



## Policies and Regulations

1. Absolutely no over-serving of alcohol will be tolerated
2. No cash transactions for alcohol are permitted between exhibitors and festival guests
3. Free sampling is not permitted
4. Serving prior to and or after festival hours of operation will not be permitted
5. With the exception of exhibitor beer and wine bottles, which must be served in plastic sampling cups by the exhibitor, no glassware is allowed anywhere onsite. The festival organizers will provide the official festival beer sampling cups
6. Exhibitors may not share exhibitor space without the consent of the organizers
7. Exhibitors are not permitted to sample alcoholic beverages while working
8. Only approved food vendors may provide or serve food
9. A minimum of one staff member must be present in each booth at all time
10. All exhibitors must maintain their booths in a respectable order
11. Exhibitor's booths must be fully operational throughout all posted hours of the festival
12. Exhibitors must adhere to the posted load in and set up times
13. Exhibitors requiring additional time need the consent of the BeerFest organizers
14. Cash out will take place on the last day of the event 15 minutes after the festival doors have closed. Exhibitors must be present during cash out in order to confirm the number of samples sold. Failure to adhere to the above policy will result in loss of exhibitor privileges without a refund.

## All Exhibitors Will Receive

- Five exhibitor badges (additional badges may be obtained with the permission of the BeerFest organizers)
- Five complimentary admission tickets by contacting Edmonton's International Beerfest coordinators
- One 8' table
- Two bags for collecting BeerFest tickets
- Two bag tags to label your ticket bags legibly and clearly
- Two twenty-pound bags of ice
- Passes to welcome and after show party

# Process

Booths are allocated on a first come first serve basis, ONLY full payment holds your space. Failure to meet the contract **payment deadline of FEBRUARY 15, 2018** can result in a loss of booking.

## 1. Submit your registration, upon receiving payment your space will be reserved

## 2. You will need to plan for your beverage samples as per the below:

### BYOB – Bring Your Own Beer

This is only allowed if you are an AB brewer/producer & you have the AGLC completed paperwork necessary.

Note – We will be able to keep kegs cold in the refrigerator truck on site.

You will need to complete the below handling form for GES

### BYOB Handling Form

<http://internationalbeerfest.com/wp-content/uploads/2017/02/BeerFest-GES.pdf>

### Order from Liquor Depot

Product ordering deadline is End Of Day on Wednesday, March 1st.

Fill out the order form linked below or use the provided excel order form and email to [ls513@lsgp.ca](mailto:ls513@lsgp.ca) with “BeerFest 2018 Order” in the subject line

### Liquor Depot Order Form

<http://internationalbeerfest.com/exhibitors/ld-order-form/>

If you are using a credit card or cheque to purchase the product please fill out the credit card or bank authorization forms as well.

### Credit Card Auth Form

<http://internationalbeerfest.com/exhibitors/ld-card-auth/>

### Bank Auth Form

[http://internationalbeerfest.com/wp-content/uploads/2017/02/Edmonton-Beerfest\\_17\\_Bank-Auth\\_LSG.pdf](http://internationalbeerfest.com/wp-content/uploads/2017/02/Edmonton-Beerfest_17_Bank-Auth_LSG.pdf)

Product will be delivered to your booth (warm) on March 24<sup>th</sup> from 8:30-9:30am. ICE will be ready and available by 9am.

## 3. Electrical Requirements

Below are the various Showtech order forms. These ONLY need to be filled out if you need power or additional materials for your booth. **Standard Tables, Pipe & Draping will be supplied to each booth.**

### Power Order Form

<http://internationalbeerfest.com/wp-content/uploads/2017/03/ShowTech.Beerfest.pdf>

## EXHIBITOR REGISTRATION

This information is used for internal, non-promotional purposes. Additionally, cheques will be mailed out to the address provided.

Registering Organization:

Final payment cheque is payable to:

Contact Name:

Phone:

Email:

Mailing Address:

City:

Province:

Postal:

### REGISTRATION INFORMATION

I WOULD LIKE TO BE PLACED IN: (Select ONE)

Craft Beer Village

Bacon Fest

General Exhibitor Showcase

QTY	COST	EXHIBITOR TYPE	PRODUCT DESCRIPTION
	\$580	Beverage &/or Merchandise Booth (10X10)	
	\$480	Alberta Brewer or Additional Booth (10X10)	
	\$580	Bacon-Fest (10X10)	
	\$900	Concession (20 X30)	
		Total (Including GST)	

### BRANDING & ADVERTISING

For each exhibitor space, a **vector logo and 25-word description** must be provided for our website and tasting guide. Also, to ensure maximum visibility, we request social media links, and encourage that each organization schedule a minimum of 3 posts prior to the event. Links will be sent out to you at a later date.

25 Word Description:

Facebook:

Instagram:

Twitter:

### CREDIT CARD

Card Number:

Expiration:

CVV:

Cardholder Name:

Signature