

Soup Cook off

★ **Vendor
Package** ★

**Be Part Of
It All**
TheSoupCookOff.com

717.508.SOUP - TheSoup@TheSoupCookOff.com

Sunday, March 1, 2020
Carlisle Expo Center



11 AM - 4 PM

Sunday, October 18, 2020
Best Western Premier - Harrisburg



PENNSYLVANIA'S LARGEST
SOUP COOK OFF





TheSoupCookOff.com

The Soup Cook Off is a soup tasting event open to the public. This event has over 10 years of soup, fun, and success with over 800 attendees per event and growing.

Today, we are calling upon you to be part of this great event. When you become an Exhibitor at The Soup Cook Off, you get to put your products and brand in front of hundreds of foodies. **As a bonus, all exhibitors are automatically given Bronze Sponsor status with the ability to upgrade to other sponsorship packages if desired.**

Included in this package:

- Exhibitor agreement
- Event dates and times
- Booth and table pricing per event
- Event demographics and information

Upcoming Events:

*Sunday March 1, 2020 – Carlisle Expo Center – 11AM-4PM
10x10 pipe and drape booth - \$350*

*Sunday October 18, 2020 – Best Western Premier Harrisburg – 11AM-4PM
8 foot table space - \$200*

The Soup Cook Off has been growing every year and creating a need for a larger venue. The increasing crowd created a need for a move to The Carlisle Expo Center, which gives us 22,000 square foot of space for all our loyal fans to enjoy the event. This event features three divisions of chefs cooking up their best soup. These divisions are made up of soups from professional, amateur, and junior chefs.

Over the last 10 years, The Soup Cook Off has donated money raised from the event to local charities to help those in need. This event we will be supporting the AKT Foundation. The mission of AKT Foundation is to provide essential items to people in need. As a non-profit organization, AKT Foundation is focused on helping as many people as possible through donation drives and fundraising events, such as The Great Bake Off and The Soup Cook Off. Through the fundraising efforts of The Soup Cook Off, and partners like you, AKT Foundation has been able to provide winter coats and clothing to the homeless, clothing and shoes for children in poverty, toiletries to families in need, and other essential items to people living in poverty in the Harrisburg Area.

We can accept your payment for the exhibitor and sponsorship level of your choice with cash, credit card or check (made payable to The Soup Cook Off). Feel free to contact us with any questions you might have.

Thank you so much for your consideration and we look forward to working with you. Customizable sponsorship packages are also available, and we would be happy to work with you to create a package to fit your company's specific desires.

5217 Woodlawn Dr
Harrisburg, PA 17109



717.508.7687
thesoup@thesoupcookoff.com

Soup Cook off

VENDOR AGREEMENT TERMS AND CONDITIONS

In signing this agreement, Vendor agrees to abide by the following Terms and Conditions:

1. VALID AND BINDING CONTRACT

Exhibit space contracted for by Exhibitor (Vendor) shall constitute a valid and binding contract with The Soup Cook Off LLC ("Company"). If, due to circumstances beyond the control of Company, the show should be canceled, Vendor agrees to waive any claims for damages or compensation from Company.

2. EXHIBIT OPERATION

Unless prohibited by Company, products and services may be sold from exhibit space. The Vendor shall hold harmless Company from any and all damages or theft of merchandise or materials from contracted exhibit space. Exhibits shall not extend beyond allotted space unless authorized in writing by Company. Exhibit staff may not actively solicit outside of exhibit space, nor shall they solicit in a way that interferes with the operation of other nearby Vendors. Violation may result in expulsion from event.

3. VENDOR RESPONSIBILITY

Vendor shall be responsible for bringing extension cords, water hoses, tarps, ropes, cords, staple guns, and tie wraps as needed and any other tools or supplies required to set-up booth. Tables and chairs will be provided at the Harrisburg event only. Vendors shall provide their own tables and chairs for Carlisle event. Additionally, Vendor agrees and must provide its own staff for the booth.

4. ELECTRICITY

It is the responsibility of the Vendor to inform event Company if electrical power is required. A charge of \$35 will be given to the Vendor per one 110-volt duplex electrical outlet. Advance payment and notice for electricity must be provided. Electricity not ordered in advance cannot be provided day-of-event.

