



**Chamber of Commerce**  
Bryan / College Station

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## A Taste of Aggieland Epicurean Extravaganza 2017

Dear A Taste of Aggieland Participant,

First, thank you for participating in the 2017 A Taste of Aggieland: an Epicurean Extravaganza. Your contribution to this Chamber of Commerce event demonstrates that you are truly invested in the success of the community and the other business owners around you.

Included in this letter are multiple pages outlining rules for the event, important information for your restaurant and a map, among other items.

This packet may be bulky, but it is to your advantage to read it all. Even if you are a returning participant, there have been a few changes from previous years that you'll need to be aware of. The first few pages are "snapshots" of information that you can quickly reference, while the remaining pages go more in depth about each subject.

And of course, if you have any questions that aren't answered here, please don't hesitate to contact me.

Thanks again and we look forward to yet another successful Taste of Aggieland: an Epicurean Extravaganza!

Sincerely,

Kim Dyer  
Manager of Business Programs  
B/CS Chamber of Commerce  
Kim@bcschamber.org  
979-260-5200

(Pages are printed on front and back to save paper)

## **Billing & Gift Cards**

The deadline for payment on your booth is February 13th. If you are unable to pay by that date, please contact the Chamber so that payment options can be arranged. This is also the drop deadline without penalty. Any booths that cancel on February 14th or later will still be responsible for the full booth fee.

## **Booth Guidelines**

You are able to decorate your booth in any manner you wish. The theme this year is Mardi Gras. You are also allowed to hang restaurant banners or neon signs within your booth. You are responsible for bringing any zipties, rope, or electrical extension cords. We highly encourage you to decorate your booth in a manner that accentuates the atmosphere of your restaurant. **Note: No pipe and draping will be used and no table covering is provided.** Please plan for this in advance.

**You are allowed a maximum of four (4) employees to enter the event per booth registration.** If you register for two booths, you will be given eight (8) “vendor” IDs. Your vendor identification will be sent to you in advance or can be picked up at the Chamber. If you need more than 4 people at your booth, they will need to purchase a ticket. We recommend utilizing the “friends and family” discount in this case.

If you need extra assistance at your booth, you may request for us to provide you with volunteers. **However, you must request booth volunteer help by February 13, 2017.** If you arrive without having requested help in advance, we may not be able to accommodate you.

Included in this packet are guidelines set forth by the Brazos County Expo Complex. Among it, they include no glass, no open flames, no frying, and no stickers or helium balloons. Sternos are fine as long as they are used with caution and a protective covering is on the table. They are very strict on these guidelines. If you need to fry, grill, or use something with an open flame, you may do so in the back loading area. **If you need grill space, you must request this by February 13, 2017.**

## **Return on Investment**

By participating, you're not only investing in the community, but also investing in the potential success of your business.

Handing out coupons for use in your restaurant is a great way to track your return on your investment. **If you are interested in seeing how many customers trek to your restaurant after attending the Epicurean Extravaganza, it is recommended you hand them some sort of coupon or incentive to return to your store.** Below is an example.

**It was great seeing you at the  
2017 Epicurean Extravaganza!**

Now we'd love to see you in our restaurant!

**Bring this coupon in for 10% off your next meal purchase!**

(Does not include alcohol)

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Managers signature

Expires XX-X-XXX

## Tickets

As noted previously, with your registration, you are allowed four people in to work at your booth.

You may also request to purchase additional tickets. We offer a “Friends and Family” discount to restaurants wishing to purchase these tickets. You may purchase up to eight (8) additional tickets at \$15 each (a \$15 discount). Any additional tickets above eight will be \$30.

If you wish to purchase additional tickets, your deadline to request these is February 13, 2017. We will not be able to sell any walk-up tickets at your “Friends and Family” discounted rate on the evening of the event.

## Electricity

If you need electricity and have not requested it, please indicate so by February 13, 2017.

As a reminder, 110v electricity is rated for small electrical appliances, such as a blender, a small tabletop warming oven, a griddle, or a neon sign. If you need to bring a large warming oven or large heating element, you will need 220v electricity. The upgrade to 220v will cost you an additional \$45. This is the amount that the Expo will charge us for it. **PLEASE NOTE, you should verify what electricity power your appliance will need before arriving.** Using the incorrect electricity hookup could damage your equipment, rendering it useless for the event. Also, overloading the power supply could cause it to blow fuses, which may take the Expo staff a little while to repair, in turn cutting into your serving abilities.

You will need to bring any extension cords or power strips with you. Neither the Chamber nor the Expo Complex will be able to provide you with either of these tools.

