



Fairplex Presents CHEERS in support of The Learning Centers at Fairplex

Saturday, June 24, 2023

7:00 PM – 10:00 PM

The Farm at Fairplex

**APPLICATION FOR EXHIBITORS**

Cheers is a celebration of the award-winning wine, spirits and extra virgin olive oils from the Los Angeles International Competitions. It brings together the best producers and artisans to pour for guests from throughout the Los Angeles region. With more than 800 guests, this tasting event allows them to engage with and learn from experts in their fields.

When you sign-up for this fundraising event, you have a unique opportunity to highlight your specialty item in a charming setting. You'll receive an exhibitor space and recognition throughout the Cheers event.

As a fundraising event in support of The Learning Centers at Fairplex (TLC), a non-profit 501(c)(3) organization *"transforms lives through life-long learning experiences in partnership with Fairplex and the community,"* your participation in Cheers directly impacts education in the Pomona Valley. To see what your participation is funding at TLC visit [www.TLCFairplex.org](http://www.TLCFairplex.org).

Name (Winery, Distillery, Brewery, Olive Oil Producer): \_\_\_\_\_  
*(List your name how you would like it to appear in event promotions and signage)*

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

List of products you will be pouring: \_\_\_\_\_

*General Release: By signing, I agree to hold The Learning Centers and Fairplex harmless from any liability for any loss experienced by the undersigned while at the event and accept the terms and conditions set forth on the application.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



## EXHIBITOR SET-UP AND BREAKDOWN INSTRUCTIONS

**Set-up:** 4PM – 6PM

**Breakdown:** 10PM

**Expected attendance:** 800 guests

**You MUST be READY by 5:45PM. VIP guests enter at 6PM**



**Event Venue:** Cheers is an outdoor event held in The Farm at Fairplex. Please wear appropriate footwear for a working farm.

The Farm at Fairplex  
2118 N. White Avenue  
Pomona, CA 91768

*Enter at Gate 12 for The Derby Room and follow the signs to the left for The Farm at Fairplex*

### **Fairplex will provide:**

1. Exhibitor booth: one 6 ft table, water and dump bucket for patrons to rinse their tasting glasses, table linen, bucket with ice for chilling product if needed
2. Two exhibitor passes. Exhibitors must be 21+ (complimentary tasting glass for each exhibitor)

### **Exhibitor will provide:**

1. Product
2. Product signage, handouts, advertising materials

**Insurance Requirements:** In advance of the event exhibitors will provide a certificate of general liability insurance of no less than \$1,000,000 (must include evidence of workers compensation insurance).

Certificate Holder:

Fairplex and The Learning Centers at Fairplex  
1101 W. McKinley Avenue  
Pomona, CA 91768

The policy shall name Fairplex, The Learning Centers at Fairplex, the County of Los Angeles and their agents and/or employees as Additional Insured. Policy must be in effect for event date.