

# JUNGLE JIM'S

INTERNATIONAL MARKET

Presents

**“Weekend of Fire”**



**3<sup>rd</sup> Annual Weekend of Fire**  
***“Hot Food with Attitude”***  
**August 1 and 2, 2009**  
**Fairfield, (Cincinnati) Ohio**

Last year's attendance more than doubled to almost 5000 people! This year promises to be even better as people are already calling about the 'close-to-home' show featuring hundreds of fiery foods: hot sauces, salsas, barbecue sauces, mustards, snacks, ketchups, snacks, and more.

## What will be offered at the Weekend of Fire?

- **Top-Notch Exhibitors** - A Who's Who of the Hot Foods industry will be on hand - Jungle Jim's Established Retail Stable of Hot Foods companies - with local, regional, national and imported brands – obscure to absurd, boutique to basement, organic to ordinary to extraordinary!
- **All Items Available for Purchase** – any additional items after the show can be purchased anytime at Jungle Jim's. We have the largest collection of fiery foods available at retail in the USA. Our **Fire Truck Hot Sauce display (in-store) featuring over 1400 kinds of hot sauce** from A to Z; plus barbecue sauces, salsas, sops, mops, marinades, rubs, mustards, snacks, jerky's, peppers and more from the U.S and 'round the world!
- **Top-Notch Facility** – Held on-site at Jungle Jim's International Market exciting, upscale **Oscar Event Center**.



- **Crowds – Guaranteed!** – The famous six-acre World of Food mega-supermarket attracts over 50,000 food-loving shoppers every week! Last year brought over 3,500 people to the show – in addition to the shoppers.



- **Easy driving access** - just minutes from I-75 and I-275 in Fairfield, Ohio - on Cincinnati's North side.
- **Thousands More “Foods with Attitudes”** to taste and discover while shopping the six acres of food at Jungle Jim's International Market located adjacent to the Oscar Event Center

- **Ample Free parking with quick access to restaurants!**
- **Plenty of Hotels/Motels** - accommodations within minutes
- **Fun for the Whole Family!**

## **General Information:**

**Dates & Hours:** Saturday, August 1: 10:00 a.m. – 7:00 p.m.  
 Sunday, August 2: 11:00 a.m. – 5:00 p.m.

**Where:** The Oscar Event Center  
 Jungle Jim's International Market  
 5440 Dixie Highway  
 Fairfield, Ohio 45014

**Phone Number:** 513.674.6000

**Ticket Sales:** In Advance: \$5  
 At the Door: \$7  
 Children Under 12: Free with Adult admission\*  
 \*Children MUST be accompanied by an adult!

**Parking:** Free

**Directions:** Take I-275 to the Route 4/Dixie Highway Exit 41 (Hamilton/Fairfield). Head 3.8 miles North to Jungle Jim's.  
[Click here for specific directions.](#)

**Contacts:** Bret Vitek  
 Hot Sauce and Fiery Foods Manager  
 Jungle Jim's International Market  
 513.674.6000 ext 6208 (office)  
 513.674.6034 (direct line)  
[bvitek@junglejims.com](mailto:bvitek@junglejims.com)

Dianna Hood  
 Oscar Event Center Coordinator  
 513.674.6055 (office)  
[dhood@junglejims.com](mailto:dhood@junglejims.com)

## Comments from the Industry

"Jungle Jim's is the 'Hot Beat' of America! Yeah, a bit of a take-off from the Chevy motto, – but it's true! This show will be a BLAST!"

- **John Dilly, DefCon Sauces**

"The Lava will flow in Ohio! Jungle Jim's has been a big promoter of *Loco Luna* and the hot sauce community since our inception. There's no place like it!"

- **Brian Moon, Loco Luna Gourmet foods**

"Jungle JIM'S gave me my first break - like many other manufacturers just starting out. It's only natural that the first show I do will be the Weekend of Fire at Jungle Jim's!"

