



**Where Pennsylvania Wines Come Together**

**SATURDAY ■ SEPTEMBER 14, 2013**



Monroeville, Pennsylvania

■ Wineries ■ Vendors ■ Live Entertainment

*And More...Don't Miss Your Chance To Exhibit!*

CO-PRODUCED BY



GOLD SPONSORS



**YOU'RE INVITED TO EXHIBIT !**



- PENNSYLVANIA WINES
- FABULOUS FOOD
- MARVELOUS MUSIC
- EXHIBIT FRIENDLY VENUE
- YOUR DIRECT LINK TO INCREASED SALES!



*"The Pennsylvania Wine & Music Festival is the premier sales event for Pennsylvania wineries and a unique promotional opportunity for retailers and corporate sponsors. It's a one day celebration of wine, food, music and fun that will become the event of the year for exhibitors and consumers. This is an event that Pennsylvania wineries deserve that has been missing until now. If you want to reach thousands of affluent consumers who are passionate about their wines and love wine events, this festival is for you."*

- Kenn Starr, Starr Hill Winery



**Featuring Pittsburgh's Own National Recording Artist & Soul Jazz Master**

**KENNY BLAKE**





**Where Pennsylvania Wines Come Together**

## GAIN DIRECT ACCESS TO THOUSANDS OF WINE LOVERS

Kelly Simon Event Management and Starr Hill Winery are proud to present the start of a new tradition in Western Pennsylvania.

The Pennsylvania Wine & Music Festival begins its annual flight on September 14, 2013 at the Monroeville Convention Center. The combined expertise of Kelly Simon's 31 years of show management and Kenn Starr's 50 years of family wine making and hundreds of tasting and sales events assures everyone of an outstanding Wine Festival.

Whether you market wine, food or related wine lifestyle products, the Pennsylvania Wine & Music Festival is the perfect place to meet thousands of affluent wine enthusiasts from the tri-state area.

### PENNSYLVANIA WINES

The Pennsylvania Wine & Music Festival will feature two sessions from 1:00 PM – 4:00 PM and 5:00 PM – 9:00 PM. Everyone who exhibits and attends will receive a commemorative Festival wine glass for hours of sampling and enjoying Pennsylvania's premium wines. We will also be featuring a People's Choice Award at the end of each session.

### FABULOUS FOOD

The Monroeville Convention Center / DoubleTree by Hilton™ will cater to any taste, from traditional wine-paired meals to a variety of casual hors d'oeuvres. Their award winning Chef and professional catering team are busy planning the ideal menu to complement the delicious selection of Pennsylvania wines.

### MARVELOUS MUSIC

The afternoon session will sizzle with smooth jazz and modern rhythm and blues from Pittsburgh's own "Soul Jazz Master", Kenny Blake. When the sun goes down, the music lights up the town as the evening session jams with more great tunes.

## OUR TARGETED ADVERTISING PROGRAM BRINGS QUALIFIED BUYERS TO YOU

### NEWSPAPERS & MAGAZINES

More than 300,000 subscribers will see our display advertising in 14 of the area's leading newspapers and magazines.

- |                    |                          |                      |
|--------------------|--------------------------|----------------------|
| ■ Tribune-Review   | ■ Post Gazette           | ■ Clipper Magazine   |
| ■ Times Express    | ■ Murrysville Star       | ■ Penn Trafford Star |
| ■ Advisor          | ■ Norwin Star            | ■ Ligonier Echo      |
| ■ Jeannette Spirit | ■ Independent-Observer   | ■ Pennysaver         |
| ■ Times-Sun        | ■ Mount Pleasant Journal |                      |

### BILLBOARDS

Dynamic, full color billboards will appear on all major highways.

### DIRECT MAIL

A special invitation will be mailed to more than 10,000 wine lovers.

### RADIO

The local radio stations add excitement and interest with hundreds of commercials and on-air ticket giveaways.

### 200 ROAD SIGNS

Adding impact to the campaign, 200 brightly colored road signs will be placed at participating wineries, exhibitor's and sponsor's locations AND on all major routes and intersections leading to the event.

