



# KOOTENAY COFFEE **FEST**

**OCTOBER 14, 2023**  
**VENDOR PACKAGE**





Dear Vendor,

After a pause, I am pleased to announce that the long awaited, inaugural Kootenay Coffee Fest is on!

The Kootenay Coffee Fest is making its debut on October 14, 2023 and our team is working tirelessly to carefully curate this Fest to showcase our local coffee roasting community in this beautiful region we call home.

[Waneta Plaza](#) has been carefully chosen as the venue location to ensure that this festival is not weather dependent, and so you have all the comfort you need to joyfully share your products, meet new customers, and to develop business partnerships.

With the maximum of 30 available spots, the goal is to deliver a superb festival where the focus is You, the coffee roasting industry, skirted with additional vendors to complement your products.

Psst... Our team has a surprise for you! Without giving too much away, the evening before the Fest, our team is hosting a meet and greet event on the 2nd floor corridor of the Waneta Plaza where you may have an opportunity to win!

Please review this vendor package, and fill out your application no later than September 14, 2023. All approved vendors will receive a separate vendor agreement to review, sign, and submit with payment before the festival .

I look forward to hearing from you!

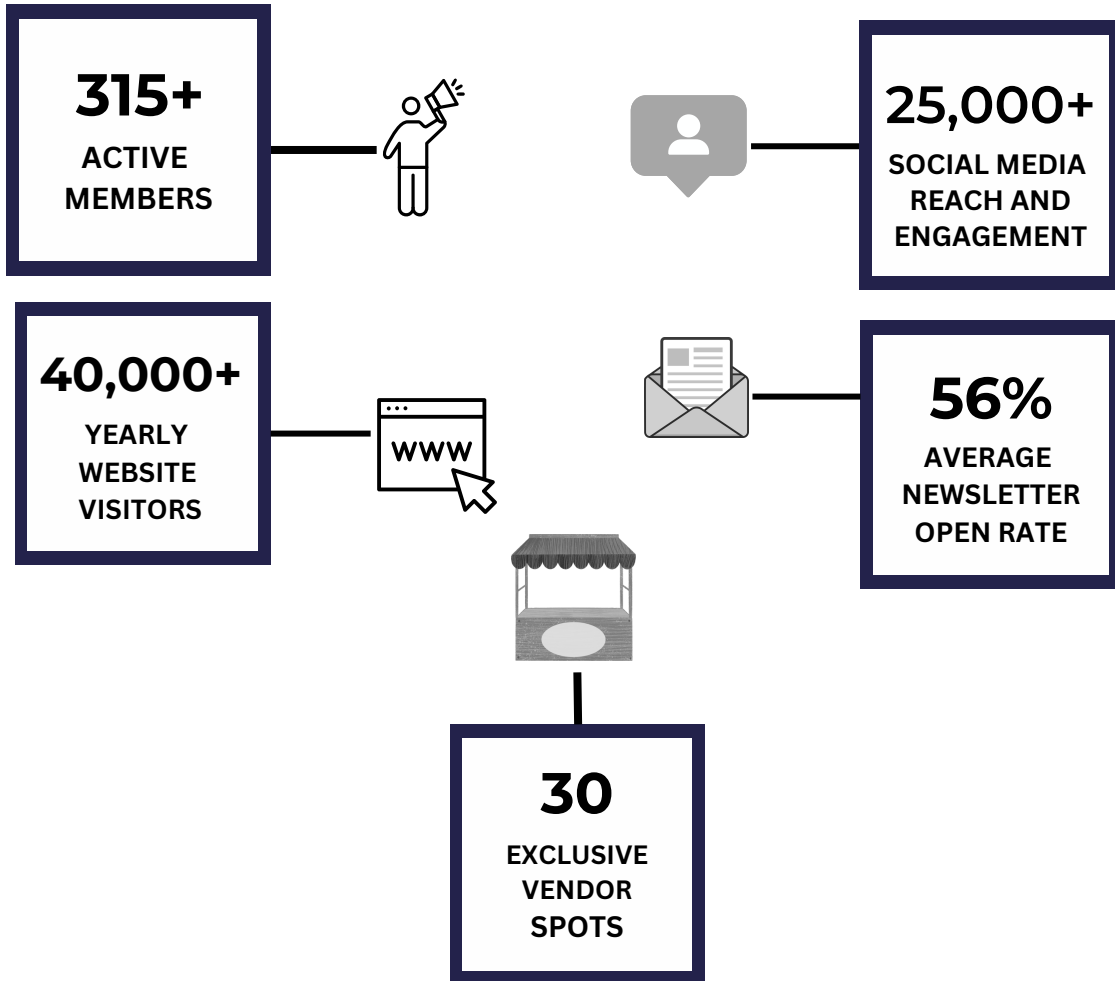
A handwritten signature in black ink, appearing to read "Erika Krest".

Erika Krest  
Executive Director  
Trail & District Chamber of Commerce



Photo Credit: Charlotte Truant  
(Lota Love Photography)

# ENGAGEMENT



# EXPERT PROFILES



**Wendy  
Robertsen**

Wendy Robertsen is an experienced Yoga Therapy / Ayurveda professional. She knows how important fitness is for long-term happiness and has invested her career in helping people implement wellness strategies into their lives.

