

9 · 10 · 11
MAY '25
Alcains
Castelo Branco


Portugal
Cheese
Festival Alcains
Castelo Branco



OPERATING RULES AND REGULATIONS

The **Portugal Cheese Festival** is a strategic training project by the Castelo Branco Municipality and the Alcains Parish, together with sector associations InovCluster – Associação do Cluster Agro-Industrial do Centro and CATAA – Associação Centro de Apoio Tecnológico Agro-Alimentar, to raise the profile of the cheese sector on a national scale and promote the area internationally.

The **Portugal Cheese Festival** will take place in the Alcains Parish, Castelo Branco, on **9, 10 and 11 may 2025**, with a solid programme of conferences and talks, along with the traditional areas associated with the exhibition and marketing of the main product – cheese – and other endogenous and traditional products from the region harmonised with the main product, not forgetting the recreational areas dedicated to gastronomic experiences and leisure.

The **3rd edition of the Portugal Cheese Festival** is inspired by the emblematic Alcains Cheese Fair, which symbolises the region's connection to this art and the recognition of the quality of origin and production, sought after by national and international consumers. On the other hand, the long tradition of cheese production in Beira Baixa has contributed to the transformation of the municipality of Castelo Branco and, for this reason, the **Portugal Cheese Festival** aims to be a strong lever for activating the region's economy, which is very much characterized by pastoral and livestock activities and the production of cheese and dairy products.

It is also undeniable that cheese is now a sophisticated product, involving technology and innovation in its production, and it plays a major role in modern gastronomy. Therefore, the way the cheese product is presented to the entire value chain and consumers must follow this image of modernity and excellence, values that are intrinsic to the **Portugal Cheese Festival**.





1. Objective

The primary objective is the support, promotion, dissemination and marketing of regional products, with special emphasis on the core product - cheese - and other endogenous and traditional products from the region, or those that harmonise with the core product.

2. Organization

The organization and management of the **Portugal Cheese Festival** is the responsibility of the Alcains Parish in partnership with the Castelo Branco City Council.

3. Date and location

The **Portugal Cheese Festival** Festival will take place on **9, 10 and 11 may 2025** at the former E-B 2/3 José Sanches School, located at Rua José dos Reis Sanches Júnior, no. 17, in Alcains, Castelo Branco, Portugal.

4. Operating hours

4.1. Portugal Cheese Festival takes place at the following times:

DAY	OPENING	CLOSING STANDS	CLOSING RESTAURANTS	CLOSURE
9 may (Friday)	16H00	00H00	02H00	03H00
10 may (Saturday)	10H00	00H00	02H00	03H00
11 may (Sunday)	10H00	22H00	00H00	01H00

4.2. Exhibitors undertake to respect the opening hours, keeping the stand open throughout the stipulated hours.

4.3. Stocks and supplies can be replenished daily up to one hour before the Festival opens.

5. Conditions of participation

5.1. All participants/exhibitors who have registered and been accepted in good time to represent the products associated with the **Portugal Cheese Festival** will be admitted to this event, up to the limit of the size of the space available for the event;

5.2. Can take part in the **Portugal Cheese Festival**:

- i. Cheese producers;
- ii. Producers of food products, such as local sausages, sweets, honey and wines
- iii. Gastronomy;
- iv. Handicraft;
- v. Other traditional products

5.3. The organization reserves the right to invite other organizations whose participation will enhance the Festival.



6. Entries

6.1. Registration is compulsory for all the days of the **Portugal Cheese Festival** and must be completed by **12 April 2025**, by filling in the registration form (Annex I) provided for this purpose on the event website **portugalcheesefestival.com**.

6.2. Entries can be sent by e-mail to the following addresses:

gestao@portugalcheesefestival.com

6.13. Entries can also be made directly at the Alcains Parish offices at Largo de Santo António, 26 - Apartado 57, 6005 - 015 Alcains, at the following times: Monday to Friday between 09:00/12:00 and 14:00/17:00;

6.4. Entries must be accompanied by the following documents:

- Completed enrolment form;
- Document proving commencement of activity at AT;
- Identification document of the participant/exhibitor.

