



OREGON SEAFOOD & WINE FESTIVAL

Presented by

Seafood OREGON

May 20, 2008

Benefitting the
Oregon Chapter of the
National Multiple
Sclerosis Society

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Dear Oregon Seafood & Wine Festival Exhibitors:

After a lot of wrangling we finally have dates for the 2009 Festival. Due to some odd parts of the calendar (Leap Year 2008 & New Year's 2009) the entire calendar for the convention center events shift by one week in 2009.

Our dates for 2009 are January 23 & 24, one week earlier than normal. This will take us off of Super Bowl weekend, which may help us to attract more folks than we have in the past. It also puts us in a better position with our radio partners, some of whom are looking to increase their commitments to the festival this next year.

We are working to use some slightly smaller space in 2009 which will hopefully reduce some of the larger "open" areas on the festival floor and give us more of a full feeling at all times. After three years of playing with different variations, we think we can present a very exciting floor layout and help drive more public past your booth areas.

We will be working on the whole entertainment package for the festival and seeing what we can do to find a balance. In the past there have been mixed comments on the live entertainment, and this year the same on the canned music. Suffice it to say, no matter what, we can improve this whole element.

In 2009 we will again limit the number of wine booths to 50 and the number of restaurants to 12.

One downside to our new dates is that will have only Friday morning for exhibitor move-in. To help handle this we will have additional staff on-hand to help vendors get in and out of the facility, and we will again work to get permission from OCC for vendors to drive into the facility to offload during move-in.

We have kept booth pricing the same for this next year, and have included a registration form in this mailing for your use. All 2008 exhibitors will have until June 15 to secure your space before we mail information to other past exhibitors and potential new ones. We certainly encourage you to return your registration form and deposit ASAP as we use registration dates to determine placement on the festival floor.

We will continue to work on improvements to the festival in the coming months and as soon as the hall layout diagram is available we will get it distributed and start plugging vendors in early.

Please feel free to contact us with any questions, and we look forward to having you involved again in 2009!

Sincerely,

Events Northwest, Inc.

