

Good FOOD & WINE Show

Peterborough
2017

The Morrow Building
151 Lansdowne St.

Dates and Times

Friday October 20th 2017
5 pm – 10 pm

Saturday October 21st 2017
12 pm – 10 pm

Good Food,  Good Times!
 Good Wine, 

The Good Food & Wine Show is a two-day sampling event for food and drink lovers from Peterborough and the surrounding area. We celebrate the best from the region and beyond with local cuisine, craft beer, farm products, and of course Ontario and International wines.

Last year's show was a resounding success. Feedback from vendors was positive with several selling out of samples and the show generating them on-going business.

Consumer shows are the most effective and powerful way to generate sales and gain brand awareness. Through our competitive pricing model we offer great value to market your business.



GoodFoodWineShow.com

Peterborough and the Kawarthas



Peterborough is a community known for its quality of life. Residents enjoy the natural beauty of the Kawarthas, with equal and easy access to urban activities. Peterborough enjoys a mix of industrial, commercial, agricultural and tourism business sectors, just 1 hour from the GTA.

Why Exhibit?

- 1** Peterborough and the Kawarthas are a market of 350,000 lucrative consumers. This is your chance to present to this audience. Sell your products or services directly to your target market, and make immediate sales.
- 2** Educate consumers on your latest products and services and increase brand awareness.
- 3** Receive instant feedback from attendees and market where your product is available.
- 4** Seating areas are placed to promote discussion of your products/business and enhance the attendee experience.
- 5** 4,000-5,000 projected attendance. Our projection levels are based on our well attended and received previous shows.
- 6** Tasting programs and seminars presented by vendors throughout the weekend. Share what makes your product unique, educate the attendees and encourage them to find out more.
- 7** Light Entertainment provided by solo artists add to the overall atmosphere of the show.
- 8** Parking is FREE.

Marketing

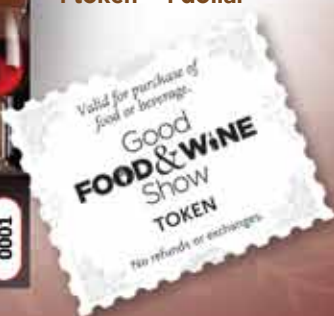
This will be Black Kat Shows 39th consumer trade show. We have a history of success through our aggressive marketing campaigns, our partnerships with the media, and our newsletter subscribers.

5,000 VIP Show Tickets
Radio & Print Advertising
Outdoor Advertising
Social Media Advertising
Social Media Networking
Posters / Promotion
Contests



Tokens

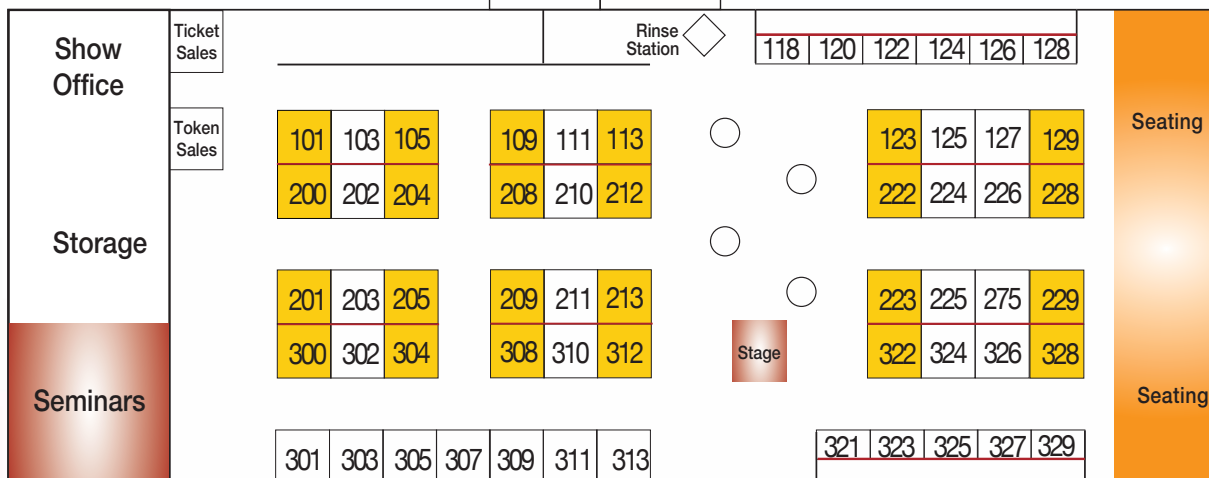
1 token = 1 dollar



\$10 At the door.

Wine, Beer, Food *and* Fun!

Hall Layout



Rates & Information

- Premium Booth 10' x 10': \$600
- Exhibitor Booth 10' x 10': \$500
- Exhibitor Booth 5' x 10': \$300
- Token Admin Fee: 20%
- (Tokens must be used for all samples and accepted if offered on all purchases)
- 10' x 10' Booths come with 8' high back drape, 3' high side drape, an 8' long table by 42" high with white cover & black skirt, and one 1500 watt hydro connection.
- 5' x 10' Booths come with 8' high back drape, 3' high side drape, and an 8' long table by 42" high with white cover & black skirt.
- All draping is black and burgundy.
- Storage available to all vendors.
- Ice will be unlimited for an admin fee of \$20.
- Continuous security from 4 pm Friday, October 20th until 11:59 pm Saturday, October 21st, 2017.
- Kawartha Food Share will benefit from the proceeds of all donated tokens and returned glassware.

Please Share Our Social Links

/GoodFoodWineShow /FoodWineShow

Dates and Times

Friday October 20th 2017

5 pm – 10 pm

Saturday October 21st 2017

12 pm – 10 pm

Show Location

The Morrow Building

151 Lansdowne Street, Peterborough, Ontario, K9J 0A4

Parking

FREE parking for exhibitors and attendees.

Booking

Alex Stephens | **519.284.2348**

Marketing Manager | alex@blackkatshows.com

Liz Lewis Woosey | **705.876.8542**

Show Manager | lizw@blackkatshows.com

All serving staff must
be SmartServe certified.

For more information and schedules visit our website. Please enjoy responsibly.

GoodFoodWineShow.com

Produced by: Black Kat Shows, 314 Townsend Steet, Peterborough, Ontario K9J 2K8

19+ Only
Licensed Event