**PLUS FOUR WEEKS OF EMAIL BLASTS AND SOCIAL MEDIA MESSAGING!**

[www.pawineandmusic.com](http://www.pawineandmusic.com)



### WHO EXHIBITS?

- Wineries
- Vineyards
- Specialty, Gourmet & Fresh Foods
- Wine Accessories
- Refrigeration & Wine Racks
- Serving Accessories
- Stemware & Decanters
- Wine Art & Preservation
- Kitchen Décor & Accessories
- Wine Classes & Schools
- Cooking Schools
- Tours, Travel & Recreation
- Gifts & Home Décor
- Retail & Corporate Businesses
- Home Based Businesses
- Financial Services
- *Your Business!*

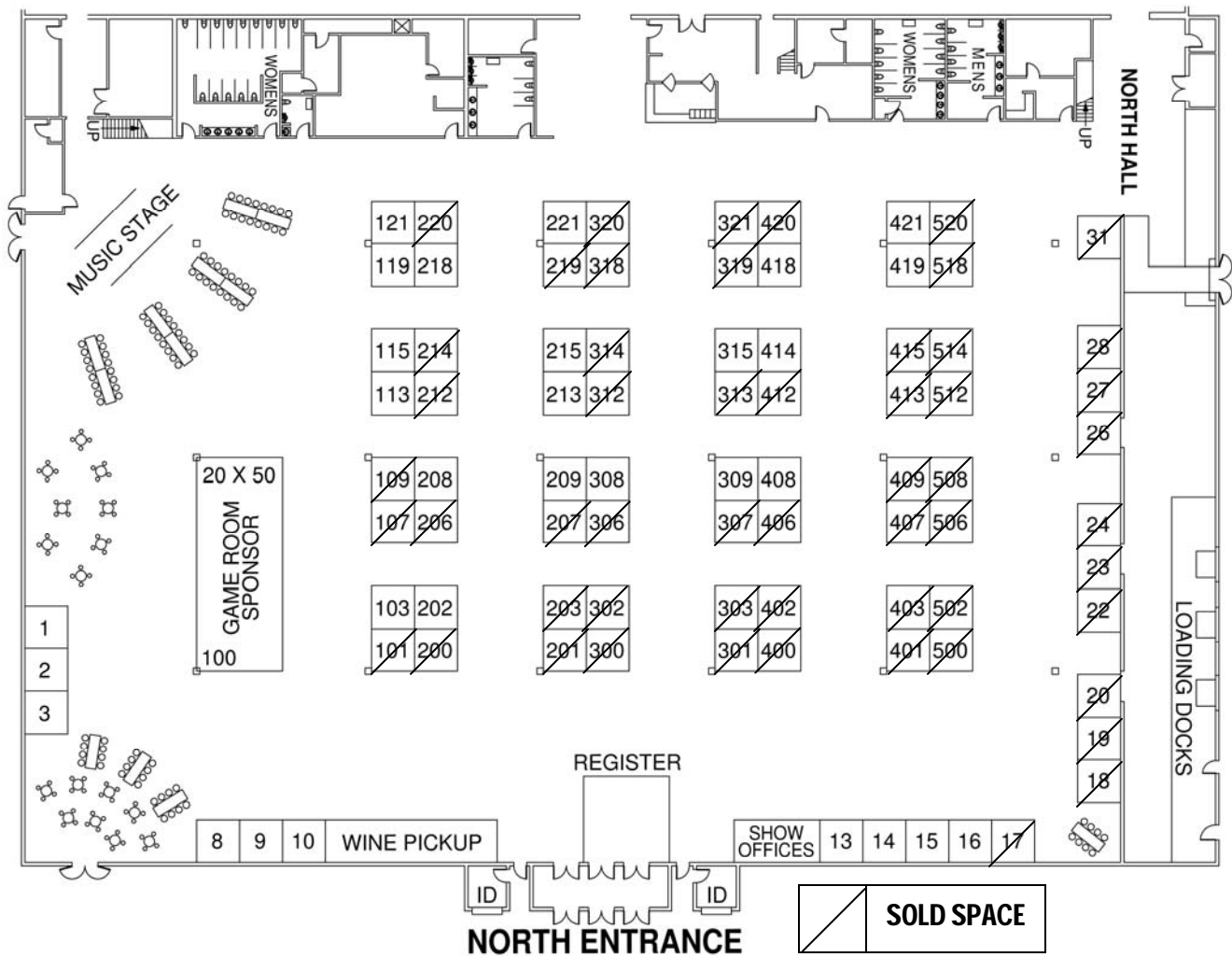
### WHO ATTENDS?