6.5. The organisation may reject entries that do not meet the objectives of the **Portugal Cheese Festival**.

6.6. The selection of applications for the Festival will be the responsibility of the organisation, based on the following criteria:

- The activity/product fits in with the theme;
- Local and regional relevance of the activity/product;
- Consistency between the various branches of activity;
- Technical considerations.

6.7. Only one stand will be allocated/available for each registration space, corresponding to one exhibitor.

6.8. Selected exhibitors will be notified by email

gestao@portugalcheesefestival.com

7. Participation value

7.1. Participation in the Festival will cost:

- €100.00 (one hundred euros) for cheese producers;
- €125.00 (one hundred and twenty-five euros) for endogenous products (products of local origin, extracted from the land);
- €200.00 (two hundred euros) for handicrafts;
- €300.00 (three hundred euros) for restaurants, bars and the like.
- Free for associations based in the town of Alcains (limited to one stand/activity per association and in accordance with the criteria defined in point 6.6).



7.2. Payment for participation in the **Portugal Cheese Festival** must be made no later than **26 April 2025** (within 15 days of being informed of the selection), in person at the Alcains parish office or by bank transfer to IBAN:

PT5 00035 0023 0000 0001 9300 5

(indicating the name of the entry in the comments field.)

7.3. In the event of withdrawal, the participant must inform the organisation in writing and in good time, under penalty of being excluded from future editions of the event.

7.4. If the withdrawal occurs after the participation fee has been paid, the refund will be subject to the following conditions:

- a) Withdrawal by 26 April 2025, full refund of the participation fee;
- b) Withdrawal after 26 April 2025, total loss of the participation fee.

8. Allocation of Stands and Equipment

8.1. The distribution of places on the **Portugal Cheese Festival** site is the sole responsibility of the Organisation, grouped on the basis of the activity carried out and the type of products presented, with the following priority placement criteria:

a) Pavilhão Principal:

- 1.º Local cheese producers;
- 2.º Local food producers;
- 3.º Producers of traditional products.

b) Restaurant Space:

- 1.º Local bar/restaurants

c) Outdoor - indoor space:

- 1.º Local food producers
- 2.º Local handicrafts;
- 3.º Producers of traditional products;

d) Outdoor space - enclosure surroundings:

- 1.º Traders in mobile bill sales outlets, popcorn trailers and the like.

8.2. The distribution cannot be contested and any changes made by mutual agreement between the participants must be communicated to and authorised by the event organisers;

8.3. Set-up of the exhibits is the sole responsibility of each participant, taking into account the space provided and respecting the organisation's rules and guidelines.

8.4. All exhibitors will be properly lit, equipped with electrical sockets and labelled with the name indicated under "Exhibitor Name" on the registration form submitted.



8.5. Only those who have paid their participation fee in full will be allowed to start setting up.

9. Promotion and animation

9.1. The Organisation of the **Portugal Cheese Festival** are responsible for the event's entertainment programme.

9.2. The Organisation reserves the right to place information panels and decorative elements as it sees fit in the recommended locations, without prejudice to the exhibitors, who may not remove or cover them.

9.3. Exhibitors may not use their own sound systems or distribute promotional material without prior authorisation that in any way affects the normal activity of other exhibitors and the organisation of the event.

9.4. The allocation of space for third party promotional purposes is not permitted.

10. Image collection

The organisers of the **Portugal Cheese Festival** may have the spaces photographed, drawn or marked as they see fit, as well as using the reproductions in their printed material or in the media.

11. Cleaning

11.1. The general cleaning of the site is the responsibility of the Portugal Cheese Festival organisation, and exhibitors are obliged to clean their space.

11.2. Waste must be packaged in appropriate plastics bags identified for selective and undifferentiated collection, provided by the organisation.

12. Eco-event

The **Portugal Cheese Festival** is an eco-event in which the aim is to adopt appropriate environmental measures that promote the concepts of sustainability.

