

CHICAGO VEGAN MANIA 7

THE ULTIMATE CELEBRATION OF COMPASSIONATE CULTURE



SATURDAY, OCTOBER 10, 2015 · 10am-5pm
BROADWAY ARMORY · CHICAGO
Sponsor Kit

CHICAGO
Vegan
Mania



Come straight to the heart of the conscious consumer market

A quiet revolution has been taking place for the last four decades, picking up steam along the way, and quickly escalating during the last few years toward an inevitable tipping point. Every day, more and more people are becoming aware of how their everyday choices affect the world around them, and they are making conscious decisions to live healthier, more compassionate, more equitable and more sustainable lives. These people are known to marketers as conscious consumers.

At the very center of this conscious consumer revolution is the active and rapidly growing community of vegans. Vegans are committed to non-violence against animals, and, by extension, living in harmony with the world and the people around them. Chicago's vegan social community and business community have grown exponentially in the last decade, and for the last five years, Chicago VeganMania has been showing off these communities to the world and helping them grow and thrive.

Chicago VeganMania has steadily grown from drawing a crowd of 1,200 people in 2009 to attracting more than 4,500 attendees last year. Many of these people are vegan, but many more are just intrigued by the vegan message and culture and are excited to discover the vibrancy and diversity of this magical event. And they are all eager to support all the merchants who make it all possible. Last year, the vendors in our Vegan Food Court sold more than \$32,000 worth of meals in seven hours, and while we don't keep records of our other vendor sales, most vendors have reported great success, with many selling out of all their wares. And while Chicago VeganMania is designed around vegan businesses, anyone who caters to conscious consumers will find a happy, receptive and influential audience.

When you align your business with Chicago VeganMania, you are integrating yourself with the people who are actively helping to create a bright, healthy future.

SATURDAY, OCTOBER 10, 2015 · BROADWAY ARMORY · CHICAGO

CHICAGO
Vegan
mania



Here's why your company should exhibit at Chicago VeganMania:

- Chicago VeganMania is arguably your best opportunity to reach thousands of the Midwest's most active and influential vegans and other conscious consumers.
- Chicago VeganMania draws thousands of enthusiastic people from throughout Chicagoland and across the US. These people are eager to immerse themselves in vegan culture and will stay for hours or even all day just to stay connected with this event for as long as possible. Afterwards, they will share their experiences (including their experiences with your product) with their own communities, as well as live-tweeting and other social networking from onsite.
- Housed in Chicago's beautiful and storied Broadway Armory, Chicago VeganMania offers nonstop excitement and attractions, including a 24,000 sq ft Exhibit Hall featuring more than a dozen of Chicago's best loved vegan and vegetarian restaurants and more than 100 conscientious companies and nonprofits, as well as presentations from some of the leading voices of the vegan movement, cooking demos from several of Chicago's favorite vegan chefs, and engaging and informative workshops and panel discussions. Our Culture Café coffeehouse stage features innovative and soulful musicians from across the Midwest, and we have a massage and bodycare spa, a vegan bookstore, our popular Ask-A-Vegan-Expert tables, a Vegan Rockstar photo booth, a lively Kids' Area, and so much more!
- Chicago VeganMania is vigorously promoted through advertising, social networking and the media. Our event has been twice featured on ABC-TV's "Windy City Live", and Chicago VeganMania was the subject of a long feature on WBEZ's "The Morning Shift" and a front-page story in The Chicago Tribune, among many other stories.
- Compared to other media or even other event marketing, Chicago VeganMania offers huge "bang for the buck", particularly if you sign up before August 1st.
- This year, we have a special 4-foot table rate for both businesses and nonprofits that make our event more affordable for emerging businesses and small organizations.

