



Dear Virginia Restaurant:

Thank you for your interest in being a Restaurant Participant at the 3<sup>rd</sup> Annual Virginia Wine Expo presented by Kroger (VWE). The VWE will be held at the Greater Richmond Convention Center on February 26, 27 and 28. This is the can't miss wine and food event of 2010 that will attract over 12,000+ affluent attendees.

As a VWE Restaurant Participant, your organization can meet face to face with and give out samples to thousands of consumers whose education and lifestyles give them the taste for the finer things in life, and whose income gives them the means to enjoy them.

The Virginia Wine Expo is a quality setting for establishing quality relationships with a quality audience – a setting that the *Richmond Times Dispatch* called “Virginia’s hottest wine event of the year...a success by any stretch of the imagination.”

So please look through the Restaurant Participant information I’ve attached, and phone or e-mail if you have any questions or to nail down the specifics of your participation.

I look forward to seeing you at the Virginia Wine Expo.

Meanwhile, here’s to your success.

Salut,

Alex Papajohn  
Executive Director

## **Restaurant Participant Information for the 3<sup>rd</sup> Annual Virginia Wine Expo presented by Kroger**

We're delighted to invite your fine dining establishment to join us as an official Restaurant Participant of the 3<sup>rd</sup> Annual Virginia Wine Expo presented by Kroger. The Virginia Wine Expo exclusively features Virginia wine, specialty food, restaurants and chefs.

This year's Virginia Wine Expo will take place February 26-28, 2010 at the Greater Richmond Convention Center.

At the Saturday and Sunday Lincoln Walk-Around Grand Tastings, consumers will be able to taste and buy glasses of wine, taste upscale specialty food, sample dishes from some of Virginia's finest restaurants, watch chef demonstrations, educate themselves at wine seminars, and relax in the Virginia Wine Expo Wine Garden. [Bottles of wine may be purchased for on- or off-premise consumption.]

The Virginia Wine Expo gives you an opportunity to showcase your fine cuisine to over 12,000 upscale wine and food-loving enthusiasts with a discerning, sophisticated palate. Sampling hours will be Saturday from 11:00 a.m. to 7:00 p.m. and Sunday from 11:00 a.m. to 6:00 p.m.

As a Participating Restaurant, you'll receive the following benefits:

- Restaurant will be located on Exhibition Hall floor and gain exposure to 12,000+ affluent attendees
- Restaurant will be integrated into appropriate marketing collateral and channels.
- Recognition on show floor map
- Restaurant promoted and logo inclusion on the VirginiaWineExpo.com website
- 10' by 10' pipe and drape booth, including 1 draped table, two chairs and 1 wastebasket
- Four (4) show-floor credentials per day
- Paper goods (plates, napkins, spoons, forks, knives) for 700 on Saturday and 500 on Sunday

The Participating Restaurant must provide the following:

- About 700 tasting portions on Saturday and 500 tasting portions on Sunday (1,200 total)
- All necessary equipment needed to preserve and serve food
- Send logo ASAP to [jessica@echelon-events.com](mailto:jessica@echelon-events.com)

**Special Notes:** If the restaurant wants decorations, banners, etc. in its booth, then the restaurant is responsible for bringing such items. Limited electricity will be available for a fee. Table-top butane burners are permitted as are gel sternos. A fire extinguisher must be present. The food must arrive prepared and ready to serve. You must register by **Friday, February 5<sup>th</sup>**.

To reserve your space at the Virginia Wine Expo and receive detailed registration materials, please contact Jessica Braum at [Jessica@echelon-events.com](mailto:Jessica@echelon-events.com) or via phone at 804.305.0879.