5. EXHIBIT INSTALLATION

Vendors may begin exhibit space construction and set-up after checking in at show office during setup hours set by Company. NO EXCEPTIONS ALLOWED. See exhibit A

6. REMOVAL OF EXHIBITS

Exhibits may not be removed from show prior to show conclusion except with approval of Company. Removal hours begin after the event ends. Any exhibits not completely dismantled and removed after the event will be removed by the venue, and associated fees will be charged to the Vendor at prevailing rates. See exhibit A

7. STAFFING

All exhibits must be staffed during show hours by at least one person. No setting up of exhibit or tearing down and removal of exhibit can be performed during show hours.

8. COMMON AREA INSURANCE

Company provides insurance for common areas. Insurance coverage does not include exhibit space contracted for by Vendor. Vendor holds Company harmless from all claims arising within contracted exhibit space.

9. VENDOR INSURANCE

Vendor shall carry and maintain during the period of the event in, and at his/hersole expense, general liability coverage from an insurance company in good standing. Vendor warrants that he/she is in compliance with this requirement and holds Company and venue harmless from any claims arising from its failure to maintain adequate insurance.

10. PAYMENTS

Full payment for the vendor space is due not less than 30 days prior to the event. If full payment for vendor space is not received on or before 30 days prior to the event, the Vendor will be deemed to be in default of this Agreement, and Company will reassign or cancel previously assigned exhibit space at its sole discretion. Deposits and payments are non-refundable and non-transferable.

11. INDEMNIFICATION

Vendor shall indemnify and hold harmless Soup Cook Off, LLC, Carlisle Events, Carlisle Expo Center, The Best Western Premier Hotel, its staff, volunteers, contractors, and/or agents from and against any and all loss, damage and/or destruction occurring to Vendor and/or its staff, contractors and agent's instruments and equipment at the place of the engagement including but not limited to damage, loss or destruction caused by an Act of God.

12. EXHIBIT AND CONCESSIONS

All products must be approved by Company prior to signing this agreement. All food and drink concessions must be approved by Company. Vendor selling beverages agrees to only sell approved products.

13. EXHIBIT MUSIC

Live or taped music is prohibited as part of an exhibit or display without written permission from an appropriate music licensing source (e.g. BMI, ASCAP). Evidence of such an agreement must be available for review by Company upon request. In the event written confirmation cannot be documented, the Vendor agrees to cease playing the music.

14. ADMISSION AND PARKING CREDENTIALS

All vendors will be provided with 2 admission passes into the event per space licensed. Additional admission passes may be purchased for \$10 per pass. Parking is free, and no extra credentials needed.

15. NOISE CONTROL

The use of sound amplification equipment is prohibited unless approved by Company. Any electronic equipment or machinery which is determined by Company to be distracting to other exhibits will not be permitted.

16. LABOR

Vendors are responsible for providing or arranging all necessary labor in transporting, loading, unloading, setting up, and dismantling displays.

17. ALCOHOLIC BEVERAGES

Beer and Wine sales must be approved by Company and event facilities manager. Beer and Wine vendors may give away samples for tasting upon approval and may sell other, non-beverage merchandise at their booth.

18. CONTROL AND SUPERVISION

Company and vendor acknowledge and agree that their relationship arising from this agreement does not constitute or create a general agency, joint venture, partnership, employment relationship or franchise between them. Vendors shall not have any authority to execute any contract on behalf of Soup Cook Off, LLC, or to otherwise bind Soup Cook Off, LLC

19. AMENDMENTS

Company retains the full power to interpret and amend these rules and to rule on any and all situations which may arise that are not explicitly outlined in the terms defined herein.

20. NON-GUARANTEES

Company shall remain free of responsibility of Vendor’s success, product sales, attendance, or exclusive privileges.

21. EXHIBIT SPACE DIMENSIONS

Harrisburg Event - An 8-foot table and two chairs will be provided for each space with approximately 3 to 4 ft. space behind table.

Carlisle Event - Unless noted otherwise, each exhibit booth will be 10 ft. x 10 ft., with 3 ft. high curtain side dividers, and 8 ft. contained backdrop.

