



2026

VENDOR PACKAGE

CHEESE AND MEAT FESTIVAL





WHAT IS THE CHEESE AND MEAT FESTIVAL?

This is not a traditional sampling event.

The Cheese and Meat Festival is designed to help food and beverage brands generate sales, connect with buyers, and build long-term customers.

DIRECT ACCESS TO ENGAGED CUSTOMERS, TRADE BUYERS, RESTAURANTS, AND DISTRIBUTORS

The Cheese and Meat Festival is a curated, experience-driven event designed to turn discovery into confident purchasing. Through guided pairings and direct interaction with producers, guests learn how to buy, use, and pair products rather than simply sample them. Each guest receives a tasting platter and glass upon entry, creating an environment built for conversation, learning, and connection. The result is an audience of engaged, intent-driven customers who are actively looking to discover and purchase, while helping brands build awareness, drive sales, and create lasting relationships.



CHOOSE YOUR MARKET

Each festival operates independently. Vendors can choose to participate in either city.

EVENT SCHEDULE

Canada
Vancouver - September 26th
Location: [The Pipe Shop](#)

United States
Portland - November 14th
Location: [Montgomery Park](#)

AUDIENCE OVERVIEW

PER FESTIVAL (TYPICAL)

81% of Attendees Purchase Products
Attendance Range: 750-1300 Patrons Per Festival
Average Vendors: 45-60 Vendors Per Region
79% Repeat Attendance

AUDIENCE PROFILE

Gender: 68% Female | 32% Male
Mean Age: 44 years old



Why be a vendor?

VENDOR BENEFITS

BRAND EXPOSURE

Direct access to over 1,000 engaged consumers, supported by coordinated Festival marketing across social and email channels before, during, and after the event. Brands benefit from in-person connection on the show floor while also gaining extended visibility through Festival communications that reinforce awareness beyond the day itself.

DIRECT SALES

Each Festival is carefully timed and located to encourage on-site purchasing, giving vendors direct access to real customer sales during the event. The format supports meaningful buying interactions while also helping build relationships that lead to repeat purchases after the Festival.

KEY TRADE ENGAGEMENT

Connecting vendors with restaurant buyers, distributors, and food influencers is a core part of the Festival. Each event includes a focused trade program supported through targeted invitations. To support vendor engagement, every vendor receives four complimentary trade passes for use during tasting sessions.

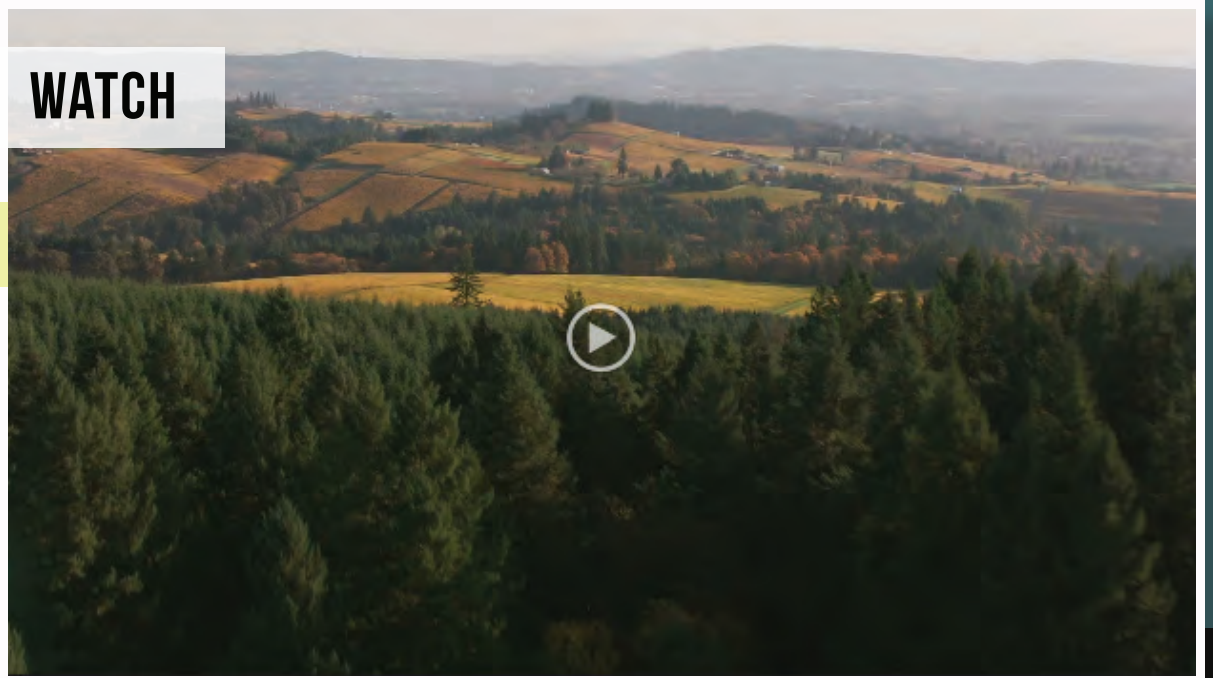
EVENT & SALES REPORT

Are you wondering if the value return is worth it? We'll let you decide. One month after the Festival, you'll receive an event report with statistics to help you see how your investment performed.

