



Dear Supplier Partner:

The Wine Festival Team in Hershey thanks you for your commitment to participate in our Wine Festival on Friday, May 6, 2011 at GIANT Center! In preparation for a successful festival, we would like you to be aware of several logistic and planning items to ensure that we meet any special needs you may have. Please review the following and if you do have any questions or concerns, Rick Weimer, on behalf of our team, will be available to assist you and may be reached at [office] (717) 534-3348, [cell] (717) 648-4805, [fax] (717) 508-1543, or rweimer@hersheypa.com

EVENT LOGISTICS

PRODUCT DELIVERY

All products should be delivered to the GIANT Center, located at: 550 W. Hersheypark Drive, Hershey, PA 17033, beginning on Monday, May 2, 2011. Deliveries are accepted from 9:00 am to 4:30 pm. All products must be received by the end of day (4:30 pm) on Wednesday, May 4, 2011. Due to the high volume of business at GIANT Center, please do not call the facility to confirm product delivery.

Please be sure your product cases are marked with **Your Table Number, Company Name**, and with the words **"Wine Festival"**, to ensure proper delivery to your booth.

GIANT Center staff will deliver all of your wine products to the specified table location.

Please ship to:

GIANT Center
550 West Hersheypark Drive
Hershey, PA 17033
Attention: Kevin O'Brien/Charlie Gipe

TABLE SET-UP

Signage

The Wine Festival in Hershey will provide signage designating your brand name and table number at your location. We do encourage you to bring additional signage to decorate your space. Please be aware that the maximum height of any signs should not exceed seven (7) feet.



Table Requirements

Each table will be provided with ice, water pitchers, and receptacles for disposing of wine. If you have any special Booth requests, please contact Steve Walters, Manager of Exposition Services at: [office] (717) 508-5926, [cell] (717) 805-1016, [fax] (717) 298-1519, or [email] stwalters@hersheypa.com.

CHECK IN & SUPPLIER PARKING

The venue will be open to suppliers **beginning at 10:00 am**. Parking and Supplier check in will be on the West side of GIANT Center. Signage will be provided to direct you to the supplier parking and check in location. A limited number of GIANT Center staff and carts will be available to assist with getting items to and from your booth location. Please arrive early.

EVENT DAY SCHEDULE

The Wine Festival in Hershey has two events:

Trade and VIP Tasting from 5:00pm to 6:30pm

Grand Tasting from 6:30pm to 8:30pm

SUPPLIER LOUNGE

A lounge area will be open before Trade / VIP Tasting and during Grand Tasting for supplier staff. The Supplier Lounge is located on Level One, in Room 102 (Press Lounge). Access to the Lounge will be via the elevator located on the Northeast side of the GIANT Center Concourse (Level 3).

HERSHEY AREA INFORMATION

Please call 1-800-HERSHEY for information.

THE HERSHEY LODGE & CONVENTION CENTER

W. Chocolate & University Dr., Hershey

717-533-3131 or 800-HERSHEY

THE HOTEL HERSHEY

100 Hotel Road, Hershey

717-533-2171 or 800-HERSHEY