



TASTE OF Imperial Beach

*Hosted by the Imperial Beach Chamber of Commerce &
Business Improvement District*

Information Sheet

- **Event Date** – Saturday, March 19th, 2016 from 1:00pm-4:30pm
- **Event Location** – Port Parking Lot at Seacoast Drive, Old Palm Avenue up to 3rd Street
- **Event Concept** – If you are within the Taste of I.B. zone (above) you will promote your business at your business location. If you are not within the zone to have it in your place of business, you will be setting up your booth at the Port Parking Lot area (corner of Seacoast Dr and Palm Ave.) Guests will purchase tickets prior to the event online or at designated location. On the day of the event visitors will stop by each location that has a “Taste of IB” sign posted. At that time, businesses will stamp, sign off or hole punch the customers ticket. Once their card is signed off, you give them a “Taste” of your business.
- **Giveaways** – You will need 300 items/samples to distribute. We have found for best results your giveaway should be tangible. You might consider a giveaway that represents your company and one that people will remember your business by. If you will be providing a food you need only to give a small sample (and not a meal). **Note:** Guests pay to visit your booth so it is important that you open and close on time. If you do not participate as noted you will be billed the \$50 for cost of printing and marketing.
- **Non-Food Participants**- You are encouraged to have a game of chance OR skill available for citizen participants to play and receive a prize. This game should be in addition to any advertising material you will be distributing. For ideas for games please contact the Chamber office.
- **Ticket Information** – Tickets are \$15. Tickets may be purchased online prior to the event at <http://tasteofib2016.eventbrite.com> Remaining tickets (if any) will be sold the day of event.
- **Registration Deadline** – The deadline for sign-ups is Friday, February 19th @ 3:00pm to be included in all promotional material. Registration forms turned in after February 19th will result in business information being excluded in promotional material for the Taste of IB 2016 due to printing deadline.
- **Sign in** – There will be a sign-in area at the Port Parking Lot for all business participants that will **not** be at a store front. At that time you will receive your participant ID number which will be placed at your designated location. Setup will begin at 11am. Please sign in no later than 12pm prior to event so that you are prepared to start distribution at 1pm.
- **Booth Set-Up** – If you are not at a store front it is the responsibility of the business to supply and set up your own display tables, pop-up tents, etc... We suggest you bring a sign or banner with your company name as well so that visitors will be able to find your booth location during the event.
- **Clean up** – Please have a trash can available and in plain sight for visitors so that we keep this event as clean as possible.

LAST YEAR SOLD OUT, SO BE READY!!

We look forward to you joining in on the fun. If you have any questions regarding this event, please do not hesitate to contact the Chamber of Commerce/BID office at 619-424-3151 or by email at info@ib-chamber.com