## Food Handling

You are required to abide by all food safety laws and regulations. Please bring any food safety equipment you need, such as latex gloves. If you have a food item that needs to remain at a constant warm or cold temperature, please bring a food thermometer. We have not had issues with the Health Department in the past, but that also doesn't mean that they will not arrive to inspect food handling practices.

## Serving

You will need to bring any utensils you will need to serve food. This may include a cutting knife, serving spoons, a cutting board, etc. This most certainly includes bringing chafing dishes, warming plates, or sternos. (As a note, while open flames are not permitted under the Expos guidelines, sternos are permitted).

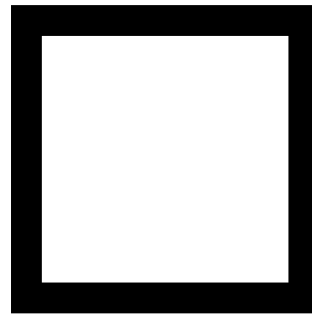
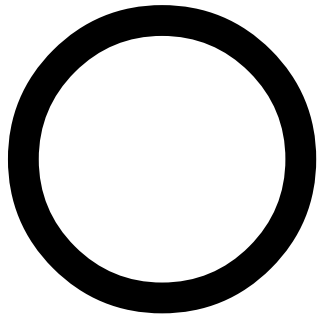
**You are also required to bring whatever you need to serve the customer.** This may include napkins, small disposable plates or bowls, paper food trays, or cups. You will also need to bring plastic-ware if your dish requires it. The Chamber will hand out one large paper plate to everyone that enters

## Menu

You may serve more than one food item at your booth. If you so desire, you could serve everything on your menu! Typically, to appeal to a larger number of customers, many restaurants bring at least two different food items.

Remember, a serving size can be as large as you want it to be. However, pieces must be at least bite-sized, roughly 2 ounces.

Below is a rough estimation of what a bite size should equal.



## **Judging**

Guest celebrity judges will visit all the booths and rate them on their food and booth setup. Restaurants will be judged based on the following categories: Best appetizer or salad or side dish, Best entrée, Best dessert and Best overall food. You are not required to have a food dish for each category. Best overall food will be based on total points tallied by the judges.

## **KESCO Discount**

KESCO Restaurant Supply is offering 20% off to restaurants that need to purchase supplies for the Epicurean Extravaganza. The offer is only good for purchases made at KESCO from in-stock inventory up until the week of the event (February 21). If an item needs to be ordered, it must be done in advance to arrive by that week. It must also be paid for upon arrival. Custom items are not included as part of the discount. For more information about this offer, contact Abbie Krolczyk at [Abbie@kescotexas.com](mailto:Abbie@kescotexas.com) or visit their store on 1411 S. Texas Ave in Bryan. (KESCO reserves the right to determine how the discount is applied, and may ask the Chamber to verify that you are registered for the event.)

## **Set-up and Break-down**

The Expo Complex will be open at 1:30 p.m. to begin your set-up. Remember, you'll only be allowed four workers to enter the complex. (If you're a manager, this doesn't mean you plus four – it means four total “vendor” passes).

**You need to be completely set up by 4:30 p.m.** The first ticket holders will be allowed to enter the building at 5 p.m. This is very critical -- some vendors in the past have thought they are “fine” by showing up around 5:15. Needless to say, they had nothing ready for the first wave of customers.