- **John Grabiec, President Fat Kid Sauces**

"As a professional firefighter and fire starter, my sauces find the perfect place in the Jungle – right beneath the big red fire truck! What better home could be found for sauces such as "Pure Arson", "Backdraft" and "HazMat"?"

- **Jim Campbell, Mild to Wild Pepper Co.**

"Jungle Jim's is exactly the type of customer I would want to work with for a starter show. They already have a huge customer base, a fantastic reputation and most important, the space to do a show like this!"

- **Danny Cash, Danny Cash Hot Sauces**

"In less than ten years time, Jungle Jim's has gone from my first wholesale order to one of my biggest customers!"

- **John, CaJohns Fiery Foods**

## Exhibitor Information

- **The Booth/Exhibitor Rates**
- **Booth Reservations and Registration Form**
- **Exhibitor Admission**
- **Deadline**
- **Sponsorship/Advertising Opportunities**
- **Set-Up and Move Out**
- **Shipping of Product/Booth**
- **No Posting**
- **Exhibitors Should be Self-Contained**
- **Exhibitor Supplies and Order Form**
- **2007 Electrical Information and Order Form**
- **Exhibitor Services/Supplies Order Form**
- **Rules and Regulations**
- **Health Department Regulations**
- **Site Map**
- **Loading/Un-Loading/Where to Enter**
- **Directions/Area Maps**
- **Area Hotels/Motels**

## The Booth

[Click here for a PDF of the booth layout](#)

- Size: 10' x 10' booth
- Includes: Back and side drapes  
One 6' covered and skirted table  
Two Chairs  
One small waste basket with plastic bags
- Not Included: Electricity  
*If needed, electricity must be contracted separately with the Oscar Event Center prior to event. [Electricity Form](#)*

Exhibitor are encouraged to bring:

- Signs/Banners
- Decorations
- Additional trash cans and bags
- \*All exhibitors decorations **MUST** be fireproof*

## Exhibitor Booth Rate

Per 10' x 10' Booth: \$225

Per 10' x 20' Double Booth: \$425

Please note: Payment must be received before registration is confirmed.

If you would like to share a booth you must pre-arrange with the Oscar Event Center. There is a surcharge of \$50.00 per additional exhibitor in any booth, maximum of two companies per booth.

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## Booth Registrations

Register for your **Exhibitor Booth** at the **Jungle Jim's Weekend of Fire 2009** by downloading the form(s) below. Fill out completely noting booth first, second, and third booth choices, including credit card information or check. Email, fax or mail to:

### Weekend of Fire

**Dianna Hood, The Oscar Event Center at Jungle Jim's**

**5440 Dixie Hwy.**

**Fairfield, OH 45014**

[dhood@junglejims.com](mailto:dhood@junglejims.com)

Phone: 513.674.6055

Fax: 513.674.6054

Booth reservations space requests will be honored **upon receipt of booth fee.**

[Click here for the Booth Registration Form](#)

Hot sauce Retail Information:  
Bret Vitek  
Hot Sauce and Fiery Foods manager at Jungle Jim's  
513.674.6000 ext 6208  
513.674.6034  
[bvitek@junglejims.com](mailto:bvitek@junglejims.com)

### **Exhibitor Admission**

Exhibitors are allowed four admission Exhibitor Badges for workers PER BOOTH space. All others must pay Public Admission fee of \$5.00.

### **Aggressive Promotional Efforts**

Weekend of Fire will be aggressively promoted across the Tri-state, Midwest and US:

- **Press releases to newspapers and magazines**
- **Calendars of events**
- **Ads in Jungle Jim's weekly grocery flyer circulation 136,500**
- **In-store posters**
- **banners at Jungle Jim's Fire Truck Hot Sauce display**
- **Jungle Jim's website with over 300,000 views /month,**
- **Jungle Jim's giant digital Las Vegas-style sign**
- **National hot foods magazines**
- **internet hot sauce blogs**
- **Area and Tri-State convention and visitors bureaus**
- **The power of hot food-lovers' Word-of-Mouth**
- **And More!**

### **Sponsorship and Advertising Opportunities**

A unique marketing opportunity for companies interested in increasing brand and community awareness during the **Weekend of Fire** at Jungle Jim's Intl. Market.

