



May 19–20, 2012
Pike Place Market

Exhibitor Information and Regulations

Note: Only cheesemakers qualify for this level of participation in the Seattle Cheese Festival. Please do not submit an application for this level unless you or your company produces cheese.

Exhibitor Package

For the entry fee of \$250, the cheesemaker exhibitor will receive:

- One approximately 8-foot table exhibit space on the main Pike Place Market thoroughfare
- Signage with cheesemaker's name for exhibit space
- Listing on seattlecheesefestival.com
- Listing on event guide

Products

Exhibitors who wish to showcase products at the Seattle Cheese Festival must be of high quality. Preference is given to artisanal cheese products. Festival management will strive to maintain a strong focus on artisanal cheese and as a result, less than ten percent of the show sponsors/exhibitors will be offering cheese condiments, bread/crackers or other similarly associated products.

Applicants are required to include a list of the products they intend to sample and/or sell at the Seattle Cheese Festival. Festival Management reserves the right to reject the application based on quality or appropriateness to the Festival. Management reserves the right to insist sponsors and exhibitors remove any unauthorized or inappropriate products during the Festival.

Types of Exhibit Space

All cheesemaker exhibitors will be stationed at High Stall Tables.

High Stall Table – One approximately 96" x 30" table, set up on the street side of the Pike Place Market High Stalls. The table will be positioned under an awning. Open to pedestrian walkway on one side and subject to the elements (rain and sunshine).

Regulations

- Exhibitors must staff their booths at all times during the event hours.
- Exhibitors must abide by the rules and regulations regarding the sale and sample of products at the Pike Place Market.
- Exhibitors must provide proof of liability insurance to cover all activities relating to the event. The insurance must be with a reputable insurance company satisfactory to the Seattle Cheese Festival in the minimum amount of One Million Dollars (\$1,000,000) for property damage and Two Million Dollars (\$2,000,000) per accident and shall name the Seattle Cheese Festival as an additional insured. Documentation of such coverage will be made available to the Seattle Cheese Festival prior to the exhibitor commencing any activities at the event.

Payments

- Applications are due by March 31, 2012.
- The exhibitor fee must be paid in full by March 31, 2012.
- Cancellation Policy for Cheesemaker Exhibitors: Cancellation before March 31, 2012 is subject to a fee of \$100. For any cancellations made after March 31, 2012, no refunds will be made.
- The receipt of the Cheesemaker Exhibitor online application and payment does not constitute acceptance in the festival. Once you have been accepted into the Festival and your payment has been confirmed, we will follow up with additional event planning information.