



Competitive Team Registration: Dec. 17, 2021- Feb 1, 2022

Email Registration to: Expoinfo@AtTheExpo.com

Join us for the 2nd annual Bacon and Barrels event, February 11th and 12th at the Jackson County Expo. Born from the "Bacon and Bourbon festivals" around the nation... the Jackson County Expo and Uhill One Concessions has initiated the first ever Bacon and Barrel event in Southern Oregon! This new event offers participants extensive bacon-inspired appetizer samples, distilled spirit samples, whiskey lectures, live entertainment AND a full bacon bloody Mary bar during Saturday's early session!

EVENT DETAILS

- FRIDAY, FEB 10; 6-9PM WINTER WARM UP
- SATURDAY, FEB 11; 12-3PM RISE AND SHINE
- SATURDAY, FEB 11; 5-8PM FOR THE LOVE OF BACON
- NUMBER OF BACON AND DISTILLED SPIRITS ENTHUSIASTS LIMITED TO 1500 (500 PER SESSION)

WHY SHOULD MY TEAM PARTICIPATE?

THE JACKSON COUNTY EXPO WILL PROVIDE YOUR TEAM WITH:

- **BRAND/TEAM AWARENESS:** THIS ANNUAL EVENT WILL SELL OUT ALMOST INSTANTLY AS WE ARE LIMITING TO ONLY 500 PATRONS FOR TASTING EACH SESSION. EACH BACON ENTHUSIAST WILL BE SEEING YOUR TEAM IN ACTION AND VOTING FOR THE BEST BACON TASTE **EACH SESSION**. YOUR TEAM WILL ALSO BE FEATURED THROUGH OUR FACEBOOK AND INSTAGRAM PAGES AS WELL AS WITH OUR MEDIA PARTNERS.
- **OPPORTUNITY TO SHOW OFF YOUR TEAM, YOUR SKILLS AND YOUR CREATIVITY.** YOU COULD POSSIBLY RETURN HOME WITH THE "BEST BACON AWARD" ALONG WITH ONE OF VARIOUS OTHER CASH PRIZES... AND CERTAINLY BRAGGING RIGHTS FOR YOUR PARTICIPATION IN THE FIRST EVER SOUTHERN OREGON BACON AND BARRELS!
- **A HOG-WILD TIME WITH FRIENDS, MUSIC AND ALL-TIME GREAT NETWORKING WITH OTHER BACON LOVERS FROM AROUND THE REGION.**

WHAT IS EXPECTED OF YOUR TEAMS PARTICIPATION?

- **WE NEED YOU TO PROVIDE (500) 1-2OZ SAMPLES PER SESSION OF YOUR MOST REMARKABLE BACON CREATION.** THERE ARE 3 DIFFERENTLY THEMED SESSIONS; 1500 SAMPLES TOTAL FOR THE EVENT.
- **WE NEED YOUR TEAM TO BE READY TO EXPLAIN YOUR LOVE FOR BACON AND THE CREATIVITY AROUND THE SAMPLE YOU HAVE PREPARED**
- **WE NEED YOUR TEAM TO PROVIDE SOME HIGHLY ENGAGING TEAMMATES TO ENGAGE WITH BACON LOVERS AND ENCOURAGE THEM TO TASTE AND VOTE!**
- **WE NEED YOUR TEAM TO PROVIDE THE DÉCOR FOR YOUR BACON TASTING EXPERIENCE**

ARE THERE PRIZES?

- **CASH PRIZES FOR PEOPLE'S CHOICE AWARDS (TOP 3 PER SESSION!) AND VARIOUS OTHER THEMED PRIZES PER SESSION TOO!**

CAN WE SELL ANYTHING AT OUR BOOTH?

- **YES! WE ENCOURAGE YOU TO PROVIDE \$2 APPETIZER SAMPLES AT YOUR BOOTH. YOU ARE ONLY ALLOWED TO OFFER THESE SAMPLE SIZE APPETIZERS OF THE BACON TASTINGS YOU ARE PROVIDING FOR THE SHOW. WE WILL NOT BE ABLE TO ALLOW EXTRA FOOD OFFERING SALES AT YOUR STATIONS. THERE WILL BE A CAFÉ' ON SITE FOR THE "OTHER KINDS OF FOOD." (WHO WOULD WANT ANYTHING OTHER THAN YOUR BACON?)**
- **MERCHANDISE? LET US KNOW IF YOU HAVE BRAND MERCHANDISE AND WE WILL WORK TOGETHER ON A POINT OF SALE LOCATION FOR YOU TO SHOW/SELL!**
- **DRINKS? YOU ARE ABLE TO SELL WATER AT YOUR BOOTH IF YOU CHOOSE. WE ARE LIMITED TO PEPSI PRODUCTS (AQUAFINA) OTHERWISE, THERE ARE BEVERAGE CONCESSIONS EASILY ACCESSIBLE AROUND THE SHOW FLOOR.**

WHAT WE PROVIDE TO YOUR TEAM:

1. EACH STANDARD 10' X 10' OR 20' BOOTH SPACE WILL INCLUDE 2 TABLES
2. EXPO LOCATION FOR STORAGE OF YOUR BACON
3. BOOTH SIGNAGE DISPLAYING YOUR TEAM NAME
4. CONVENIENT VEHICLE DRIVE-IN FOR DECORATING AND BOOTH SET-UP
5. POTABLE WATER SOURCE NEARBY

WHAT YOU PROVIDE:

1. ADDITIONAL DÉCOR FOR YOUR BOOTH SPACE
2. STAFFING FOR YOUR BOOTH, MINIMUM 2 STAFF PER SESSION
3. (500) 1-2OZ BACON- BASED SAMPLES PER SESSION- 1500 TOTAL

HOW DO I SIGN UP?

THANKS FOR ASKING! COMPLETE THE REGISTRATION PAGE AND SEND IT BACK BEFORE FEBRUARY 1, 2022. WE WILL ONLY BE ACCEPTING 16 TEAMS THIS YEAR AND WILL BE REVIEWING THEM AS THEY COME THROUGH. (NOTE: THE EARLIER YOU REPLY, THE MORE WE FEATURE YOUR TEAM ON SOCIAL MEDIA AND RADIO PREVIEWS.)