



2019 VENDOR OPPORTUNITIES

The Fort Wayne Veg'n Brew Fest is back for its second year and we're brewing up an even bigger, better festival for 2019!

Our inaugural festival saw more than 2500 attendees interested in vegan-friendly, earth-friendly businesses and this year we're expecting even more. Is your business interested in helping to make this event a success and reaching thousands of area consumers? Become a vendor!

What is the Fort Wayne Veg'n Brew Fest?

The Fort Wayne Veg 'n Brew Fest is a free festival open to all ages that will be held at Headwaters Park, one of the city's premiere festival grounds, on October 5, 2019, from 12 pm to 6 pm. A special VIP hour, which will require a small fee, will run from 11 am to 12 pm and will allow attendees early access to all of the food, brew, and vendors before the crowds.

In recent years, Fort Wayne has experienced an explosion of interest in health, animal compassion, and the environment, all of which a plant-based diet and vegan lifestyle can benefit. Research has shown that a plant-based diet can substantially improve health and reduce the risk of numerous chronic diseases, even reverse some of them, like diabetes, cancer, high blood pressure, high cholesterol, obesity, Alzheimer's and heart disease. This lifestyle can also end the suffering of animals, who experience inhumane deaths in our food system, and aid the earth, as animal agriculture is the single largest contributor to greenhouse gas emissions.

To demonstrate these benefits, the Fort Wayne Veg 'n Brew Fest will feature speakers, cooking demonstrations, food from area restaurants, and vendors of all types. Where does the "brew" part of our name come in? We'll have local breweries on hand serving up their suds, all to the beat of some of the areas best musicians. Kids are also welcome, as we'll have fun activities for them too.

What are the unique aspects of the Fort Wayne Veg'n Brew Fest?

- There's no other festival like it within a two-hour radius.
- It will be free and open to all ages.

- Live music will be interspersed with speakers and cooking demonstrations
- A separate beer garden will allow people to connect with this community.
- Kids will be encouraged to learn about plant-based living through an area created specifically for them.
- Eco-friendly measures will be part of the festival's mission, including avoiding bottled water sales via jugs of water, setting up recycling stations and asking vendors not to use straws or plastic bags.

Why should I consider becoming a vendor?

By committing to be an exhibitor, you'll reach thousands of health-conscious, eco-friendly, compassionate-minded consumers who are eager to purchase products and support companies that align with their values.

VegFests all over the United States are welcoming thousands of attendees. Our 2018 festival saw over 2500 vegan and nonvegan attendees, shocking vendors and selling out of food and other items. This year, we anticipate an attendance of over 3000 throughout the day.

What are the costs associated with being an vendor?

Good question! Take a look at the following breakdowns:

Food trucks/carts: \$185

For-profit organizations: \$150

Non-profit organizations: \$75

For-profit and non-profit fees include a 10x10 space with an 8' table and 2 chairs. Extra fees will apply if you need extra chairs and tables or electricity. Electricity is an additional cost of \$35.

Don't miss out! Fill out the following application today to secure your spot!

The Fort Wayne Veg 'n Brew Fest wouldn't be possible without vendors like you, and we would be thrilled if you would join our efforts. Your participation as an exhibitor will certainly enhance this celebration of the earth, health, compassion, and community for thousands of consumers. **Don't wait! Space is limited! Deadline to signup as a vendor is September 5, 2019!**

Thank you for your consideration,

Heather Dahman
Chairwoman, Fort Wayne Vegfest, Inc.

Learn more about our festival by visiting www.FWvegfest.com or for more information about becoming a vendor, please email heather@fwvegfest.com



2019 VENDOR APPLICATION

Fort Wayne Veg 'n Brew Fest wouldn't be possible without the generous support of our sponsors and vendors. Your partnership will allow us to bring this festival to thousands of consumers throughout Fort Wayne and the Midwest.

Exhibitor Application Process

All inquiries are welcome! Exhibitors must apply for a booth. Fort Wayne Veg 'n Brew Fest reserves the right to decline an exhibitor's application. Factors we consider include compatibility with the theme of our event and the need for exhibits that provide variety and interest.

Company _____

Contact Name _____

Email _____

Company Address _____

City _____ State _____ Zip _____ Phone _____

Company Website _____

Product/Service (be specific. List products to be sold or services to be offered) _____

Vendor Type:

Food Truck/Cart - \$185

For-Profit - \$150

Non-Profit - \$75

Electricity - \$35

Payment:

Check Payable to Fort Wayne VegFest, Inc.

Please Send Me a Paypal Invoice

Please only select the Paypal option if absolutely necessary as we will be charged a fee. If possible, please pay by check or cash.

All products, services, promotional items, samples, coupons and information provided to the Fort Wayne Veg 'n Brew Fest visitors must be vegan (no meat, dairy, eggs, fish, honey, gelatin, leather or animal-derived ingredients.)

_____ (Initial) I agree to abide by the Zero Waste guidelines and exhibitor guidelines (see following pages. Contact us with questions).