22. COLLECTION

If suit is instituted to collect unpaid charges, Vendor agrees to pay actual costs and expenses of collection in addition to court costs and reasonable attorney fees and interest at the maximum prevailing rate.

23. FAILURE TO PERFORM

Should the vendor fail to observe any of the terms of this agreement or any of the rules and regulations as set forth by Company and its subsidiaries, he or she may be prevented from exhibiting with forfeiture of exhibit space rental and/ or sponsorship fees. Company shall not be responsible to Vendor for any financial loss arising out of Vendor use of the venue, or facility policy including power interruptions, utility failures, terrorism, bomb threat or undue “acts of God” (e.g. flood, fire, or earthquake or tornado). If Company is unable to open the Show as herein provided, or is compelled to postpone, cancel or relocate said Show for causes beyond its control, then it shall not be in any manner financially liable to Vendor. All Vendor funds collected from the canceled or postponed show will be refunded to Vendor or applied to the next available show.

24. REGULATION COMPLIANCE

Vendor shall utilize the premises in an orderly manner and in compliance with all present and future applicable Federal, State, and local statutes, ordinances, rules and regulations. Failure to do so may result in expulsion from the show.

25. RIGHT TO REFUSE

Company reserves the right to review and reject any application for exhibit space without prejudice.

26. UNOCCUPIED SPACE

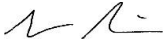
If Vendor has failed to occupy the space contracted by the end of the setup hours, Company shall have the right to utilize such space in any manner it chooses. This will in no way release the Vendor from this Agreement, nor shall a refund be due.

27. SALES LICENSES

Vendors that plan to sell merchandise on the premises are responsible for complying with city and/or state licensing and tax requirements. Information can be obtained prior to the show by contacting the proper licensing agencies.

A completed registration and acceptance of the Terms and Condition at checkout on website serve as both party’s acceptance of this agreement. This agreement shall be governed by and construed in accordance with the laws of the State of Pennsylvania and the laws of the USA applicable therein.

Date _____

Vendor Name:	Company: Soup Cook Off, LLC, Inc
	Bryan Siemon
Signature	Signature 
Phone Number	Phone Number: 717.508.SOUP

The Soup Cook Off, LLC
5217 Woodlawn Dr
Harrisburg, PA 17109
Thesoup@thesoupcookoff.com
717.508.7687

