

Chicago Vegan Mania

the ultimate celebration



of our vegan community and economy



Saturday, October 1
Broadway Armory
Chicago

Exhibitor Guide



CHICAGO

Vegan
Mania



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

- Chicago VeganMania is the Midwest's biggest, boldest and most anticipated vegan event.
- Our giant food court (averaging 18 restaurants each year, including many of the favorites in the area), draws thousands of enthusiastic vegan and vegan-curious attendees who are ready to eat. The food court typically generates \$35,000 in sales over a seven-hour period.
- Our 24,000 square foot exhibit hall draws thousands of people, both vegans and nonvegans who are eager to try the latest vegan products and services.
- Each year we attract some of the leading luminaries of the vegan world who give inspirational presentations at our Main Stage and join together for insightful panel discussions in our Workshops Room..
- Meanwhile top local and national chefs work their magic at our state-of-the-art Chef Demo Kitchen, and local singer-songwriters and musical groups entertain attendees on the music stage in our Culture Café.

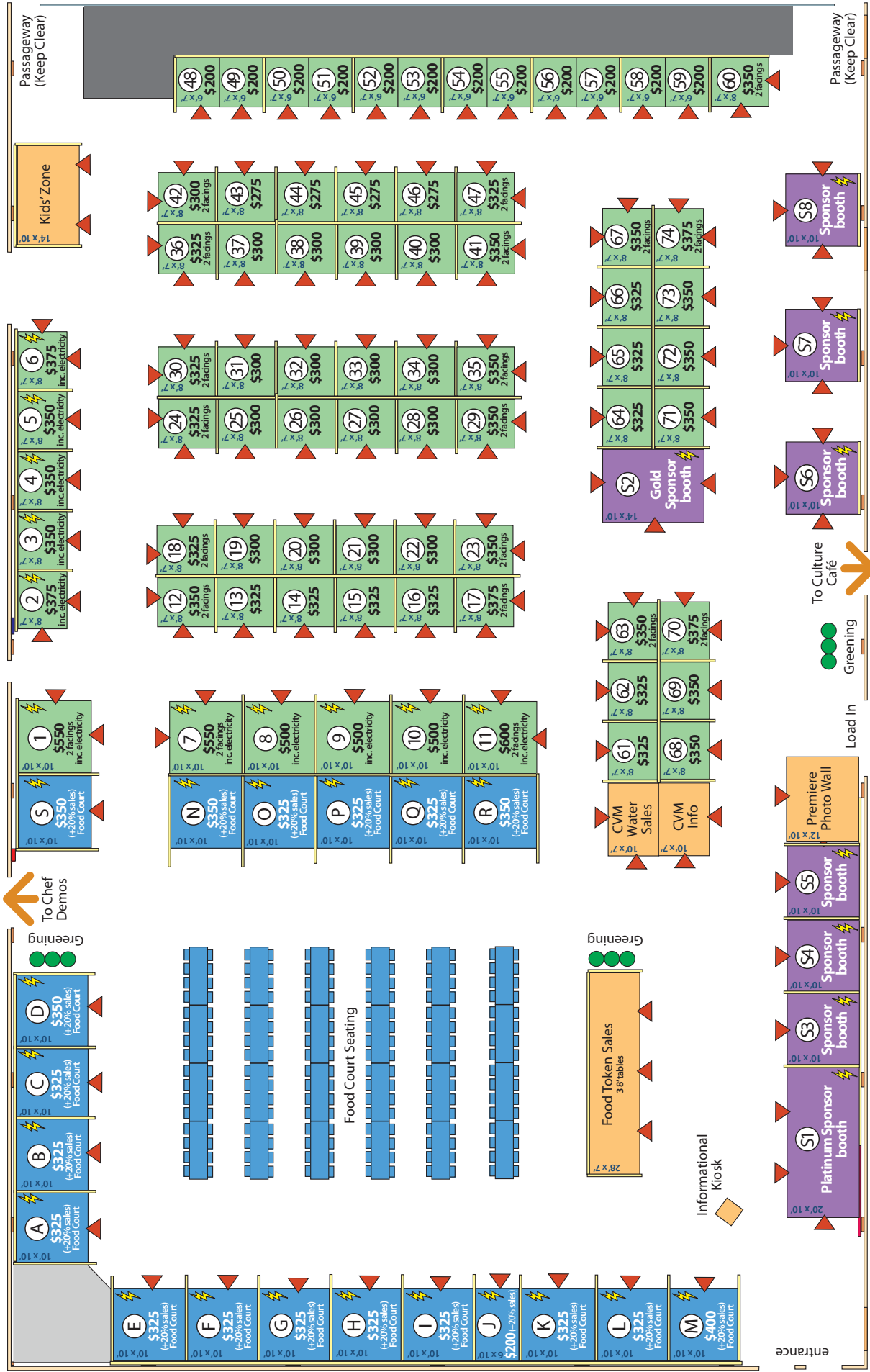
NEW FEATURES ON OUR EXHIBIT FLOOR THIS YEAR

