



PROMOTE YOUR BACON

AT THE 5TH ANNUAL BLUE RIBBON BACON FESTIVAL, "BACONPOCALYPSE NOW: I LOVE THE SMELL OF BACON IN THE MORNING"

ABOUT THE BLUE RIBBON BACON FESTIVAL (BRBF)

What started as a groups' passion for "all things bacon" has evolved into the world's premier bacon festival. In 2001, a group of guys began celebrating bacon during an annual weekend retreat in Spirit Lake, IA. Six years later, they pursued a deeper understanding of their favorite meat by earning "All About Bacon" diplomas from Living History Farms. On March 1st, 2008, officially organized under the Iowa Bacon Board and led by Brooks Reynolds, they went on to found a festival: a festival with the mission of improving the enjoyment of all things bacon by providing education, recognition, advocacy and research on behalf of the masses, everyone, everywhere, all of them. They are serious. Seriously, dudes. Seriously.

WHY SHOULD MY BACON BRAND PARTICIPATE?

The Blue Ribbon Bacon Festival (BRBF) provides your bacon brand with the opportunity to:

- Gain exposure to the entire bacon community and over 4,000 bacon-loving attendees
- Meet with local and national news media in our media room
- Enter to win the 2012 Judge's Choice and/or 2012 People's Choice Bacon Awards, earning your bacon worldwide fame and bragging rights.
- Discuss your bacon with passionate bacon enthusiast as they sample your product (standard exhibit space includes four skirted and covered 8' x 2.5' tables, 6 chairs, pipe and draping and signage with your bacon brand's name).
- Have a ton of fun! Enjoy the live music, entertainment and talk with bacon lovers from around the nation.

WHAT IS EXPECTED OF PARTICIPATING BACON BRANDS?

As a participating bacon purveyor, you will be expected to provide 500 lbs of your most remarkable bacon and staff an exhibit space to hand out samples of your product. BRBF encourages bacon purveyors to staff the event with individuals that are able to inform and educate bacon lovers about what makes your bacon great and distinctively unique.





BACON PURVEYOR REGISTRATION FORM

Please fill out the form below and return it by January 5th, 2012 with all required attachments to:

Oh Bacon, LLC
300 Walnut Street, Suite 200
Des Moines, IA 50309
Questions / comments:
Tel: 515-865-8078
Email: blueribbonbaconfestival@gmail.com
Web site: www.blueribbonbaconfestival.com

CONTACT INFORMATION

Company Name:

Street Address:

City, State, Zip:

Company Website:

Name of Primary Contact:

Contact's Phone:

Contact's Email:

BACON INFORMATION

What brands of bacon do you plan on showcasing during BRBF?

Do you plan to provide educational/promotional staff for the event?

Yes No

Do you plan on distributing any promotional material to attendees?

Yes No

LICENSING

Is your bacon USDA approved for consumption and sale in the United States of America?

Yes No

INSURANCE

Does your company carry general liability insurance?

Yes No

If yes, please attach a copy of your Certificate of Insurance. "Oh Bacon, LLC" will need to be named as an additional insured on your policy, with language in the form of "Oh Bacon, LLC", its officers, agents, and employees are additionally insured for general liability on a primary, noncontributory basis".

If no, you may acquire one through Reynolds & Reynolds Insurance: 515-557-1218.

Please initial each line indicating your understanding and acceptance of our requirements.

1. _____ **Samples:** Participating bacon purveyors are expected to provide samples to the attendees of the BRBF. A minimum of 500 lbs of bacon is required for participation in the event (distribution and shipping instructions are yet to be determined).
2. _____ **Staff:** Participating bacon purveyors are expected to provide staffing for their booth during the entire day of BRBF from 9:00 a.m. until 5:00 p.m. Each participating bacon purveyor can have up to six staff members. Additional staff members are welcome for the full ticket price.
3. _____ **Food Safety:** Bacon purveyors are expected to observe the strictest compliance with state and municipal food safety codes when serving their bacon. Any participating bacon purveyor found to be serving food that does not comply with all applicable codes will be removed.

INCLUSIONS

1. BRBF will provide standard exhibit space which includes four skirted and covered 8' x 2.5' tables, 6 chairs, pipe and draping and signage with your bacon brand's name. Each exhibit space will have 5ft of work space between the tables and the pipe and draping.
2. BRBF will provide electric chaffing dishes and bacon preparation services for your booth.
3. Additional tickets for the event are available for purchase to participating bacon purveyors on a limited basis. Please let us know if you require additional tickets.
4. Additional rental equipment is available. Please let us know if you require a price list for equipment.
5. Four regular attendee goodie bags will be provided to the bacon purveyor.

FEES

Registration Fee: Registration fees are being waived and covered by "Oh Bacon, LLC."

CONFIRMATION

Please sign and date below where indicated to confirm acknowledgement of the above items and requirements for participation in the BRBF.

Signature

Date

OHHHH Bacon!

QUESTIONS OR COMMENTS?

www.blueribbonbaconfestival.com
blueribbonbaconfestival@gmail.com
515-865-8078

THE DETAILS

Date of Event: February 18th (oh so close to National Pig Day Eve – March 1st)

Location: Varied Industries Building, Iowa State Fairgrounds, Des Moines, IA

Hours: 10 a.m. – 5 p.m.

Number of Bacon Enthusiasts: 4,000

Press from the past: Food Network, USA Today, National Public Radio, KPMG 99.1, Maxim Satellite Radio, Bob & Tom Radio Show, WHO TV 13, Des Moines Register, Juice, Des Moines Metromix, The Iowan, BaltimoreSun.com, BaconUnwrapped.com, MrBaconPants.com, FoodBuzz.com, SlashFood.com, CrispyonTheOutside.com, GrillandBarrell.com, SeriouSeats.com, and more!