- 60% Females
- 82% Are 21 – 49
- 18% Are 50 And Older
- 74% Spend \$12 - \$24 For A Bottle Of Wine
- 85% Make Other Purchases

## SMART MARKETING THAT WORKS!

The Festival is also being highly promoted by the following businesses and community organizations reaching thousands of customers directly:

- Monroeville Convention Center
- Doubletree By Hilton Hotel Pittsburgh
- Monroeville Convention Visitors Bureau
- Monroeville Chamber Of Commerce
- Websites
- E-mail marketing
- Facebook, Twitter and other social media



### AN EVENT FRIENDLY VENUE

The Monroeville Convention Center has earned the reputation of being the most exhibitor and consumer friendly venue in the tri-state area. It's located adjacent to the Doubletree By Hilton Hotel in the Monroeville Mall complex - one of the busiest shopping malls in the Pittsburgh market with over 180 stores.

- Free parking for 1,500 visitors
- Ground floor loading docks
- Drive in access to your booth
- Only three miles from the PA Turnpike
- Non-union and friendly staff
- Carts available at no charge
- Forklift available at no charge



### Here are the wineries who have committed to exhibit to date:

WINERY	BOOTH
Allegheny Cellars Winery	101
Courtyard Winery	520
Greenhouse Winery	500
Kavic Winery	107/109
Seven Mountains Winery	506/508
Starr Hill Winery	301/303
Stone Keep Winery	420
The Winery At Wilcox	320
Volant Mill Winery	220
Walnut Hill Winery	401
Wapiti Ridge Winery	201/203

ONLY TWO MORE WINERY SPACES AVAILABLE – CALL NOW!

### EXHIBIT SPACE

A Cost Effective Investment Provides Everything You Need...No Hidden Costs!!!

#### EXHIBIT SPACE INCLUDES:

- 8' High Backdrop And 3' High Side Drape
- (1) Table, Covered And Skirted
- (2) Chairs
- Company ID Sign
- Company Staff ID Badges
- Listing and Link On The Website
- Listing In The Show Program & Buyers Guide
- Free Parking
- 6 Privileged Guest Passes For Your Customers

#### EXHIBIT SPACE INVESTMENT

10 x 10	\$ 250	10 x 40	\$ 800
10 x 20	\$ 450	20 x 20	\$ 800
10 x 30	\$ 640		



**Where Pennsylvania Wines Come Together**



**Saturday**

**September 14, 2013**



**MONROEVILLE  
CONVENTION  
CENTER**

**Monroeville, Pennsylvania**

**First Session 1 PM – 4 PM**

**Second Session 5 PM – 9 PM**

**- PREMIUM LEVEL SPONSORSHIPS -**

**GOLD SPONSORS - \$2,000**

- You will receive a 10' x 20' exhibit space
- Your logo and sponsorship credit will appear as follows:
  - In the display advertising in all newspapers and magazines
  - In multiple email blasts to a select group of attendees
  - On the cover of the full color attendee direct mail brochure
  - On every page of the website with a hyperlink to your homepage
  - On the cover of the Official Show Program & Buyers Guide
  - On the welcome signs at the entrance / Expo registration
  - On the television commercials
- You will receive live announcements as follows:
  - On the radio commercials
  - On the music stage during both performances
- You will also receive the following benefits:
  - The opportunity to provide two banners for display at the entrance
  - A full color, quarter page ad in the attendee direct mail brochure
  - A full page ad in the Show Program & Buyers Guide
  - 20 Privileged Guest Passes for your customers

**WINE GLASS SPONSORS- ONLY 2 AVAILABLE \$2,000**

- You will receive a 10' x 20' exhibit space
- Includes all Gold Sponsorship amenities
- Your logo will appear on the Festival glasses

