

Winery Guidelines for participating in the Michiana Wine Festival

SERVE RESPONSIBLY

- It is each winery's responsibility to serve responsibly. The festival is an extension of your winery tasting room you are not expected to (nor encouraged to) serve those who may already be overly intoxicated. If you feel someone has been over served, you are encouraged to contact our Festival Security team who can assist the intoxicated guest.
- Wineries are NOT expected to serve samples to guests more than once. YOU have the right to turn away those who have already partaken in samples from your winery. Serving someone is always at the winery's discretion.

STAFFING AND WINERY SET-UP

- Wineries will receive six (6) staff wristbands per booth space. Additional bands are available upon request at no charge. Staff bands are DD bands.
- Wineries are encouraged to run at least two tasting lines and at least one separate line dedicated to glass/bottle sales.
- Wineries are expected to clean up their booth space following the festival. Boxes and bottles should be discarded properly.
- Wineries will be provided with one standard identification banner. The arrangement/decor of each winery booth is at the winery's discretion within the allotted space.
- Additional tables and chairs available for an additional fee.
- #MWF will provide each winery a "dump bucket" and rinse water.
- Festival set-up begins at 7 am and no vehicles will be allowed to enter after 9:30 am.
- Wineries are expected to be set up and ready to serve by 11 am (VIP hour).
- All vehicles must be off the festival grounds no later than 10 am.
- Wineries agree to label all customer carry-out purchases, which will be HELD at the #MWF wine check-out station.

WIFI AND ELECTRICITY

- Wineries requesting electricity must provide specific requirements (amperage/voltage) to the festival team no later than April 1.
- Wifi will be available for all wineries for a \$25 charge. The logon information will be included in your winery packet at check in. WiFi NOT returned will result in a \$200 charge to your winery.
- Electricity will be available for \$50 when requested on the application form.

GENERAL

- Parking passes and festival information packets will be sent to wineries in early April.
- The event is intended to be held OUTDOORS with tents provided for each winery. #MWF will be held rain or shine. A rain plan will only be implemented if weather conditions are deemed unsafe.
- The last day to register for Michiana Wine Festival is March 31, or when festival reaches capacity!

PROMOTIONAL

- A promotional package including event posters and VIP ticket-giveaway details will be sent once your winery has submitted its festival application. (Festival marketing materials typically sent in February, or upon registration if after March 1)
- Wineries are encouraged to share the event and promote the festival on social media.

PERMITS AND INSURANCE

- Wineries agree to submit a valid Indiana festival permit no later than April 15. Wineries without a valid festival permit issued by the Indiana Alcohol Beverage Commission on file by April 15 will be removed from the festival line-up until the permit is received.
- Wineries will submit a valid \$1 million certificate of insurance no later than April 15. Wineries without a valid certificate of insurance on file by April 15 will be removed from the festival line-up until the certificate is received.