



2016 Minnesota Renaissance Festival

www.renaissancefest.com · (952) 445-7361 · info@renaissancefest.com
WEEKENDS AUGUST 20 - OCTOBER 2 | PLUS LABOR DAY & FRIDAY SEPTEMBER 30 | 9am-7pm

Chocolate Festival Information

September 10 & 11

Don't miss out on this opportunity!

Every year we look to improve the quality of the festival by providing our patrons with unique opportunities. In turn, this allows us to provide great opportunities to companies like you.

We are opening our gates to chocolatiers, bakeries and sweets companies to participate in our Chocolate Festival. This festival within the festival is a great opportunity to gain exposure to our patrons as well as promote your company, offer samples and much more!

This is one of our busiest weekends at the Festival. We anticipate more than 50,000 visitors, which translates into considerable exposure for your company. Additional events include free wedding vow renewals and a charity auction.

EXHIBITOR'S RECEIVE

- Local, Independently Owned Chocolate, Cupcake & Sweets Companies - \$100.00
- Retail Booth to sell related merchandise - \$250.00 (must provide report of sales)
- All other vendors call for pricing
- 10 x 10 display area to directly market to more than 40,000 patrons
- Four FREE admission tickets to the Renaissance Festival both Saturday and Sunday.
- Forms are due no later than **August 26, 2016**.
- Sampling opportunity

Early Registration Special!

Send in your registration form with payment by **May 1st, 2016** and you will receive two **FREE** admission tickets to use any day of the 2015 Minnesota Renaissance Festival! Deadline for early registration special is **Mayt 1st, 2016**, no exceptions.

POINTS of INTEREST

- Festival hours: 9 a.m. – 7 p.m.
- Pop-up tent required. If there are any problems, please contact us.
- Hand out promotional materials, sell products, or conduct valuable surveys that reach your target market.
- Tables and chairs are responsibility of exhibitor. Table rentals will be available for \$20 for the weekend. Please note on registration form if you will need to rent a table.
- Decorations, including table skirt or cloth, need to be provided by exhibitor.
- Renaissance costumes are strongly encouraged, but not required.
- A discount coupon will be made available for family, friends, and club members.
- Exhibits are required to be set up no later than 8:30 a.m. on both Saturday and Sunday. *We would prefer if you would set up on Friday between 12pm and 5pm.*
- Additional opportunities to highlight your organization are available through sponsorships, seminars, and demonstration opportunities. Opportunities are limited and are on a first-come-first serve basis.
- Cross promotion of the event is greatly appreciated in order to optimize the partnership.
- Ice will be provided upon request. Exhibitors need to provide their own cooler.

Space is limited, so register early to secure your spot! A registration form is included with this letter. Please feel free to contact me with any questions. **Registration will be due August 26, 2016.**

Thank you!

Marketing Coordinator
Mid-America Festivals
952.445.7361
marketing@renaissancefest.com



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FORMS DUE BY **August 26, 2016**

- Independently Owned Chocolate & Sweets - \$100
- Retail Booth - \$250

Please complete the form below and mail to:

Attention: Chocolate Festival
1244 S. Canterbury Road, Suite 306
Shakopee, MN 55379

Via e-mail: marketing@renaissancefest.com

Via fax: **952-445-7380**

Contact Information

ORGANIZATION NAME		CONTACT PERSON	
ORGANIZATION ADDRESS		CITY	STATE
CONTACT PHONE #		FAX NUMBER	E-MAIL ADDRESS
ALTERNATE CONTACT PERSON		ALTERNATE CONTACT PHONE #	

TABLE - \$20

Yes, I will need to rent a table.
\$20.00 per table

Please provide a brief description of your organization or business: _____

WEBSITE - \$50

Yes, I would like to include my logo & link on the website.

Over 20,000 Impressions.

Please describe of product(s) or service(s) that you will be exhibiting:

ITEM DESCRIPTION	PRICE OF ITEM

SEMINARS

Are you interested in conducting demonstrations or seminars?

Please include the following paperwork with your application.

Mobile Food Unit Licenses / Seasonal Temporary Licenses / Special Event Licenses.

Insurance Policy stating Minnesota Renaissance Festival as an additional insured.

Tax ID#: _____

SIGNATURE _____ **DATE** _____