**AUTOMOTIVE SPONSOR- ONLY 1 AVAILABLE \$2,000**

- You will receive a 20' x 50' exhibit space
- Includes all Gold Sponsorship amenities

**PLACE YOUR COMPANY IN THE SPOTLIGHT  
WITH CORPORATE SPONSORSHIP!**



101 Mall Boulevard  
Monroeville, Pennsylvania, 15146

**WINE & MUSIC FESTIVAL  
SPECIAL RATE / ROOM BLOCK  
\$69 PER NIGHT**

**For Reservations Call  
412-373-7300**

*Kelly Simon*

**EVENT MANAGEMENT**

645 East Pittsburgh Street, #357  
Greensburg, PA 15601

Phone: 724-837-7979

Fax: 724-219-3570

[kelly@SimonEventManagement.com](mailto:kelly@SimonEventManagement.com)



Where Pennsylvania Wines Come Together

**SEPTEMBER 14, 2013**

**MONROEVILLE CONVENTION CENTER  
MONROEVILLE, PA**

Co-Produced By



**1** DATE \_\_\_\_\_ **APPLICATION & CONTRACT FOR EXHIBIT SPACE**

Company \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

**2** **COMPANY DESCRIPTION (for YOUR FREE LISTING in Show Program & Buyers Guide)**

\_\_\_\_\_

\_\_\_\_\_

**3** **EXHIBIT SPACE - Check the size space(s) you are reserving:**

_____ 10 X 10 .....	\$ 250
_____ 10 X 20 .....	\$ 450
_____ 10 X 30 .....	\$ 640
_____ 10 X 40 .....	\$ 800

**4** CHOOSE YOUR PREFERRED BOOTH #  
1<sup>ST</sup> \_\_\_\_\_ 2<sup>ND</sup> \_\_\_\_\_

**WE PROVIDE EXHIBIT SPACE PRICING THAT INCLUDES EVERYTHING YOU NEED. AS ALWAYS, THERE ARE NO HIDDEN COSTS.**

- 8' High Backdrop & 3' High Side Drape
- (1) Table, Covered And Skirted
- (2) Chairs
- Company ID Sign
- Company Staff ID Badges
- Listing and Link On The Website
- Listing In The Show Program / Buyers Guide
- Free Parking
- 6 Privileged Guest Passes For Your Customers

**5** **SPONSORSHIP & ADVERTISING OPTIONS:**

_____ Gold Sponsor	\$2,000
_____ Wine Glass Sponsor	\$2,000
_____ Automotive Sponsor	\$2,000

**SHOW PROGRAM & BUYERS GUIDE**  
(Distributed to attendees at both sessions)

_____ ¼ Page Ad (4" w x 2.5" h)	\$100
_____ ½ Page Ad (4" w x 5" h)	\$180
_____ Full Page Ad (4" w x 10" h)	\$350
_____ Inside Front Cover	\$400
_____ Inside Back Cover	\$400
_____ Back Cover	\$500

**5** **PRIZE BASKET (Please initial to agree)**  
Each WINERY is required to provide one prize basket (minimum value \$100) for a drawing / auction.

I AGREE \_\_\_\_\_

**FESTIVAL SCHEDULE**  
**Saturday, September 14**

**1:00 PM – 4:00 PM**  
**First Session**

**4:00 PM – 5:00 PM - Refresh Hall**

**5:00 PM – 9:00 PM**  
**Second Session**

**6** **TOTALS**

Exhibit Space \$ \_\_\_\_\_ Advertising \$ \_\_\_\_\_ TOTAL \$ \_\_\_\_\_

**7** **PAYMENT TYPE:** \_\_\_\_\_ Credit Card \_\_\_\_\_ Check: Fax copy of check OR scan and email copy of check as we process checks electronically – you do not need to mail the check.