Exhibit A

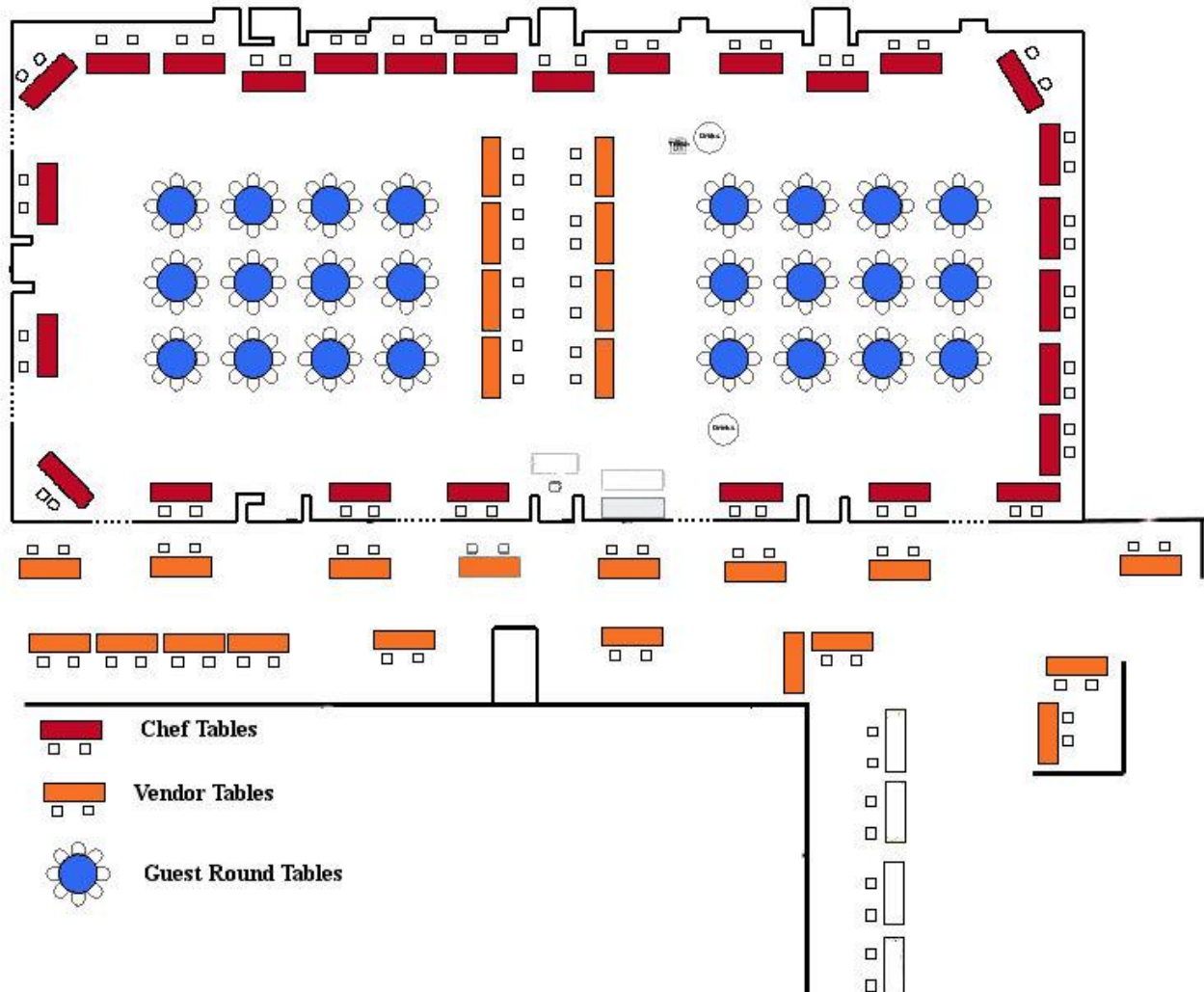
The Soup Cook Off Hours	Vendor Set-Up and Tear Down
Best Western Premier – Harrisburg, PA Sunday, October 18, 2020 Show Opens - 12:00PM Show Closes - 4:00 PM	Best Western Premier – Harrisburg, PA Sunday, October 18, 2020 Check-In – 8:30 AM -10:30 PM Set-up time – 8:30 AM – 11:00 AM Tear down – 4:00 PM – 5:00 PM
Carlisle Expo Center, Carlisle PA Sunday, March 1, 2020 Show Opens – 11:00 AM (For VIPs) Show Opens – 12:00 PM (All other attendees) Show Closes – 4:00 PM	Carlisle Expo Center, Carlisle PA Sunday, March 1, 2020 Check-In – 7:30 AM – 10:00 PM Set-up time – 7:30 AM – 10:30 AM Tear down – 4:00 PM – 6:00 PM