# DON'T MISS The 3<sup>rd</sup> Annual Hot Food Show

## August 1 & 2, 2009

**largest of its kind  
North of the Mason-Dixon Line!**

Presented by and on location  
at **Jungle Jim's International  
Market** the Famous Six-Acre  
World of Food.

**Top-Notch Facility** - Held at the  
**NEW!** Upscale OSCAR Event  
Center at Jungle Jim's.



**Top-Notch Exhibitors** - local, regional  
and nationally renowned companies -  
from the ordinary to the extraordinary!

**Crowds Guaranteed** - Over 50,000  
foodies already travel to shop at  
Jungle Jim's each week. Last year there  
were over 3,500 attendees!

**Fiery Foods Fan-Addicts  
Destination** - Hundreds flock  
to shop the Midwest's largest  
collection of hot foods at retail  
in the U.S. - over 1,400 hot sauces  
alone!

**Call Bret Vitek**  
International Foods Manager  
Jungle Jim's International Market  
513.674.6000 ext. 6208  
bvitek@junglejims.com

**RESERVE YOUR BOOTH TODAY!**  
go to: **WWW.JUNGLEJIMS.COM**

and  
for: **COMPLETE INFORMATION**  
**Dianna Hood: 513.674.6055**  
email: **dhood@junglejims.com**

### **Gold Sponsor - \$2500**

- A 10' x 10' booth space at our show
- Your logo on:
  - o All promotional items:
    - Newspaper ads
    - Magazines
    - Calendars of events
  - o Inclusion of your logo on Jungle Jim's ads:
    - In-store posters
    - Banners
    - Door store weekly ad
    - Jungle Jim's giant digital sign
  - o Tee Shirts
- Your logo will reach thousands of people:
  - o 136,500: Jungle Jim's weekly grocery flyer circulation
  - o 300,000: Jungle Jim's website views/month

### **Silver Sponsor - \$1000 (8 spots available)**

- A 10' x 10' booth space at our show
- Your logo on:
  - o All promotional items: Newspaper ads, Magazines, Calendar of events
  - o Inclusion of your logo in Jungle Jim's ad, in-store posters and banners
- Your logo will reach thousands of people:
  - o 136,500: Jungle Jim's weekly grocery flyer circulation
  - o 300,000: Jungle Jim's website views/month

**Contact:**

Bret Vitek, Hot Sauce and Fiery Foods Manager  
Jungle Jim's International Market  
5440 Dixie Highway  
Fairfield, OH 45014  
513-674-6000 ext. 6208  
bvitek@junglejims.com

**Exhibitor Set-Up and Move-Out times:**

**Set Up Times:** Thursday, July 30: 12 pm - 8 pm  
Friday, July 31: 12 pm – 5 pm  
**Move-Out Time:** Sunday, August 2: directly after show

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**Shipping of Product**

The show rates do not include drayage or the shipping, handling and storage of merchandise sent early. Shipping must be contracted and paid through your own supplier. Exhibitors **MUST** use “**Weekend of Fire Shipping Labels**” for any and all items shipped into the show. *Jungle Jim's and Oscar Event Center are not responsible for lost or damaged shipped and stored items.*

*Please Notice Oscar Event Center of your intent to ship items and product in ahead of the show. See “**Items accepted date**” on label.*

[Click here for Shipping Label](#)

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**Exhibitors Should Be Self-Contained**

Minimal facilities for cleaning up and cold storage is available at Oscar Event Center (OEC). Exhibitors who intend to serve food samples must provide their own **electric** cooking apparatus (no open flames allowed); all tools, serving pieces, supplies for sampling and adequate clean-up materials. A dish washing and hand washing station is available at OEC.