I agree to have Simon Event Management charge my: \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA \_\_\_\_\_ Discover

Amount of charge \$ \_\_\_\_\_ Account # \_\_\_\_\_

Expiration date \_\_\_\_\_ 3-digit code \_\_\_\_\_ Billing address zip code \_\_\_\_\_

Billing address \_\_\_\_\_ Same as above \_\_\_\_\_ Other \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

----- FOR OFFICE USE ONLY -----

Date Received \_\_\_\_\_

Amount Received \_\_\_\_\_

\_\_\_\_ Credit Card \_\_\_\_ Check # \_\_\_\_\_

NOTES: \_\_\_\_\_

**8** I understand that I have contracted for exhibit space by signing this contract. I understand that the final location will be determined by show management upon receipt of payment in full. The undersigned represents that he / she is fully authorized to execute and complete this contract and agrees to the rules and regulations on the reverse side of this contract.

Authorized Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Kelly Simon Initials \_\_\_\_\_

## 2013 SIMON EVENT MANAGEMENT RULES AND REGULATIONS • Please Read and Sign Page 1

1. SET-UP AND TEAR DOWN: Exhibit space will be accessible to exhibitors for erecting displays in accordance with time and dates listed on the event schedule. Set-up must be done the day prior, or the morning of the opening of the event, as provided by Simon Event Management. Final preparation must be completed by the starting time on the opening day of the event. A \$250 penalty fee will be charged for any set-up or construction of exhibits after said time. Exhibitors must use only the entrances designated for set-up. Removal and packing may not commence until the final day at the close of the event. Displays must be removed by date and time listed. Each exhibitor must name at least one individual to be the exhibitor's authorized agent for installation, operation and removal of the exhibit. No part of the exhibit may be removed after set up except with written permission from show management. A \$250.00 penalty fee will be charged for any exhibit that is removed before the final tear down time.
2. LOCATION / DATES: Simon Event Management reserves the right to determine an exhibitor's final location, the location of the event and the dates of an event. The location of assigned space may be changed by the management to prevent congestion; avoid confusion in firm names; solve competitive conditions; or to benefit the overall production of the event.
3. SUBLETTING: An exhibitor may not share or sublet any portion of their booth space with another company.
4. FIRE HAZARD: All exhibit and booth materials must be flame proof and otherwise must comply with federal, state and local fire laws, insurance underwriting requirements and other applicable site regulations. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of set-up and prior to the opening of the event. Exhibitors are restricted to the use of materials which would pass a fire inspection.
5. HEIGHT RESTRICTIONS: Exhibits, back walls and decorations shall not exceed 15 feet. Permission must be obtained from show management to exhibit equipment which exceeds the height restriction.
6. LOUD SPEAKERS AND SOUND DISPLAYS: Loud speakers and loud sound displays are prohibited; exhibitors must receive advance permission from show management to exhibit any type of sound display.
7. NON-CONFORMING EXHIBITS: Simon Event Management reserves the right to refuse any exhibitor which does not, in show management's judgment, conform to the general theme of the event.
8. SOLICITATION: Exhibitors are prohibited from soliciting business in the aisles or in other exhibitor booth areas. Samples, pamphlets, publications and catalogs, etc. may only be distributed by exhibitors from within the confines of their own booth area. Exhibitors must obtain prior permission from the show management to conduct any other type of promotional activities during event hours.
9. MISCELLANEOUS:
  - (a) Booths should be attended by the exhibitor during all event hours, in their own best interest.
  - (b) Absolutely nothing may be taped to facility fixtures, floors or columns.
  - (c) Electrical cords may not be run along facility floor in customer traffic walkways.
  - (d) Facility floor wax finishes and carpeting are delicate and easily damaged. Exhibitor is responsible for damage to facility floor caused by dragging of displays across the floor, driving vehicles across the floor or use of sprays that may damage the finish of the floor.
  - (e) Solicitation must be confined to the exhibitor's booth space; soliciting in the aisles or any other area of the event is prohibited.
- WINERIES:
  - (f) WINERY agrees to operate in accordance set forth by the State and Federal Agencies and must be individually licensed to operated by the State of Pennsylvania.
  - (g) WINERY is responsible for paying all applicable Federal, State and Local Taxes.