Booth and Price Information – Per location

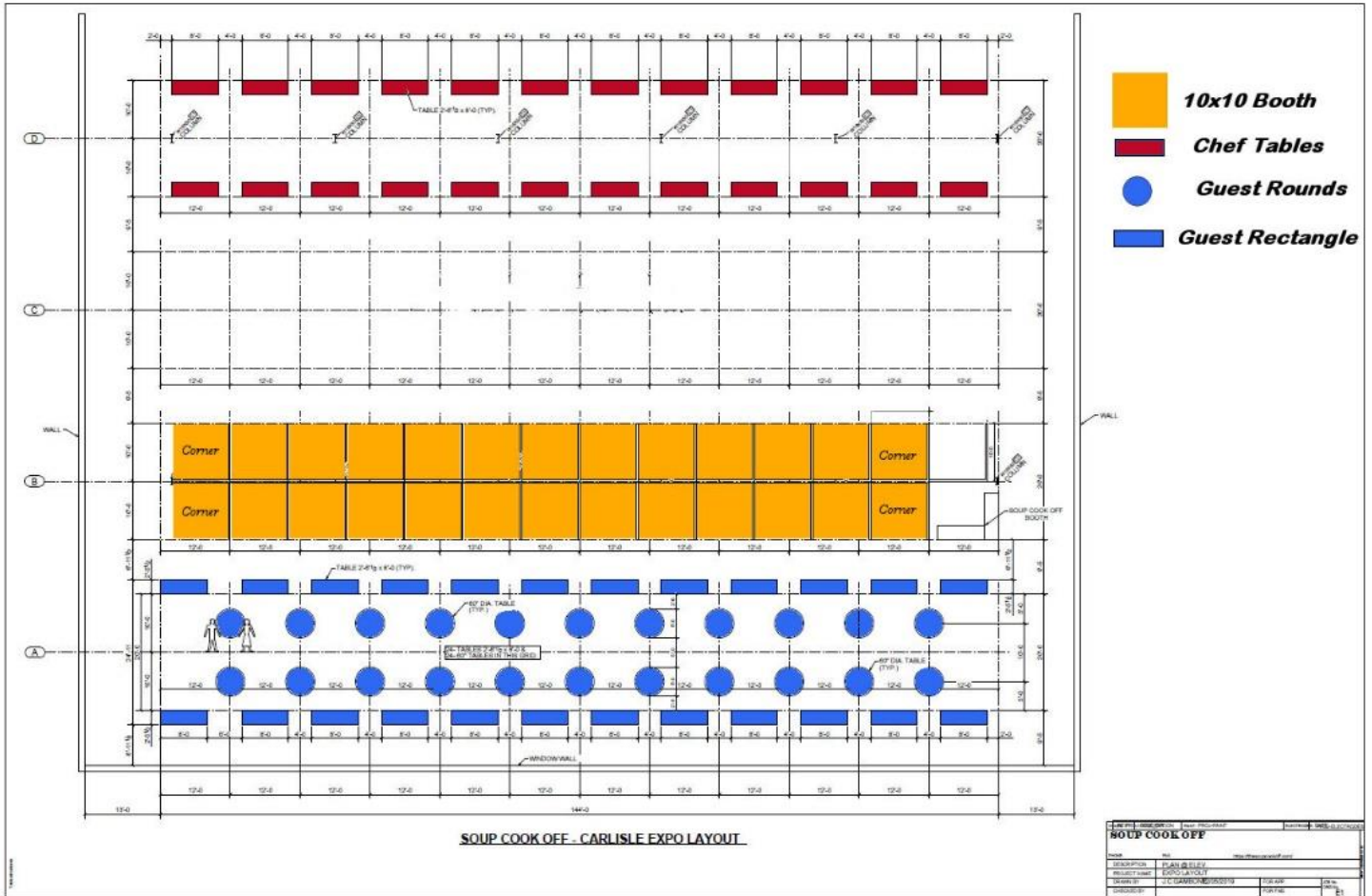
Location	Booth Size	Cost*
Best Western Premier – Harrisburg, PA	8-foot table, 2 chairs, approx. 4 feet of back space	\$200 (inside ballroom) \$150 (outside ballroom)
Carlisle Expo Center – Carlisle PA	10x10 booth with pipe and drapes	\$350 (per 10x10) \$550 (Corner booth)

* Website serves as actual cost of space, early bird specials and discounts may apply to some events during certain promotional periods and at the sole discretion of Soup Cook Off, LLC

Best Western Premier Layout – October 18, 2020 Soup Cook Off



Carlisle Expo Center Layout – March 1, 2020 Soup Cook Off



*Room and event layout are subject to change at anytime and will be finalized 7 days before event starts. Vendor space is on a first-come-first-serve basis.

More information below

Soup Cook Off Facts

- The first event had 150 guests in attendance.
- The 10th annual event had over 800 guests in attendance.
- The Soup Cook Off is celebrating it's 11th anniversary.
- The Soup Cook Off features a wide variety of unique soups, chili, chowders, bisques and more.
- Over 3400 gallons of soup have been served to date.

Event Demographics

65% Female

45% Ages 25-45

800+ Attendees per event

10-14 Professional chefs per event

12-16 Amateur chefs per event

Awards & Appearances



WHAT OTHERS SAY!