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**Exhibitor Supplies at the Show**

OEC will have a minimum of supplies available during the show for sale **for cash only** . You may purchase cooking ingredients and supplies at retail in Jungle Jim's International Market immediately next door to the OEC. **Vendors may order supplies in advance through OEC** and will be delivered to your booth. **We encourage all exhibitors to order what they need in advance.** For the Supplies List and Order Form, or for any questions, please contact Dianna Hood at 513-674-6055 or [dhood@junglejims.com](mailto:dhood@junglejims.com).

[Click here for Electrical Form](#)

# Oscar Event Center (OEC) Exhibitor Rules & Regulations

## General Rules

1. **All** exhibitors must follow the rules and regulations listed:
2. Smoking is strictly prohibited at all times in all public places in the State of Ohio. All utility service requests must be received as soon as possible and no later than July 1, 2009. [Click here for electrical form.](#)
3. **No signage/posting is allowed** other than in your booth. Exhibitors **will not** glue, tape, tack, nail or in any way affix items to any other interior or exterior surface of the OEC or on Jungle Jim's property.
4. Glitter, streamers/adhesive backed (stick on) and decals are strictly prohibited and may not be distributed or used for any purpose within the OEC.
5. No outside food or beverage is allowed inside the OEC other than Exhibitor samples meeting the requirements of these Rules and Regulations. Please contact the OEC
6. Do not throw boxes or trash generated during show hours into the aisles. Aisle ways, exit ways and exits **must** be kept clear of any trash or debris at all times.
7. All decorations and items within the Exhibitor booth must be fire retardant and meet all requirements of the local Fire Codes.
8. No equipment, booth(s), signs, displays or other items will be allowed to block or obstruct any emergency phones, alarms, sprinkler heads, sprinkler connections/valves or hose connections.
9. **No sternos or open flame** lighting devices may be used.
10. No oils, combustibles or any liquids other than water may be poured in the OEC drainage or sewer system. Tools, machines, cookware and other items must be taken to the designated dishwashing station at the designated times to be cleaned. Do NOT use restrooms for equipment clean-up.
11. **Electric cooking apparatus.** Exhibitors demonstrating or using cooking apparatus must have at least one 2A10BC fire extinguisher in the booth at all times. Exhibitors may not use any apparatus producing grease-laden vapors (deep fat fryer, deep fryer, frying pans, etc.). Cooking apparatus' must be isolated from spectators by at least four (4) feet or by a barrier between the apparatus and the spectators. Apparatus must be placed on protective OEC floor mats to protect the carpet. Exhibitor agrees to pay a clean up fee or carpet replacement fee for any spills or damage to the OEC carpet.
12. All carpets will be covered by OEC mats where cooking is being conducted. These mats are available from OEC at a \$5 fee and must be

ordered in advance. Exhibitors will not remove the mats. [Click here for Supplies and Order Form.](#)