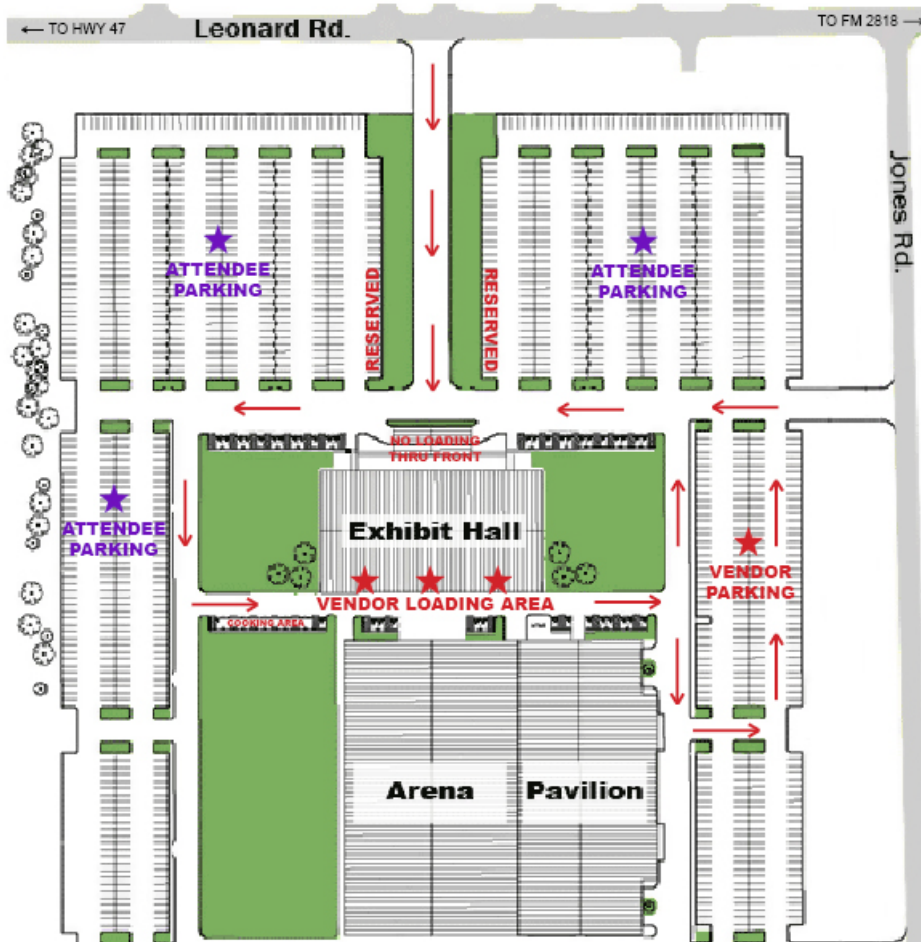
**You must be completely broken down and out of the building by 10 p.m.** If you are not finished by this time, any late fees assessed by the Expo Complex will be billed to you.

## **Parking**

If you have a vehicle wrapped with your restaurant's logo that you want to park in a visible place, please indicate so in advance. We will reserve a few spaces where vehicles will be visible. However, you will not be allowed to park vehicles near the front door or entrance of the Expo Complex.

If you also need a space to park a large grilling trailer or cooking trailer, please indicate so by February 13, 2017.

When you arrive to unload, you may pull to the back of the Expo Complex to unload. (See Map). Remember though, this is a loading zone. You will be asked to move if your vehicle is left unattended for more than 15 minutes.



# Snap Shot of Information Tuesday, February 21, 2017

- The **Expo Complex** (see attached map) will be open at 1:30 p.m. for you to begin set-up. No pipe and draping will be used and no table covering is provided.
  - **Vendor identification** must be clearly visible for entrance
  - During the event all vendors must enter and exit through the Loading Area. Load-in/load-out is not permitted in the front of the Exhibit Hall.
  - All booths **MUST** be set up by **4:30 p.m.** Some judging may begin at 4:45 p.m., and doors will open at 5 p.m.
  - There will be **NO PARKING** in the Loading Area. Vehicles must be moved to allow others to unload and load. Please view attached map to see the designated Vendor Parking area
  - Carts or dollies that have been on the asphalt outside are **NOT** allowed on the floor of the Exhibit Hall.
  - No open flame cooking is allowed inside the Exhibit Hall. Sternos, electric crock pots and electric warming trays may be used with caution. **Please protect plastic table tops when using equipment.** (fees associated with damage to tables will be passed onto the restaurant)
  - Please break down all boxes and place in or near trash receptacles. Booths can bring their own trash receptacle for their booth.
  - Restaurants should bring a mat for their booth to avoid slipping.
  - **NO** glass bottles, helium balloons, confetti or stickers of any kind are allowed in the Exhibit Hall.
- Clean up must be complete by 10:00 p.m. (any late fees assessed will be passed on to the restaurant)

## **WHAT TO BRING**



- Paper goods (napkins, plates, etc.), anything that you will need to serve
- Appetizer or bite sized servings to feed 400-600 people
- Your **GREEN** vendor nametags clearly displayed on anyone working the booth
- Signage for booth
- Small Trash Can or trash bag for your booth
- Booth decorations that must stay in the parameters of your 10'x10' booth space
- You will be provided 1 table for display and 1 table for preparation. The vendor **MUST** bring table covering and all other supplies.
- Any cooking or serving equipment
- Please provide a mat for your booth floor area if you will be working with grease or drinks (any clean up fees assessed will be passed onto the vendor)
- If you will be cooking in the designated area outside please bring cardboard or some type of covering to place under your grill (any clean up fees assessed will be passed onto the vendor)
- Any marketing materials, menus or coupons that you may want to give away (this is not required)
- **Bring a copy of your current Health Permit. It must be displayed!**

## **WHAT NOT TO BRING**

- Alcoholic beverages
- More than four people to work your booth at one time
- Staples, tacks, balloons, glitter/confetti or stickers
- No open flames allowed inside the Expo Complex (if you will be cooking with a grill or open flame please let us know and we will reserve dock space for you)