- This year, we have already built our exhibit hall map - you can see it on the next page - so you can choose your space as you sign up. As soon as we receive payment for a space it will become unavailable to everyone else. You can track the progress of the exhibit space at chicagoveganmania.com/eventmap.html.
- This year, the Chicago VeganMania exhibit floor features larger and better defined exhibit spaces. A typical space is 8-feet wide by 7-feet deep with a waist-high divider between each space, so you have a bit more room to create a special space for yourself. Each regular space comes with a 6-foot table, two chairs and an elegant black backdrop which is suitable for hanging a banner. There are also both larger and smaller size booths available. (Note: CVM does not supply tablecloths. We request each sponsor brings their own table covering)

SATURDAY, OCTOBER 1, 2016 · BROADWAY ARMORY · CHICAGO



This year, we have expanded booth spaces for exhibitors and we are presenting the map before booths are sold. Sponsor booths are marked in purple, and can be combined into larger spaces if a sponsor requests. Food court booths are in blue and exhibitor booths are in green. The red triangles mark areas that face the public. NOTE: This map does not reflect the booth spaces that have already been purchased and which are still available. To view the most up-to-date version of this map, please visit: chicagovegmania.com/eventmap.html





Exhibitor Information

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 our discretion 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 1, 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 availability begins at 6:15 AM on Saturday, October 1. Set-up must be completed by 9:30 am on Saturday, October 1 for all vendors. The doors to the load in area will be shut at 9:30 AM. CVM will have personnel on site from 6am until the close of the event. Load in and out is located through the loading doors located at 5917 N Broadway, Chicago, IL.

Load Out: Equipment load out begins at 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 1.

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 4,000 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. Please see the food vendors section for more details on any edible items.
- 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.

Insurance:

All sponsors, exhibitors, and food vendors must provide a Certificate of Insurance to Chicago VeganMania prior to event day. Information that should be listed:

Additional Insured: Chicago VeganMania Inc, Chicago Park District

Event Location: 5917 N Broadway Ave, Chicago, IL 60660

Certificate Holder: Chicago VeganMania Inc c/o John Beske P.O. Box 7192 Chicago, IL 60680

Please forward a copy prior to the day of event to drea@chicagoveganmania.com

Food Vendors

Commercial Food Exhibitors and Food Samples-Only Exhibitors are required to bring a minimum of 3,000 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. A \$100 garbage fee may be imposed if CVM staff discovers non-compostable foodware has been used. CVM volunteers sort through all waste at the event and recycle or compost more than 90% of it. Our goal is zero waste!

Food Handler Certification: Food Handler Certification: All people handling food that is not pre-packaged, or factory sealed, must have a valid Illinois Food Handler Certification, Food Service Manager Certification, or comparable ANSI accredited or IDPH approved training in basic food handling principles. Please forward a copy prior to the day of event to drea@chicagoveganmania.com

Who is considered a food handler? A Food Handler is a Food Employee as defined in Section 750.110 of the Illinois Food Code, "means individual working with un-packaged food, food equipment or utensils, or food-contact surfaces".