 10 a.m. to 6 p.m.
Wine Tasting Hours: 10 a.m. to 5:30 p.m.

REGISTRATION INFORMATION

- All vendors must register **NO LATER THAN** July 15, 2012.
- \$100 fee for each 12x12 (\$25 for any additional space) area to be submitted with the registration form. Confirmation, vendor wristbands for staff and vendor parking passes will be mailed the week of Aug. 1, 2012.
- Registration fees are **not** refundable if participation is cancelled within three (3) weeks of the event date, nor are they refundable if the event is canceled due to inclement weather or other acts of Mother Nature.

POURING FEES

- The Town of Middletown agrees to provide each guest winery a payment of up to \$100 total for the entire event for wines poured.
- This is in compliance with VA ABC event regulations, and will serve as reimbursement for wines poured in tasting for the attending public.
- Payment for pouring fee will be made upon receipt of a wine invoice from each participating winery within two (2) weeks of the Middletown Uncorked event. Receipts must be submitted to: Town of Middletown, Attn: Middletown Uncorked, 7875 Church Street, Middletown, VA 22645.

LICENSING

- The Town of Middletown will provide the ABC Banquet License for the tasting.
- Vendors are required to be in compliance with all U.S. and Virginia regulations.
- Wineries are responsible for obtaining their remote licenses from VA-ABC Board prior to the event. A copy of the license must be provided to the event staff at check in the day of the event.

INSURANCE

- The event will be covered under the Town of Middletown's insurance policy.
- All exhibitors must carry General Public Liability.
- When returning completed application, vendor must furnish current evidence of insurance (Certificate of Insurance).
- Exhibitors are responsible for their own display in case of loss or damage.
- The Town of Middletown is not responsible for the loss of power or other acts of Mother Nature.
- The Town of Middletown and the owners of Monte Vista are not liable for anything lost, stolen, or destroyed during the event.

Wine Vendor Registration

EVENT SET-UP/TEAR-DOWN

- Set up time begins at 8:00 am. Vendors should check in at the Admissions Tent when they arrive. Vendor wristbands will be provided based on the number of staff provided on the registration form.
- Set up should be completed by 10 a.m.
- Vendors will be able to park along the lane of the estate, to unload. Signs will be located on-site, to help vendors navigate. Vendors should plan to bring their own hand trucks, etc., if needed. Vendors should immediately move their vehicles to the vendor parking area, as soon as they're finished unloading.
- There is to be NO DRIVING on the property's grass, except in the designated vendor parking area.
- You will be directed to your assigned space when you arrive on the grounds.
- Vehicles shall be parked in the reserved parking area no later than 9:30 am. Vendor parking is free-of-charge in the designated parking area. Each vendor will be given TWO parking passes that will allow that vehicle into the reserved vendor parking area.
- This event is held outdoors and will be held rain or shine. Please plan displays accordingly.
- Vendors are required to supply their own tent/canopy and all equipment/supplies including tables, table coverings, chairs, dump buckets, display materials, wine bottle openers, cash containers, containers for cooling wines, ice, and other items necessary to conduct wine sales. The security and control of cash, receipt boxes, and contents will be the responsibility of each winery.
- Staking into the property's grass is NOT permitted.
- The tent and any displays must be weighted, sturdy, safe, and clean.
- No electricity or water is available, please plan accordingly.
- Vendors are fully responsible for protection of their property and for securing their tents and displays.
- Vendors are to supply their own napkins, additional tasting cups, as well as any other sides or accessories they wish to bring and serve (cheese, crackers, water, etc.).
- Vendors should bring their own signage appropriate to the event table set up.
- Teardown begins at 6 pm; vehicles will be allowed to reload their vehicles as quickly as possible at the end of the event and all vehicles should be off the grounds by 7:00 pm.
- Vendors are responsible for their own display in case of loss or damage.