_____ (Initial) I understand & will comply that my booth/display must be open and manned during show hours. (Volunteers will be available to help if you need to take a short break)

_____ (Initial) I understand that if I decide to cancel, a refund will be unavailable after May 5, 2019.

The undersigned does hereby discharge, release, hold harmless, Fort Wayne VegFest, Inc, the City of Fort Wayne, and all event co-sponsors from any and all manner of action, suits, damages, or claims whatsoever arising from any loss or damages or claims, to the person or property of the undersigned during the Fort Wayne Veg 'n Brew Fest. There will be no refunds for inclement weather. Exhibitor gives permission for photos to be used for the purpose of advertising and marketing the event. Exhibitor agrees to conduct themselves in a professional manner, as deemed by show management, at all times.

Date: _____

Printed Name: _____

Signature: _____

Email completed form to heather@fwvegest.com or mail to:

Heather Dahman

3405 Sun Valley Drive, Fort Wayne, IN 46804

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Exhibitor Guidelines

Zero Waste Festival

Fort Wayne Veg 'n Brew Fest will be taking measures to plan a sustainable event and as a sponsor and/or vendor, you play a vital role in our success. We are promoting a Zero Waste event to minimize waste and maximize recycling and composting as part of our philosophy that we must take responsibility for ensuring the future of our children, our planet, and all living beings. Our expectation is that sustainability will guide the decisions our sponsors and vendors will make when choosing materials to be used during the festival.

What is Zero Waste?

Zero Waste is a philosophy and design principle that includes reducing, reusing, recycling, and composting, essentially taking a whole-system approach to the flow of resources and waste through society.

Although there are many reasons why recycling is better than throwing things away, consider these three. First, it conserves natural resources by reducing our need to mine for raw virgin materials. It also lowers energy consumption that would be necessary to manufacture new materials from scratch. And it creates less air, soil and water pollution than manufacturing new products and landfilling products no longer being used.

As a vendor of the Fort Wayne Veg 'n Brew Fest, you'll be required to hand out only recyclable, compostable, or reusable materials. If any product isn't, you'll be asked during the festival to remove it from your booth. Remember, too, that if an item is not recyclable locally, we can't recycle it, even if the manufacturer tells you it is recyclable. For more information on what can be recycled in Fort Wayne, please visit:

<https://www.cityoffortwayne.org/publicworks/solid-waste-management/one-cart-recycling-program.html>.

To assist you in these efforts, we've compiled a list of guidelines. While these may seem difficult, they should be very easy for you to do. If you need help or have any questions, let us know. We would love to work with you to help you become a zero waste vendor. Please contact us.

For food sponsors and vendors:

- To ensure the integrity of products that sponsors/vendors offer for sale or as samples, we request that sponsors/vendors submit a list of ingredients they will be using in their products at least 2 weeks prior to the festival. This should be submitted in writing to the contact person on this document.
- If there are questions about whether or not items purchased for food service are recyclable locally, please consult with the above-mentioned contact person prior to purchase.

- All food vendors are asked to use reusable or recyclable food service items.
- Non-recyclable items which include plastic bags and wraps, candy wrappers, single-use plastic water bottles and polystyrene (Styrofoam) are strongly discouraged.
- Paper napkins should be made from 100% post-consumer recycled content.
- Bite-sized or “finger foods” are encouraged to minimize waste by eliminating the need for utensils.
- Recyclable or compostable serving ware (plates, cups, etc.) should be used
- When possible, food items should be served in single servings rather than buffet style to minimize food waste.
- Drinks and condiments should be available in bulk instead of individual packages when possible. If not, single-serving items in compostable and recyclable containers are preferred.
- Please do not provide attendees with plastic straws or drink stirrers.
- Attendees at the festival will be encouraged to bring their personal reusable cups, mugs etc. Vendors should accommodate this and be willing to adjust their pricing and serving sizes accordingly.

For non-food sponsors and vendors:

- Use the least amount of packaging possible or remove the packaging before distributing any products. Use compostable “goodie” bags rather than plastic bags.
- Use post-consumer (preferred) or recycled content paper for flyers, programs and handouts. If possible, print on paper with the highest recycled content you can find.
- Do not use “neon” fluorescent or dark-colored papers. These cannot be recycled.
- Candy wrappers, energy bars, chip bags, and packaging from pre-packaged food are landfill items **and are strongly discouraged**.

Contact the following manufacturers to purchase the necessary food service items:

- Kanak Naturals (kanaknaturals.com): 260-490-4790
- Aardvark Straws (aardvarkstraws.com): 219-979-6809, sales@aardvarkstraws.com

Other non-local resources include:

- Green Paper Products (greenpaperproducts.com): 877-341-5465
- Eco-Products (ecoproducts.com): 303-449-1876, customercare@ecoproducts.com

IMPORTANT: ALL VENDORS Please provide us with a copy of your retail merchant license. If you do not have a license you can get one for \$25 by calling (260) 436-5663. All FOOD-SERVICE vendors must have a temporary food service vendor permit. If you have any questions, please contact us.

We are partnering with the City of Ft. Wayne Solid Waste and Republic Services for recycling; and volunteers to assist on the day of the event. Recycling and liquid collection containers will be located throughout Headwaters Park so festival attendees can properly dispose of items.