

Join us for the 3rd annual celebration of Chicago's vegan community, culture, commerce, cuisine and couture!



Connect with vegans, vegetarians, and others interested in living a conscious, healthy lifestyle.

Showcase your products and services to an interested audience.

Be a part of a vibrant community!

- Great vegan food from Chicago's best veg restaurants
- Nationally-recognized speakers
- Chef demos
- Dozens of sustainable businesses and nonprofits
- Live music, dance, and entertainment
- Engaging activities for children and families
- And so very much more!

November 5, 2011
Pulaski Park Fieldhouse
1419 W. Blackhawk

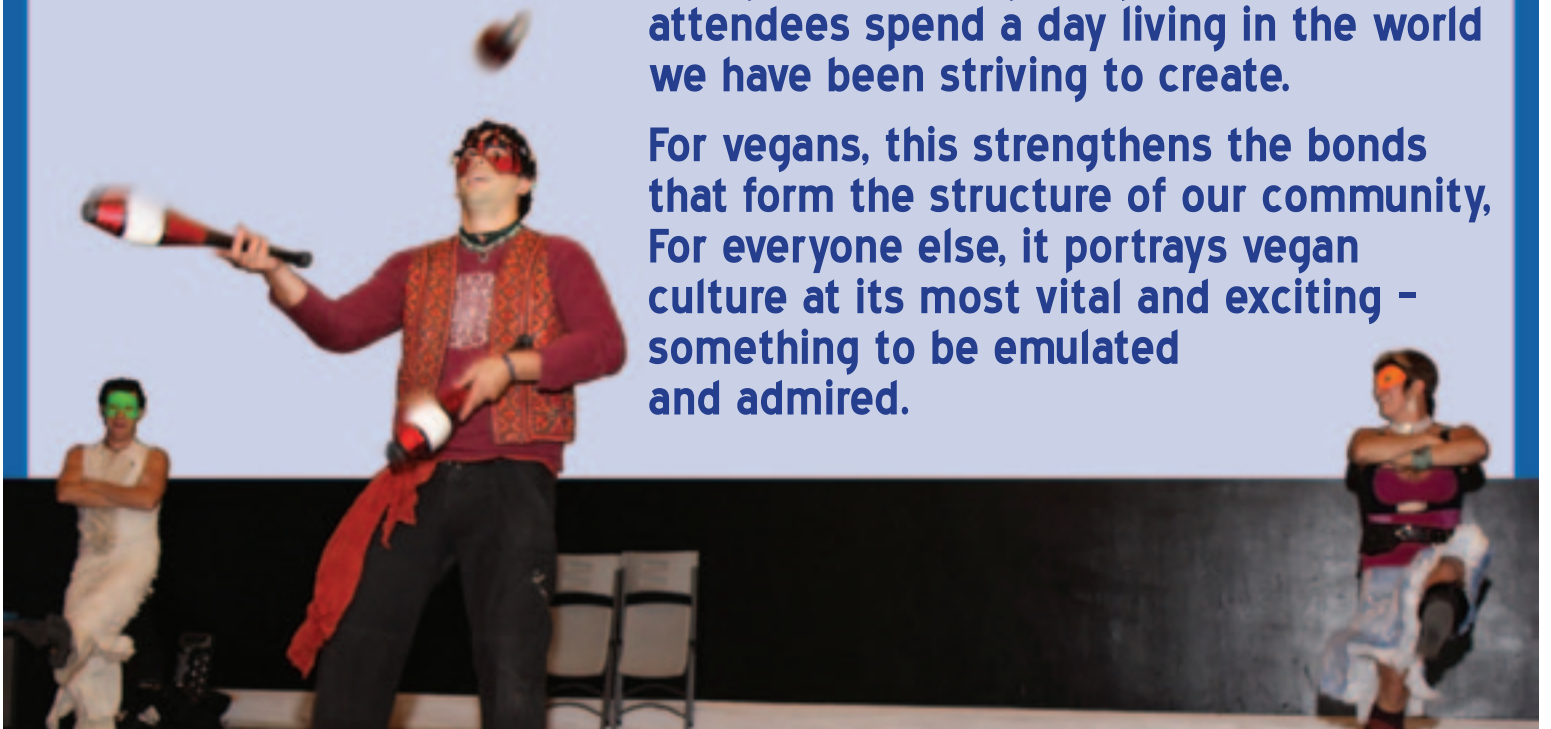
SPONSOR KIT





The goal of Chicago VeganMania is to let attendees spend a day living in the world we have been striving to create.

For vegans, this strengthens the bonds that form the structure of our community. For everyone else, it portrays vegan culture at its most vital and exciting - something to be emulated and admired.





The perfect opportunity to reach conscious consumers

Chicago VeganMania invites you to become a sponsor of our unique 3rd annual festival. Chicago VeganMania is a celebration of Chicago's compassionate community, culture, commerce, cuisine and couture. This is a free, exciting, and food-filled event that welcomes everyone! There will be engaging speakers, chef demos, an exhibit hall featuring more than 80 vegan and vegan-friendly vendors and exhibitors, live music, dance, and other entertainment. There will also be, of course, lots of wonderful vegan food from many of Chicago's best restaurants and food companies.