SALES

- Vendors may also sell unopened bottles of wine, wine by the glass, and vineyard accessories. Vendors CANNOT charge for tasting.
- Collection and reporting of Virginia Sales Tax is the responsibility of the vendor and should be reported and remitted to the Commonwealth of Virginia. Those who have a pre-established monthly sales tax account need to complete and submit the ST-9 form to report sales tax. Those who do not and only attend 3 or less events per year should complete and submit the ST-50 form.
- Vendors are responsible for packaging any sold merchandise and/or unopened bottles of wine. For example, bags/boxes, etc.
- No winery is permitted to charge an additional tasting fee to participants.

CONDUCT

- Any unruly behavior or failure to comply with the stated rules by the vendor or their assistants will mean immediate expulsion from the event and will eliminate the exhibitor from future festivals.
- No vendor may sublet space to another exhibitor.
- Tasters will have wristbands with "Drinking Age Verified" printed on them. Event staff and vendors will have neon pink wristbands with "Staff" or "Vendor" printed on them. It is the responsibility of the vendor to insure that only those 21 years or older have access to any wine. No wristband=no tasting.
- Wineries will be responsible for giving tastings, as well as, selling bottles and cases to individuals displaying an admissions wristband. Any individual trying to taste or purchase bottles and/or cases that is not wearing a wristband should be redirected to the sales tent for purchase of a wrist band or be turned over to event staff.
- Wineries are responsible for reminding personnel working their booths not to provide wine to anyone who appears under the influence or to any obviously underage person who may have obtained an admissions wristband. Carding such age questionable individuals is the responsibility of the participating wineries and the personnel staffing their wine tables. As a reminder, after first checking for the appropriate taster's and purchaser's wristband of the day, if for any reason winery staff personnel doubt an individual's age, re-carding is the appropriate action. Also, if the of age document (i.e. driver's license) does not appear to be valid, refusing to pour a tasting or sell wine to that person is the prudent action. Any dispute regarding age verification should be

Wine Vendor Registration

referred to the event on-site security personnel. Under Virginia law, the individual providing access to an alcoholic beverage to an underage person is ultimately held accountable. Noncompliance will halt and preclude further participation.

- Any problems encountered with festival attendees should be immediately reported to the festival staff and management.

OTHER EVENT INFORMATION

- **ABSOLUTELY NO PETS ARE ALLOWED ON THE EVENTS GROUNDS, AS THIS IS A PRIVATE RESIDENCE/ESTATE.**
- Tasters will be given souvenir wine glasses when they arrive at the admissions tent.
- Trash containers and trash bags will be provided by the event staff/volunteers. Vendors will be responsible for helping police the ground immediately around their vendor booths to ensure that there are no broken wine glasses or other sharp objects that could cause injury to the attending public. Vendors will also be responsible for leaving their booth space clean, with any trash placed in appropriate containers. All trash must be bagged and brought to the indicated trash areas.
- The Town of Middletown, 4th of July Committee, and the owners of Monte Vista are not responsible for the loss of power or other acts from Mother Nature.
- Utilization of newspaper, posters, celebration brochures, and local television and radio coverage will advertise the event prior to the weekend.
- We encourage you to promote this event to your customer base.

EVENT LOCATION

Monte Vista Estate
8183 Valley Pike, Middletown, VA 22645

- **Directions from the North:** I-81 to exit 302 (Middletown); turn right onto Reliance Road. Continue on Reliance Road to Route 11/Main Street. Turn left onto Route 11/Main Street. Continue on Main Street, going through the Town of Middletown. Monte Vista is the large Victorian estate on the left-hand side; across from the Cedar Creek Battlefield and next to Stowe Woodward.
- **Directions from the South:** I-81 to exit 298 (Strasburg); turn left onto Route 11. Continue on Route 11 for approximately 3 miles. Monte Vista will be on the right-hand side; across from the Cedar Creek Battlefield and next to Stowe Woodward.
- **Parking/Unloading:** Vendors should pull in the front of the estate, along Route 11, to unload. Once you have unloaded, you should move immediately to the vendor parking area. You will be directed to your designated spot once you arrive.
- There is an event map on the website, <http://www.middletownfire.com/4thUncorked>.

EVENT STAFF USE ONLY:	Date Received: _____ Payment Received: _____ Vendor's Remote License Submitted: _____
	FOR EVENT: Event Space #: _____ Parking Pass #: _____