Wendy was driven to pursue fitness and well being from an early age from her passion for helping people during life-altering times, and a keen interest in the mind-body connection. She's been working in the fitness industry for 15 years and in that time has owned a yoga studio, a fitness retail store and coordinated wellness retreats.

She was educated at BCIT / Delta Yoga Institute and California College of Ayurveda. Initially with a bachelor's in business management, she worked for Vancouver Magazine and Western Living Magazine in their sales and Marketing department. She's worked the last 15 years mainly in the yoga and Ayurveda field, but currently is also the Marketing coordinator for Earthy Organics Farm.

Wendy grew up in Fruitvale, moved away for 30 odd years, and then moved back to the area 2 years ago. Wendy loves the culture of the Kootenays (slow paced and outdoor focused). She enjoys spending her free time exploring towns around the Kootenays, as well as hiking and gardening.



**Mandi  
Lunan**

Mandi Lunan is a Food and Beverage Business Advisor and Coach who is- as of 2020- based in the West Kootenays. Mandi has advised many small food/beverage-based businesses and their events in North America since beginning her consultancy practice in 2016.

Mandi brings 13 years of real life small business ownership experience herself, as well as over 20 years of event marketing + architecture experience to the table, having been part of the indie market and event scene since 2002.

Her resume includes the Disloyalty Coffee Card Program 2021 + 2022, Summer Solstice Indigenous Festivals / Indigichief Competition, Feast of Fields, the Snowsuit Fund's Snowball and Operation Come Home's Poor Chef's Competition.

Fun fact- Mandi was also a Barista for 7 years in her earlier days.

Mandi's strategies, ideas + content are fun, engaging and practical, and she is an expert at facilitating mutually beneficial partnerships with businesses and sponsors. Hope you can join us.



Waneta Plaza

# ITINERARY

## COFFEE FEST

**Location:** [Main Floor Corridor of Waneta Plaza, Trail](#)

**Date:** Saturday, October 14, 2023

**Time:** 10:00 am - 3:00 pm

**Set Up:** Friday, October 13 from 5:30 pm - 9:30pm and  
Saturday, October 14 from 7:00am - 9:30am

**Take Down:** 3:00pm - 9:30pm  
(day of festival)

**\*We kindly ask that you remain set up and present until the 3pm end time\***

## MEET AND GREET

**Location:** [2nd Floor Corridor of Waneta Plaza, Trail](#)

**Date:** Friday, October 13, 2023

**Time:** 6:00 pm - 8:00 pm

Refreshments, Snacks, and Fun!



# KOOTENAY COFFEE FEST

## VENDOR BENEFITS & BRAND VISIBILITY

By taking part in the Kootenay Coffee Fest, vendors will be provided:

### Location:

- Weatherproof facility with assured foot traffic and attendance
  - electricity
  - necessary facilities (washrooms, water)
- [Overnight venue parking](#) \*provided at no extra cost\*

### Marketing:

- Included on festival BINGO card (more details to follow)
- Individualized social media profile with partnership tags on the Kootenay Coffee Fest social medias
- Access to promotion through the Chamber and community partners
- A comprehensive marketing strategy tailored to you and the festival
- An active communication plan to support you leading up to event day
- A digital media kit with 10 preset draft posts for you to utilize
- Radio promotions; marketing through printed and online local newspapers

### Social:

- A vendors only meet and greet for KCF vendors and industry experts (snacks and refreshments provided)

### Curation:

- Handpicked and limited number of experts to fulfill your expectations of this carefully organized event

### Experience:

- Coordinated by a group of experts with over 75 years of combined industry experience



# KOOTENAY COFFEE FEST

## VENDOR APPLICATION

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Business Facebook, Instagram, etc. (if applicable): \_\_\_\_\_

Web Address (include http): \_\_\_\_\_

**PLEASE ATTACH / SEND US A FILE OF YOUR COMPANY'S LOGO WITH YOUR APPLICATION**

Do you currently have an insurance plan in place for your business?

Yes

No

If yes, please attach your proof of insurance certificate to your vendor application and partnership agreement

Does your booth require power?

Yes

No

If yes, what amperage do you require?

15

30

50

**\*Provided at no extra charge, but availability is limited\***



# KOOTENAY COFFEE FEST

## VENDOR APPLICATION

What equipment will you be running specifically? Some examples include: coffee machine, commercial espresso maker, coffee grinder, deep fryer, microwave, amplifier, etc.

---

---

---

Do you require overnight parking?

Yes

No

If yes, please specify what you will be parking (car, truck and trailer, etc.)

---

Consent of Content Use:

I consent to have my business details posted on the Trail Chamber website and social media.

I consent to allow the Trail Chamber to use any pictures taken of me at the festival on the TDCOC website, social media, etc.

I do not consent.

By initialing this box, I understand that only the vendors who are selected by the committee will be contacted and provided with the Vendor Agreement Package (to be signed and resubmitted to the Trail & District Chamber of Commerce):

**Yes, I understand**

**submit to:** [info@trailchamber.bc.ca](mailto:info@trailchamber.bc.ca)





# KOOTENAY COFFEE **FEST** VENDOR APPLICATION

## Meet and Greet

(Takes place the night before the festival)

Please indicate if you will be attending:

- Yes  
 No

If yes, how many will be in attendance?

---

List any food restrictions:

---

---

Is your business interested in participating in a friendly competition? (More information coming soon)

- Yes  
 No