We will be hosting this celebration on Saturday, November 5th from 10:00am until 5:00pm at the Pulaski Park Fieldhouse in the Wicker Park neighborhood in Chicago. The fieldhouse features an auditorium that will house our vegan food court, dining area, and live entertainment, plus two exhibition halls with room for 80 vendors, as well as a 166-seat chef demo area. There will also be a large speaker hall, a well-outfitted children's area, and lots of other fun and interactive diversions. Each room has its own personality, so attendees tend to stay most of the day.

In our first year, Chicago VeganMania attracted more than 1,200 conscious citizens from Chicago and beyond to celebrate and learn about the vegan lifestyle. Our speaker program included author Dr. Will Tuttle, Dr. Michael Greger from the Humane Society of the US, and vegan cancer survivor Caryn Hartglass among others. We had more than 60 exhibitors and our entertainment stage featured dancers and musicians ranging from folk to electronica to a trio of preteen girl rockers.

Last year, our attendance grew to more than 1,650, which was more than enough to pack the venue. Nine local restaurants filled our vegan food court, and we added a full day of chef demos from Chicago's top vegan chefs as well as cookbook authors Fran Costigan and Isa Chandra Moskowitz, an art lounge, a Vegan Rockstar photo booth, and an expanded

children's area. We had 75 vendors in our exhibition halls, another wonderful series of speakers, and several vegan bands playing bluegrass, world beat, jazz and hip hop.

Media coverage included stories in the Chicago Tribune, Chicago Reader, TimeOut Chicago, Metromix, Mindful Metropolis, and the Huffington Post among many others.

Chicago VeganMania will continue to be a dynamic and fun destination point celebrating Chicago's rapidly growing vegetarian and vegan communities. This is an excellent opportunity to showcase your products and message to an eager and receptive audience. We are promoting Chicago VeganMania throughout the Chicago area and nationwide as a vibrant and exciting event, one that anyone, vegan or otherwise, interested in culturally rich experiences would want to attend.

By bringing the vegan community together we enable the work of many companies and organizations by providing them with the ideal environment to share their message with enthusiastic attendees. The primary source of funding for Chicago VeganMania comes from exhibitors and sponsors who recognize how this event helps them reach the heart of a much targeted audience for vegan products and services.

In this brochure you will find a description of the various sponsorship packages available. While we have created several standard sponsorship packages, we are happy to work with you to craft a plan that fits your specific needs. If you have any questions, please do not hesitate to contact us. Thank you for taking the time to review this material.

We hope that you will fill out and return the Sponsorship Application and Agreement right away to ensure that you get the most benefit from your involvement.

Thanks from the Chicago VeganMania Team.



Sponsor Information

Eligibility to exhibit: Chicago VeganMania welcomes Sponsors and Exhibitors who share and support 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 Sponsor 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 exhibits include:

- 6' table
- 2 chairs
- printed identification sign
- listing in the event directory
- listing on the CVM website

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

Set Up: Sponsors 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, November 5 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. Sponsors also have the option of setting up on Friday, November 4, 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, November 5.

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 Sponsors. By signing this Agreement, Sponsor 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 2,000 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.
- Sponsors 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.

Food Vendors

Commercial Food Exhibitors and Food Samples-Only Exhibitors are required to bring a minimum of 1,500 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.



Sponsor Participation Opportunities

PLATINUM SPONSOR – \$2,500

Name Recognition: Mention before all speaker, chef, and entertainment stage presentations, company representative to 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

Exhibitor Tables: Two 6-ft. tables and 4 chairs in prominent area of exhibit area

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

Parking: Two parking spaces in vendor lot

GOLD 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 select ads, flyers, posters, postcards, and on Chicago VeganMania website

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

Exhibitor Tables: Two 6-ft. tables and 4 chairs in prominent area of exhibit floor

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

Parking: One parking space in vendor lot

SILVER SPONSOR – \$750

Feature Recognition: Description published on the Chicago VeganMania website (25 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

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

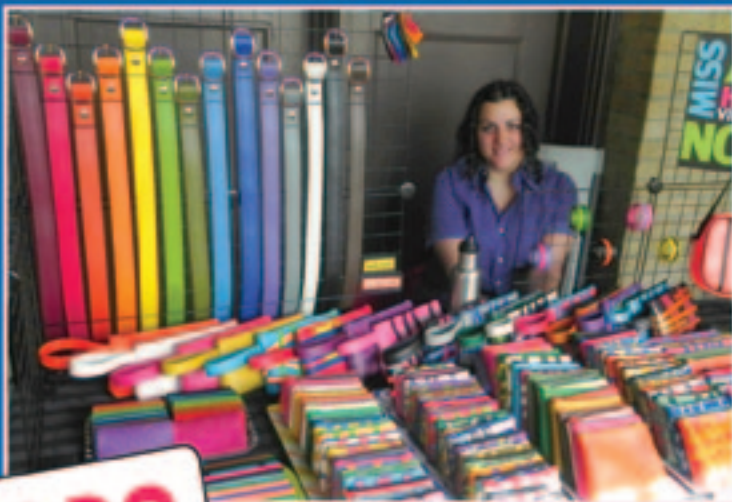
Website Link: Link to your website from the Chicago VeganMania website