WE ARE UNIQUE.

Our focus is to drive interest and loyalty towards the products and brands that take part in the festival. We do this by helping to develop your market through our marketing practices, and also by creating direct clients and direct revenue on-site. This makes us unique amongst other food festivals. Your company showcases your products, while we make sure you are skillfully marketed to our consumer group. We are here to work for you.

WATCH



“AT THE FESTIVAL, THE FOCUS ISN’T JUST ON WHAT YOU SELL THAT DAY, BUT ON HELPING YOU BUILD SALES THAT CONTINUE LONG AFTER THE EVENT.”

BEING A VENDOR INCLUDES

BEFORE THE EVENT STARTS

- Logo included on all pre-Festival material
- Global Permitting where required
- Web-links from all participating websites
- Verbal recognition at Festival events
- Discounted Family and Friend Ticket Rates
- Access to Trade Tickets
- Newsletter Redirects
- Dedicated Social Media Ads
- Media Features

AFTER THE EVENT

- Statistic report
- Behavioural Survey Data on Customers
- Access to branded photography from event

AT THE EVENT

- 6x4 Booth Space
- One 6-foot Table
- Black Linens for the Table
- Ice (one bus bin per session)
- Water
- Handwashing Stations
- Load-in support
- Wifi
- Tasting Glass (if beverage vendor)
- Accreditation
- Refrigeration (dependent on location)
- Sales Point (dependent on location)
- Geo Fencing (dependent on location)
- Spit Buckets (by request)



WE ASK FROM YOU...

Everything below is designed to support strong vendor outcomes while maintaining a high-quality experience for guests.

- We ask that samples are sized generously to encourage conversation and meaningful interaction.
- We'll ask you to tag the Festival leading up to the event. We'll provide ready-to-use content so this is easy and low effort.
- We ask that you pay a deposit and a small tabling fee to ensure that you meet required health and safety standards set by local authorities.
- We ask that you offer wholesale or discounted pricing where possible to build customer loyalty.
- We ask that you take the time to thoroughly review our policy manual to ensure a comprehensive understanding of our guidelines.

"It's one of the few events where you actually slow down and enjoy what you're tasting without being rushed or in a line up."

- Troy R. | Attendee

"We discovered products we never would have tried, and now they've become regular buys."

- Amanda P. | Attendee

FESTIVAL FEES

Total participation: \$350 (Food) | \$500 (Beverage)

Reserve your space
with just **\$175**

Low upfront commitment. No large payment required today.

Credit Card saved for remaining balance.

PAY THE REMAINING BALANCE

Remaining balance charged 7 days before the event



Food: \$175 remaining
Beverage: \$325 remaining

PAYMENT & COMMITMENT POLICY

\$175 is required to confirm your space
Cancellations more than 21 days before event: \$175 is retained
Cancellations within 21 days: full participation fee charged
No-show: full participation fee charged

By registering, you authorize Surge Business Productions Inc. to charge the card on file in accordance with this policy.

RETURNING VENDOR PROGRAM

Returning vendors and partners may qualify for preferred pricing and reduced commitment requirements, including card-on-file confirmation only, based on past participation and alignment with the Festival. Availability is limited.

OPTIONAL ADD-ONS

- 2nd Table for \$200
- Extra Ice for \$37
- 120V Power \$25
- 240V Power \$150



GETTING SOCIAL STATS

INSTAGRAM

752K+
REACH

12.2K FOLLOWERS

FACEBOOK

1.3M+
REACH

12.5K LIKES

NEWSLETTER

47K+
EMAILS
SENT

8.7K+ SUBSCRIBERS W/ 41% OPEN RATE

DEMOGRAPHICS

DEDICATED AUDIENCE

79%

REPEAT ATTENDANCE RATE

TRAVELING

47%

TRAVEL TO THE FESTIVALS

AVERAGE TICKET VALUE

\$66.93

\$79.15 MEDIAN VALUE

MILLENNIALS, GEN Z, AND GEN X

29-45 Y/O

= 85% OF OUR ATTENDEES

PURCHASING

81% PURCHASED

PRODUCTS AT THE FESTIVALS

GENDER

68%

FEMALE ATTENDEES

WE CREATE

DATA

GEO, BEHAVIORAL, & TECHNOGRAPHIC

CLICK TO WATCH OUR STORY



CONTACT US

EMAIL: INFO@CHEESEANDMEATFESTIVAL.COM

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CONNECT WITH US

FACEBOOK.COM/CHEESEANDMEATFESTIVAL

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