  - (h) WINERY agrees to pay all fines/penalties levied to WINERY and to reimburse THE EVENT for any fines/penalties levied to Simon Event Management as a result of WINERY'S noncompliance with any Federal Pennsylvania State or local law including but not limited to DEV, OSHA, FCC, DOL, DOH AND EPA.
  - (i) WINERY agrees to clean their own area and place trash in receptacles provided.
  - (j) If WINERY intends to sample food during the event they will be required to have and display their health department permits. In addition, they will be required to provide a proper cleaning station. No food sales are permitted without prior approval from Simon Event Management.
  - (k) Winery MAY SELL RELATED ITEMS TO THEIR EXHIBIT AND MUST COLLECT ALL TAXES.
10. SIGNS AND NOTICES: All signs and notices shall be professionally lettered and any sign or notice which does not conform to the above shall be removed immediately. HANDWRITTEN SIGNS ARE PROHIBITED.
11. WINERY, its affiliated companies and subsidiaries agree to secure and maintain during the period of this Agreement the following insurance coverage:
  - a. Bodily injury \$300,000 per occurrence; b. Property damage \$300,000 per occurrence OR c. \$600,000 per occurrence, combined single limitWINERY agrees to name Monroeville Convention Center, Simon Event Management and Starr Financial Group, Inc./Starr Hill Vineyard & Winery as "Additional Insured" and to provide a certificate of such coverage no later than August 15, 2013 via FAX 814-236-0376. For information call 814-236-0910.
12. SECURITY AND LIMITATIONS OF LIABILITY: Show management will engage security guards but nevertheless assume no liability for loss damage from any cause whatsoever. Exhibitor understands and agrees that said security personnel are independent contractors and that any such security is provided by Simon Event Management and solely as a courtesy. Exhibitor further agrees that Simon Event Management, Starr Financial Group Inc./Starr Hill Vineyard & Winery shall incur no liability and/or responsibility resulting from the acts or omissions of such security personnel. Simon Event Management and Starr Financial Group Inc./Starr Hill Vineyard & Winery shall not be responsible for injury that may occur to an exhibitor or his employees, nor for the safety of any exhibit against theft, fires, accident or any other cause of loss or damage. If an exhibitor damages the building, he shall reimburse the owners of the building for the cost of repairing the damage. Simon Event Management and Starr Financial Group Inc./Starr Hill Vineyard & Winery shall cooperate fully at all times but shall not be responsible for (a) damage to exhibitors property, lost shipments either coming in or going out, moving costs; or (b) any damage loss, delays, etc. Any damage to transported property is solely exhibitor's responsibility.
13. BREACH OF CONTRACT: If an exhibitor cancels for any reason whatsoever with a signed contract, they shall be held liable for the full amount of the booth cost. They shall also forfeit all monies which have been paid to reserve the space and be liable for the full cost of the space. The exhibitor will also be liable for all costs incurred by management in consideration of the exhibitor including, but not limited to tables, coverings, skirting, chairs, signage, chairs, signage and exhibitors listings in advertising placed on behalf of the exhibitor. NO REFUNDS WILL BE ISSUED. Show management will also have the right to use the space as it deems necessary to eliminate blank spaces in the event.
14. CANCELLATION: If the event is not held for any reason and rescheduled, Simon Event Management will transfer all monies paid for exhibit space rental to the rescheduled event. If the event is not held for any reason and is never to occur, Simon Event Management will issue a credit for all monies paid for exhibit space rental to be applied to another trade event. The credit amount does not have an expiration date and may be used at any time. In either of the foregoing situations, exhibitor hereby waives any claim of damage, compensation or refund of money paid to Simon Event Management except to the extent agreed to above.
15. UNETHICAL CONDUCT: Unethical conduct or any infraction of the rules by the exhibitor, his agents or employees will subject the exhibitor to exclusion from the exhibitor area. In the event of such exclusion it is agreed that no refund shall be made to the exhibitor and Simon Event Management shall not be liable for any damages or expenses incurred by the exhibitor as a result of such exclusion.
16. DISPUTE RESOLUTION: Any and all matters, questions and or topics not specifically discussed or addressed in the foregoing rules and regulations shall be subject to the decision of show management, which decision shall be final.
17. AGREEMENT TO TERMS: By erection of exhibit, exhibitor expressly consents to and accepts the foregoing rules and regulations and represents that full compliance therewith has been made by exhibitor.