SATURDAY, OCTOBER 10, 2015 · BROADWAY ARMORY · CHICAGO



Sponsor Participation Opportunities

PLATINUM SPONSOR – \$5,000

Name Recognition: Naming rights to preferred section of the festival (such as Exhibit Hall, Workshop Room, etc.), mention before all speaker, chef, and entertainment stage presentations, company representative may introduce speaker, chef, or entertainment stage presentations

Category Exclusivity: No other sponsors in your category without your permission

Product Marketing: Product samples and/or information to be distributed at speaker, chef, or entertainment stage presentations (staff/volunteers provided by sponsor)

Feature Recognition: Front page recognition on Chicago VeganMania website, description published on the Chicago VeganMania website (200 words), logo and special listing in the Event Guide and a company profile in our newsletter

Name and/or Logo Placement: Name and/or logo in feature position on all ads, flyers, posters, postcards, newsletters, and on Chicago VeganMania website and social media campaigns

Website Link: Link to your website from the Chicago VeganMania website and newsletter

Exhibitor Tables: Up to 20' x 10' feet of exhibit space with 4 tables and six chairs in prominent area of exhibit area

Signage: Sign/banner in prominent area (sign/banner provided by sponsor)

Parking: Four parking spaces in vendor lot (need to reserve in advance)

Customized Plan available

GOLD SPONSOR – \$2,500

Name Recognition: Naming rights to section of the festival (such as Exhibit Hall, Workshop Room, etc.), mention before all speaker, chef, and entertainment stage presentations, company representative may introduce speaker, chef, or entertainment stage presentations

Product Marketing: Product samples and/or information to be distributed at speaker, chef, or entertainment stage presentations (staff/volunteers provided by sponsor)

Feature Recognition: Front page recognition on Chicago VeganMania website, description published on the Chicago VeganMania website (100 words), logo and special listing in the Event Guide

Name and/or Logo Placement: Name and/or logo on all ads, flyers, posters, postcards, newsletters, and on Chicago VeganMania website and social media campaigns

Website Link: Link to your website from the Chicago VeganMania website and newsletter

Exhibitor Tables: 10' x 10' feet of exhibit space with 3 tables and six chairs in prominent area of exhibit area

Signage: Sign/banner in prominent area (sign/banner provided by sponsor)

Parking: Two parking spaces in vendor lot (need to reserve in advance)

Customized Plan available

SILVER SPONSOR – \$1,000

Feature Recognition: Description published on the Chicago VeganMania website (50 words), logo and listing in the Event Guide

Name and/or Logo Placement: Name and/or logo on all ads, flyers, posters, postcards, and on Chicago VeganMania website

Website Link: Link to your website from the Chicago VeganMania website

Exhibitor Tables: 10' x 10' space with 2 tables and four chairs in prominent area of exhibit floor

Signage: Sign/banner in prominent area (sign/banner provided by sponsor)

Parking: One parking space in vendor lot (need to reserve in advance)

BRONZE SPONSOR – \$500

Feature Recognition: Description published on the Chicago VeganMania website (15 words), logo and listing in the Event Guide

Name and/or Logo Placement: Name and/or logo on select ads, flyers, posters, postcards, and on Chicago VeganMania website

Website Link: Link to your website from the Chicago VeganMania website

Exhibitor Tables: One 6-ft. table and 2 chairs in prominent area of exhibit floor

FRIEND OF CVM – \$100

Recognition: Name listed on the Chicago VeganMania website and poster at event

SPONSOR A CULTURE CAFE MUSICIAN – \$100

Recognition: Name will be listed on Culture Café schedule (on website, program and onsite poster) and sponsor will be thanked onstage.

SATURDAY, OCTOBER 10, 2015 · BROADWAY ARMORY · CHICAGO



Exhibitor Information for Sponsors

Eligibility to exhibit: Chicago VeganMania welcomes Sponsors and Exhibitors who abide by our mission and the goals of our event. We require that all materials, literature, and handouts reflect these values.

Exhibitor space is available from Chicago VeganMania by invitation only.

Chicago VeganMania reserves the right to decline any exhibitor at any time at its discretion.