13. Loading docks are for loading and unloading only. Vehicles must move to designated parking lot **immediately after unloading**. All vehicles left in the loading area will be towed at the owners' expense. Loading and unloading must be done through the designated **DOCK 3** loading docks assigned for the event ONLY! Loading and unloading through the main lobby is strictly limited to hand carried items. No vehicle parking is permitted. Material which may require use of any carrier with wheels must go through the designated loading **DOCK 3** area. Passenger elevators are designed for passenger use and not intended to carry heavy weights and may not be used to carry freight of any kind.
14. OEC will accept freight shipments and packages for Exhibitors. Freight must be consigned through your private source. Exhibitor **MUST use Week end of Fire shipping label** to identify show freight and any packages shipped in advance. There is a \$20.00 FEE for any Refrigeration Services. Please order in advance. Storage and fork lift handling is also available. Please see [Shipping Request Form](#) for rates (if you are going to be shipping anything please Contact Bret at (513) 674-6000 ext. 6208 and let him know first). OEC and Jungle Jim's is not responsible for loss or damage to any items shipped or stored.
15. OEC has a minimum of flatbeds, floor jacks and carts available for Exhibitor use. OEC will direct traffic in and out of the loading dock area and will provide a limited number of laborers to assist in loading and unloading of Exhibitor vehicles if needed.
16. No items may be thrown from booth(s) at any time.
17. Helium filled balloons are allowed in the OEC only as part of a display and must be securely fastened to the booth. Balloons may not be given out and must be used for décor purposes only. Compressed gas/helium cylinders used to inflate balloons must be properly secured to prevent toppling, tipping, etc. during all event hours. These cylinder(s) must be removed from within the OEC during non-show hours. Jungle Jim's Garden Center has helium tanks and will fill balloons for \$1/balloon.
18. All live animals are prohibited with the exception of guide and service animals.
19. OEC and Jungle Jim's are not responsible for lost or stolen items. Exhibitors should not leave valuable or personal items (laptops, purses, cameras, briefcases, etc.) on tabletops, behind booth drapes or in any unsecured areas of the OEC. Please remove all such items from the show floor at the close of the show each day. During tear-down, do not leave your booth unattended until all of your display materials have been packed and crated.

## For Food Items other than Product

For those not subject to a Process Authority Review;

1. A copy of the Processor's permit/license
2. An actual copy of the latest inspection by the health agency
3. Exhibitors must follow the State of Ohio Health Code Regulations and best practices for food handling and preparation, including without limitation the following practices:
  - a. Pre-cooked meats should be used.
  - b. Product labels must be correct.
  - c. No bare hand contact with ready to eat foods will be allowed. Gloves are required.
  - d. Food contact surfaces must be smooth and easily cleanable.
  - e. All booths must have sanitizing solutions or sanitizing wipes for sanitizing surfaces and hand cleaning/sanitizing.
  - f. OEC has a kitchen area for dish washing and hand washing available to all exhibitors.
  - g. Serving containers must be clean and sanitary.
4. Exhibitors must have documentation that all products transported have been maintained in a safe manner must be available to health inspectors. This can be accomplished by providing temperature logs showing temperatures at departures, arrival and during the event.
5. Exhibitors must have documentation that all products transported have been maintained in a safe manner must be available to health inspectors. This can be accomplished by providing temperature logs showing temperatures at departures, arrival and during the event.
6. Exhibitors must have proper holding temperatures for hot and cold food. Food and meats must be kept in separate coolers, raw and cooked meat as well as different species of meats must be kept separate. **Foods labeled Keep Refrigerated After Opening must be maintained at a temperature of 41 degrees or below at all times either through adequate use of ice or refrigeration.**
7. Exhibitors must have accurate, calibrated thermometers to ensure correct product temperatures at all times, whether in storage or while on display.
8. Ice will be available for purchase from the OEC kitchen registration desk throughout the show at \$5 / bucket. Water and other supplies will be available at the show.
9. Minimal cooking and food prep is allowed in booth space. Exhibitors needing kitchen/cooking or their own reserved prep table/area may do so in advance through OEC. ([See Booth registration form](#)). General food prep tables will be available in the OEC kitchen – at a first-come-first-served basis and will be shared.

10. Exhibitors may only distribute “bite size” samples of no more than two (2) ounces of food or non-alcoholic beverages free of charge. All samples need to be provided in a single service container. Serving samples from a common container is not permitted.



In 2008 Jungle Jim’s Weekend of Fire **“Foods with Attitudes” Show** will be held in the exciting Oscar Events Center at Jungle Jim’s International Market.