" The soup was amazing. The people were friendly! The Soup Cook Off did an amazing job! "



" What a wonderfully organized event for such a great cause! You'll leave with a full stomach.... "



" We have gone to this event two times every year for the past couple years, and enjoyed it very much. "



1,800 Page Likes



1,400 Followers



6,600 Video Views

**2,000 Loyal
E-Newsletter Subscribers**

**700+ Unique
Website Visits/Month**

**\$45,000 +
Average Household Income**

Presenting Sponsor

Your Company Name Will Be Attached To Event Logo
"Soup Cook Off Presented by "YOU"

The presenting sponsor is the sponsorship level that gives your brand and company the maximum level of exposure. This is a completely customizable package. Your name will be attached to all our marketing material for this event, including multiple radio ads.

Platinum Level - This package also includes all the benefits of the Platinum level of sponsorship, which features exclusive benefits for this sponsorship level.

\$5000.00

Soup Cook off

Presented by
"YOU"

Table Sponsor



When you become a Table Sponsor at this event, you will benefit from high exposure to every guest. You will have a table tent card placed on every table at the event. You can even leave a little gift or card at each seat. Over 400 seats will be available. Soup Cook Off attendees will fill their trays with soup and then find a nice table to sit and eat. Imagine having your brand, your marketing materials, and your promotional items right in front of new eyes.

Gold Level - This package also includes all the benefits of the Gold Level Sponsorship Package.

\$2500.00

Refreshment Sponsor

It has become a Soup Cook Off tradition to distribute complimentary refreshments. You will see your company's logo and message on 1440 bottles of water. That's 60 cases of water. As a bonus, you will have signs featuring your company at our concession stand and water stations. Allow us to put your business directly into the hands of hundreds of people with this interactive sponsorship package. At this event, your employees can be the smiling faces handing out your unique water bottles.

Gold Level - This package also includes all the benefits of the Gold Level Sponsorship Package.



\$1750.00



CUSTOM PACKAGES

717.508.SOUP - TheSoup@TheSoupCookOff.com





THESOUPCOOKOFF.COM

SPONSORSHIP FORM

717.508.SOUP - TheSoup@TheSoupCookOff.com

The Soup Cook Off - Soup Tasting Event

Sunday, March 1, 2020 // 11:00 AM - 4:00 PM // Carlisle Expo Center

We treat our sponsors like partners. We work with you to help you get the best return on investment. Become a sponsor today and introduce your brand to our loyal and continuously growing fan base. We value your contribution to this event and look forward to building a great relationship with you.

Sponsorship Levels

Platinum: One Presenting Sponsor Only

- Full page ad in event brochure
- Your company name and 5 second spot at end of radio ads for event.
- Recognition on social media pages with logo, business write up and link to your website.
- A banner and posters to be displayed at event*
- Vendor booth at event
- 15 complimentary VIP Event Tickets
- Distribution of marketing material at event*
- Recognition in our Newsletter at least 2x
- Logo and link to your website will be displayed on our website sponsor page

Gold: \$1000.00

- Full page ad in event brochure
- Recognition on social media pages with link to your website
- Posters or Flyers to be displayed at the event*
- Vendor Booth at Event
- 10 Complimentary VIP event tickets
- Recognition in our newsletter at least 2x
- Logo and link to your website will be displayed on our website sponsor page

Silver: \$500.00

- Half page ad event brochure
- Recognition on social media pages
- 8 Complimentary VIP event tickets
- Vendor Booth at Event
- Recognition in our newsletter at least 1x
- Company name and link on our website sponsor page

Bronze: \$350.00

- Company name and booth number in event brochure
- 4 Complimentary Event Tickets
- 10x10 Vendor Booth at Event
- Company name and link on our website sponsor page

Payment Form

- \$5000 - Presenting Sponsor**
- \$2500 - Table Sponsor**
- \$1750 - Refreshment Sponsor**
- \$1000 - Gold Sponsor**
- \$500 - Silver Sponsor**
- \$350 - Bronze Sponsor**

Company Name

Contact Name

() -

Phone Number **EXT**

Email

Address

City

State

Zip Code

Payment Information

Checks - Make Payable To The Soup Cook Off, 5217 Woodlawn Dr, Harrisburg PA 17109
 Credit Card - 2.5% processing fee applies. To pay by card call 717.508.7687

*Poster, banners marketing material and flyers to be provided by sponsor