Vegan definition:

ALL PRODUCTS THAT ARE SOLD, SAMPLED OR DISPLAYED MUST BE VEGAN. Vegan is defined as being free of any animal ingredients or processes that harm or exploit animals. Animal ingredients include meat, poultry, fish, eggs, dairy, honey, wool, leather, fur, silk, shells, and anything else that is animal in origin. Also, no products will be allowed that have been tested on animals. The promotion of events or services that include the exploitation of animals, including circuses, rodeos, zoos, etc. is also strictly forbidden. All literature and other information displayed or distributed must only include vegan products and services. Chicago VeganMania reserves the right to exclude any items that it judges to be inappropriate. Any non-vegan items will be quickly removed by CVM personnel, and the offending vendor may be subject to ejection from the event.

General Information: All for profit and nonprofit exhibits include:

- choice of either 6-foot or 4-foot table
- listing in the event directory and onsite maps
- listing on the CVM website
- 2 chairs
- printed identification sign

Hours of Operation: Exhibit tables must be fully staffed and open and must remain fully staffed and prepared to interact with attendees on Saturday, October 11, from 10:00 am to 5:00 pm.

Set Up: Exhibitors are responsible for setup and breakdown of their exhibits: There will be limited volunteer assistance for unloading. Set-up must be completed by 9:00 am on Saturday, October 11 for food vendors and 10:00 am for all other vendors. CVM will have personnel on site from 8am until the close of the event. Exhibitors also have the option of setting up on Friday, October 10, between 6:00 pm and 9:00 pm.

Load Out: Equipment load out begins 5:00 pm. ABSOLUTELY NO EARLY BREAKDOWN WILL BE PERMITTED. All materials must be removed from the grounds by 7:00 pm on Saturday, October 10.

Security: Exhibitors are responsible for the security of their own property and equipment at all times. While limited security personnel will be on duty at all times during the event, no security personnel will be assigned specifically to Exhibitors. By signing this Agreement, Exhibitor acknowledges and agrees that Chicago VeganMania is not responsible for any loss, theft or damage to any property left on the Event grounds at any time.

Publicity: All Exhibitors are encouraged to promote Chicago VeganMania through their websites, newsletters, e-mailings, calendars, and other opportunities as available.

Photo release: All Exhibitors grant Chicago VeganMania permission to use and/or replicate photographs and video taken during the event for the purpose of publishing in newsletters, the organization's website, for fundraising, outreach, and educational materials.

Exhibiting Requirements and Expectations:

- More than 3,000 attendees are anticipated. Please plan accordingly.
- Samples and sales are welcome as listed and approved by Chicago VeganMania in the Application Form and must be vegan. "Show Special" discounts are encouraged.
- Nonprofit groups may also solicit memberships.
- Exhibit displays and signs must be on tables or freestanding (with advance permission). Banners cannot be taped to walls.
- Signage should be legible, easily visible, and identifying of the organization or business.
- Exhibitors will not interfere with the safety, success, and effectiveness of Chicago VeganMania. This includes, but is not limited to, behavior, display materials, literature, venue equipment, or operations, unusual odors, noise level, or extending beyond exhibitor space and/or blockage of public passageways.
- All garbage and recycling must be placed in appropriate containers in accordance with the recycling guidelines. A \$50 cleaning fee may be assessed to any areas not left clean.
- Electricity is by pre-arrangement only. You must bring your own extension cords.
- Subletting exhibit space in part or in its entirety is not permitted.
- No bottled water will be permitted to be sold unless approved by Festival staff.

Food Vendors

Commercial Food Exhibitors and Food Samples-Only Exhibitors are required to bring a minimum of 2,000 portions/free food samples.

All utensils, plates and other containers for food and samples MUST BE COMPOSTABLE. Information on food compostable foodware will be made available.

SATURDAY, OCTOBER 10, 2015 · BROADWAY ARMORY · CHICAGO