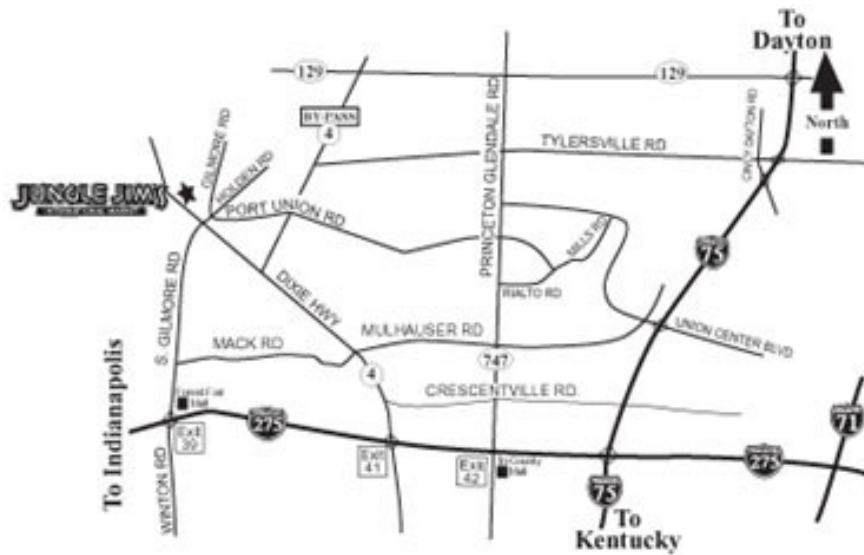


All items can be purchased at Jungle Jim’s International Market after show in and around the big fire truck in the International section.

### How to get there

Located at Jungle Jim’s International Market just off I-75 and I-275 on Cincinnati’s North Side. Twenty minutes from downtown Cincinnati. 45 minutes from Northern Kentucky CVG airport and 40 minutes from Dayton airport.

Take I-275 to the R 4/Dixie Highway; Exit 41, Hamilton/Fairfield Exit. Head 3.8 miles North to Jungle Jim’s.



## Accommodations

For hotels in the surrounding area, click the link below!

- Holiday Inn Express**  
 6755 Fairfield Business Center Dr.  
 Fairfield, Oh 45014  
 513.860.2900

*Amenities include:*

Business Center, Cable TV, coffee maker, complimentary breakfast, Data Line, fitness center, etc.

- InTown Suites**  
 6785 Fairfield Business Center Dr.  
 Fairfield, Oh 45014  
 513.942.8004

*Amenities include:*

Fully furnished efficiencies, complete kitchens, free high-speed internet, premium TV lineup, guest laundry facility, free local calls, etc.

- Extended StayAmerica Cincinnati**  
 9651 Seward Rd.  
 Fairfield, Oh 45014  
 513.860.5733

*Amenities include:*

Kitchen with refrigerator, microwave and stovetop, free local calls, iron and full size ironing board, on site guest laundry, etc.

**\*Please call for Special Jungle Jim's Weekend of Fire Rates!!!!**

**Exhibitors Check In:** First check in at Oscar Event Center Lobby/main entrance located to the right of Starbucks Coffee Shop and Jungle Jim's Express State Store Entrance and to the left of Hallmark store. Pick up your badges and an unloading pass. Then follow the map and signs to loading docks **DOCK 3 behind complex**. You will have to show your pass to security. Please unload, move your vehicle out of the loading dock area, park in the designated Show Parking Lot, and then **re-enter** Oscar Event Center main lobby to set up your booth. Do NOT leave your vehicle in the loading dock area while you transport cargo and/or set up.

**Attendees and General Public Entrance:** Enter through the Oscar Event Center main lobby between Starbucks Coffee and Hallmark store.

**Parking is FREE!** Please Park only in areas designated for Show Event Parking.

**Contact Us at:**

**Jungle Jim's Weekend of Fire**

**The Oscar Event Center at Jungle Jim's International Market**

**5440 Dixie Hwy.**

**Fairfield, Ohio 45014**

**Dianna Hood – The Oscar Event Center Coordinator**

**Phone: 513-674-6055**

**Fax: 513-674-6054**

**Email: [dhood@junglejims.com](mailto:dhood@junglejims.com)**

**Bret Vitek – Hot Sauce and Fiery Foods Manager**

**Jungle Jim's International Market**

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