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





4064 North Lincoln Avenue #488
Chicago, IL 60618
773-744-1485

exhibitors@chicagoveganmania.com

www.chicagoveganmania.com





Sponsor Application and Agreement

Legal Name: _____

D/B/A Name _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Tax ID _____

Contact Name: _____

Phone: _____ Fax: _____ Email: _____

Sponsor Category

check one:

<input type="checkbox"/> Platinum	\$2,500
<input type="checkbox"/> Gold	1,000
<input type="checkbox"/> Silver	750
<input type="checkbox"/> Bronze	500
<input type="checkbox"/> Friend	100

Optional	by September 16	Sept 17 and later
<input type="checkbox"/> Electricity (limited availability)	\$75	\$100

I would like to donate an item for attendee goodie bags and/or the volunteer lounge.
All donations will be acknowledged in the event guide. Please have someone contact me.

ALL PRODUCTS THAT ARE SOLD, SAMPLED OR DISPLAYED MUST BE VEGAN. See definition in application.

For non-food court vendors: Please identify all products that you will be selling at Chicago VeganMania. CVM reserves the right to exclude any items that its management judges to be inappropriate. Please note that if you are selling or offering samples of any food products, they must be in a factory sealed package and not require refrigeration.

Products or services that you will be selling or sampling _____

For food court vendors: Please identify all items that will be on your menu. (See definition of vegan above)

Price	Menu Item	Description
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Signage will be provided with Sponsor name; food items offered and ticket quantity required for each item. The information for this signage must be provided by October 7, 2011.

Food Court Sales: Chicago VeganMania will sell Food Tickets for all food purchases. Each Food Ticket will have a cash value of 50 cents. Food vendors will only accept official Chicago VeganMania food tickets. Food vendors will absolutely not accept cash for the sale of food and beverages. Any food vendor who accepts cash for food or beverage will be closed immediately and any tickets accumulated will be void.

Sponsor Application and Agreement (continued)

I agree that all food court sales transactions will be made using Chicago VeganMania food tickets.
NO CASH SALES.

Payment: Full payment of the sponsor fee is required at the time of signing this contract in order for your reservation to be confirmed.

Rules and Guidelines: Sponsor agrees to abide by and conform to rules and guidelines of Chicago VeganMania in addition to those contained in this application. Failure to abide by CVM rules and guidelines or the requirements set forth in this application, are grounds for denial or closure of Sponsor's table at Chicago VeganMania.

Licenses: It is the responsibility of the Sponsor to secure and maintain all applicable licenses, including a Health Department License, if applicable, to sell its products and services to the public. By signing this Agreement, the Sponsor hereby acknowledges it has complied with all applicable state and county licensing requirements. A copy of the current license and health department inspection forms shall be provided by all food vendors.

Insurance: Sponsors must submit proof of liability insurance covering their activities on-site in the amount of at least \$500,000.

Liability Disclaimer:

Sponsors are participating at their own risk. Sponsors recognize that Chicago VeganMania, the Chicago Park District, and any of the other sponsors, donors, or participants for Chicago VeganMania are not responsible for any loss, damage, or mishaps to their materials, equipment, volunteers, or staff.

Chicago VeganMania and its fiscal agent, Foresight Design Initiative, and their directors, officers, staff volunteers and members (collectively, the "hosts") expressly disclaim and Exhibitor assumes all liability and responsibility for all claims, losses, theft, spoilage, damages, personal injury or property damage that arise from Sponsor's participation in and hosts' hosting of Chicago VeganMania, including hosts' negligence, breach of contract or duty or other acts or omissions within (other than hosts' willful misconduct). Exhibitor will maintain sufficient insurance to protect itself and hosts from liability, damages or losses arising out of its participation in Chicago VeganMania, including from its own acts or omissions and those of the hosts or any third party. Except for hosts' willful misconduct, Exhibitor agrees to indemnify host (including their attorneys' fees and costs of defense) from any claims arising out of Exhibitor's participation in Chicago VeganMania. In no event shall host be liable for incidental consequential or punitive damages or for failure of equipment, power failures, weather, acts of God, acts of government, acts of third parties, pests, criminal acts or vandalism, accident, fire or other causes not attributable to any host's willful misconduct.

Agreement Acceptance: This Agreement shall be signed by the Sponsor and returned to Chicago VeganMania. The Sponsor's fee is due at the time of application. This Agreement shall become effective when signed by an authorized representative of Chicago VeganMania.

Table Location: Sponsor table location will be determined at the sole discretion of Chicago VeganMania.

Sponsor _____

Name: _____

Contact Name: _____

Tel: _____

By: _____ Signature _____ Date _____

Sponsor signature indicates that you will abide by all policies as stated.

MAKE ALL CHECKS PAYABLE TO FORESIGHT DESIGN INITIATIVE (Not Chicago VeganMania)



Return with Sponsor fee:
Chicago VeganMania
4064 N. Lincoln Ave. #488
Chicago, IL 60618