12.1. The Organisation will undertake to create and implement a selective collection system on site for the disposal of recyclable packaging waste from the public and participating organisations.

12.2. In order to reduce the use of cups and promote recycling, cups will cost €1,00/unit. Each participant who sells drinks must purchase cups at the organisation's stand throughout the event. All exhibitors must publicise and promote the reuse of cups.

12.3. The use of glasses other than those alluding to the event and supplied by the Organisation is prohibited.

12.4. Exhibitors are obliged to separate and deposit all recyclable packaging waste in the appropriate container and promote good cleaning practices throughout the event site;



12.5. Waste must be separated as follows:

- a. Paper / Cardboard
- b. Plastic / Metal
- c. Glass (catering stands only)
- d. Bio-waste (catering stands only)

13. Security

13.1. The general security of the **Portugal Cheese Festival** venue is the responsibility of the organisation.

13.2. The participants/exhibitors are entirely responsible for the security of the stands and exhibitors, the products on display, personal belongings and any refrigeration systems needed to preserve the products.

13.3. The organisation of the **Portugal Cheese Festival** is not responsible for any damage and/or loss that may be caused to the exhibitor (staff at their service or the products on display) whatever their nature or the factors that caused them (theft, fire, floods, storms, etc.), and each exhibitor expressly accepts that no compensation can be claimed from the organisation of the **Portugal Cheese Festival** for such damage and/or loss.

14. Participants' obligations

14.1. Participants have the following obligations:

- a) Have their spaces set up with the agreed products by 3pm on the first day of the Festival, 9 May, and dismantled by 4pm on 12 May;
- b) Remain at the exhibitor's location during the festival's opening hours;
- c) Participants/exhibitors must be duly identified and may not exceed or alter their designated space;
- d) Advertising by each participant/exhibitor must be limited to the area allocated to them;
- e) It is expressly forbidden to cook or bake on the stands inside the **Portugal Cheese Festival**, with the exception of the spaces set aside by the organisation for making cheese-related products or others duly authorised by the organisation;
- f) Exhibitors are responsible for decorating the exhibition space allocated to them.
- g) Exhibitors must remain at the Festival for all three days and may not leave their allocated exhibition space before the end of the Festival;
- h) Exhibitors may only exhibit and commercialise the specific products of each activity;
- i) Exhibitors are solely responsible for any failure to comply with the law in relation to the goods they sell.



j) Separate and deposit all recyclable packaging waste in the appropriate container and promote good cleaning practices throughout the event site;

k) Inform visitors that this is an eco-event and that cups should be reused during the event;

l) Selected exhibitors are obliged to pay the participation fee by 26 April 2025.

14.2. Exhibitors' registration obliges them to accept all the clauses of these operating rules and to comply with them.

14.3. Omissions will be resolved by the **Portugal Cheese Festival** Organisers.

15. Organisation's Responsibilities

15.1. The organisation's responsibilities include:

a) Support the participant/exhibitor for the duration of the event;

b) Publicising the event;

c) Ensuring the security and surveillance of the spaces outside public opening hours (despite guaranteeing the surveillance of the space with the security services, the organisation is exempt from all responsibility in the event of theft, disappearance of material, furniture, equipment, utensils or merchandise, as well as any damage caused);

d) Ensure the cleanliness and maintenance of entertainment and circulation spaces;

e) Provide the venues with adequate electrical wiring;

f) Animating the event;

16. Failure to comply with operating rules

16.1. In the event of non-compliance with the operating rules on setting up, decorating and dismantling the spaces, as well as on safety and fire protection, the organisation may take the measures it deems appropriate, namely ordering the closure of the space.

16.2. The organisation of the **Portugal Cheese Festival** reserves the right to exclude from future editions anyone who fails to comply with the conditions stipulated in the operating rules.

17. Failure to comply with the Operating Rules

17.1. All information and clarifications will be provided by the **Portugal Cheese Festival** Organisers and can be requested through the following channels:

• **Email:** gestao@portugalcheesefestival.com

• **Phone number:** (+351) 910 220 516

