



Taste of Organic

Embrace the Future, Organic Connections,
Sunday, November 21, 2010



The Invitation

Organic Connections is pleased to host "*Taste of Organic*" on Sunday, November 21, 2010. This new consumer event is a kick off to the **Fourth Biennial Organic Connections Conference and Trade Show** at TCU Place in Saskatoon.

We invite you to participate with a booth at this exciting event!

What is it?

The event will provide an opportunity for you to interact directly with consumers from Saskatoon and surrounding area and to offer samples of your great products and foods in an inviting and warm environment. Our goal is to expose more consumers to the world of Organics and all its advantages.

The event will feature a number of exciting happenings including:

- A dynamic Trade Show floor featuring organic sector booths, including local food booths offering a *taste of organic* dishes.
- Guest speaker, **Maria Rodale**, CEO of the Rodale Institute and Author of "**The Organic Manifesto, How to heal the planet, feed the world and save the earth by eating Organic**" will give a presentation and autograph books.
- **Organic Chef Competition** –Watch chefs work with organic ingredients they will have 30 minutes to prepare and plate a dish for a panel of judges to taste and grade. The winning team will receive a Certificate and the distinction of the title "*Champion Organic Chef*" as well as an award.
- Interactive and educational booths in the trade show area with information and activities on environmentally conscious lifestyle choices.

How do you benefit?

We will be promoting this **free public event** to the Saskatoon community and inviting them to come and experience the world of Organics.

You can benefit by displaying your products and wares and selling them (some limitations apply) and by providing tasty samples of your products whether you're a processor, retailer, restaurant or caterer. Show your speciality in organics and watch your business soar!

Tokens valued at \$1.00 each will be sold at the door and on the floor to the general public. They in turn will come to your table to exchange the appropriate number of tokens for your samples and products. Organic Connections will reimburse you \$.60 for every token you turn in at the end of the night.

We will retain \$.40 to cover facility and promotional costs of the event.

What does it cost?

The main goal in holding this event is to promote organics and ensure a healthy vibrant sector; in support of that goal we want your participation and success more than your money!

A 10 X 10 booth with one table and 2 chairs will sell for \$75.00. Please see the attached "Registration Form" and the "Terms and Conditions" sheet for details on other requirements surrounding operation of your booth.

The Schedule

Set up time for booths is 8:00 am to 12:00 pm on Sunday – Doors open at 12:30 and event runs to 4:30 pm

12:30 – Doors open to the public – Free Entrance - Food tokens on sale at the door for \$1.00 each
Food booths offer samples in exchange for tokens.

1:00 - Speaker Maria Rodale, CEO of the Rodale Institute and Author of **"The Organic Manifesto, How to heal the planet, feed the world and save the earth by eating Organic"**

1:30 - 2:00 – Book signing for Maria and more trade show tasting!

2:00 – Introduction of the Organic Chef Competition where chefs showcase their talents and fabulous recipes using organic ingredients. A panel of distinguished judges will use a number of criteria to determine the overall champions.

2:15 – Pans are flying; food is chopped, sliced diced, prepared and plated.

2:45 - The clock stops and the judges now taste and score the final product.

3:15 – Winners are announced and awards presented

4:30 - Doors close

You can begin taking down your booth at 4:30 but not before. All tokens should be turned in for tabulation by 5:00 pm. If you are interested in setting up a booth for the complete Organic Connections conference please contact Lorraine to discuss this opportunity further.

Immediately following this event there will be a tailgate party for all conference exhibitors, sponsors and volunteers, you are invited to participate in this event as well.

We want you to succeed and meet your goals please do not hesitate to call if you have any questions or concerns!

Fax registration forms to **306-956-3136** or mail to **R.R. # 3, G.S. # 303, Box # 9, Saskatoon, SK S7K 3J6**

Call Lorraine at 306-956-3110 for clarifications and questions.



Organic Connections – 2010

Taste of Organic Terms & Conditions



The organizing committee would like to provide trade show access to all who wish to participate; however, it is necessary to establish certain guidelines for acceptance of exhibitors on the trade show floor and at Taste of Organics. While every effort will be made to accommodate all who wish to participate, the Organic Connections Board of Directors reserves the right to exclude those displays which do not meet the requirements below.

Products

Preference will be given to organic products/services. Products and food samples must be made with organic ingredients. Please be prepared to post a list of ingredients and specify those which are organic.

Insurance

Exhibitor should have proof of \$2,000,000.00 liability with Organic Connections Inc., the City of Saskatoon and TCU Place named as additional insured. Exhibitor should also consider a minimal amount of Tenants Legal Liability.

Booth Details

All booths are piped and draped with 3' dividers.

Standard

Booth measures 10' wide by 8' deep and includes your choice of either a 6' X 2' or an 8' X 2' skirted and clothed table, 2 folding chairs

Double

Booth measures 20' wide by 8' deep and includes 2 tables, you can choose a 6' X 2' or 8' X 2' skirted and clothed tables, 4 folding chairs

Other

- Set up time must be adhered to: 8:00 am to 12:00 pm Sunday, November 21.
- Take down can begin at 4:30 pm.
- Front elevator accessible on 22nd street must be used for ingress and egress of the show.
- All requests for kitchen usage must be directed to TCU catering Brad Hache 975-3095.
- You must provide all necessary materials to operate your booth such as warming plates, utensils, sterno heat, bar wipes etc. Some heating carts will be available, some assistance may be given from TCU on an as need basis.
- Maximum butane cylinder allowable is 5 lbs; any booth with an open flame for cooking must have a fire extinguisher at their booth.
- All food handling must follow Saskatchewan's Health Regulations. Please ensure you have submitted your "Application for Temporary Food Service License" prior to October 29.
- The form can be found at www.saskatoonhealthregion.ca/your_health/ps_public_health_inspection_fs_temporary_food.html forms can be faxed to 306-665-4498 and signed. The signed copy must be displayed at your booth.
- If you have booked electrical you must provide your own extension cords

Please refer to the **Taste of Organic Booth Registration** form for prices and to book your space.

www.organicconnections.ca



Taste of Organic
TCU Place, November 21, 2010
Booth Registration Form



Please refer to *Trade Show Terms & Conditions* for complete booth details & requirements

Contact Name: _____ Title: _____

Company/Organization: _____

Mailing Address: _____ City: _____

Postal Code: _____ Phone: _____ Fax: _____

Email: _____ Web page: _____

Please give a general description of the products you wish to display or samples you will be offering at your booth. _____

Will you be offering products for sale? Yes* No *Attach a list of products

Will you be offering food or refreshment samples? Yes* No

Are your products or ingredients certified organic? Yes** No **Include copy of certificate or

Are your products or ingredients organic? Yes** No photocopy of labels

Are you able to donate a door prize for use at the conference Yes No

Select preferred table size 6' x 2' or 8' x 2'

<input type="checkbox"/> Standard Booth	\$75	\$ _____
<input type="checkbox"/> Double Booth	\$145	\$ _____
<input type="checkbox"/> Extra Table	\$20	\$ _____
<input type="checkbox"/> Electricity	\$ 35	\$ _____

Payment Options: Sub Total \$ _____

Cheque enclosed GST \$ _____

Please invoice us (Receipts mailed when paid in full) Total amount \$ _____

Confirmation of Insurance is provided

Forms to be received by October 15th, full payment must be received by November 5th.

There are limited Taste of Organic spaces available, they are confirmed and assigned on a first booked basis.

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