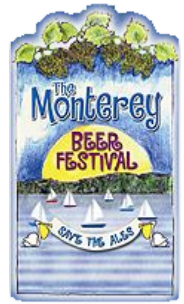




Monterey Beer Festival

Brewery Registration Information

2004 FAIRGROUND ROAD
MONTEREY, CALIFORNIA 93940
Phone 831-372-5863 Fax 831-372-8248
www.MontereyBeerFestival.com
Saturday July 8, 2017



Event Details:

- Date: Saturday, July 8, 2017
- Location: Monterey County Fair & Event Center
- Load In: Friday July 8, 2017 1:00pm – 5:00pm
Saturday June 11, 2016 8:00am – 10:30am
- VIP Tasting: Saturday 11:30am – 5:00pm
- General Admission: 12:30pm – 5:00pm
- Festival Contact Information:
Email: Heritage@MontereyCountyFair.com
Phone: (831)372-5863 ex 303

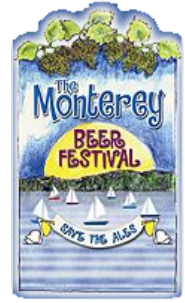
- 1. Booth Space:** Each 10x10 space includes one 8 foot covered table and ice service. Booth spaces will be pre-assigned; coordinators will do their best to accommodate any requests. If any larger space than a 10x10 area is needed please contact us. Please **make sure to indicate below if you will need the items listed, by circling what you will need...**
 - a. A Pop Up Tent**
 - b. Table covering and skirt**
 - c. Buckets for Bottles**
 - d. Buckets for Kegs**
- 2. Booth Staffing & Passes:** All participating breweries will receive 4 staff wristbands & 2 parking passes. Upon arrival, Brewery Staff will check in with the Vendor Coordinator at Gate 4 to receive vendor packet and further instruction on where to set up. [**Your booth is required to be staffed at all times during the event.**] Should you require additional staff passes please let us know.
 - **If you can only donate product and not send a representative from your company please also send us educational material and we will assign a volunteer to your booth.**
- 3. Product Donation:** Please provide the Monterey Beer Festival Coordinator with a list of all beverages you intend to include in your tasting on the day of the event. We suggest bringing a minimum of **2 Kegs per style**. You will need to supply your own jockey box, signage, & promotional or educational material that will promote your brewery/beer. The Monterey Beer Festival is able to provide pick up of product to be poured during the event. Please indicate your need for this service on the Brewery Registration Form on the next page.
- 4. Sponsorship Opportunities:** There are a few great options to further promote your brewery. If interested please go to MontereyBeerFestival.com for the complete list of Sponsorship Packages.
- 5. Alcohol Beverage Control & Other Regulations:** ABC has issued guidelines to be implemented by the festival coordinators and vendors. ABC representatives may be onsite for the duration of the event. This is a 21 and over event, alcoholic Beverages may only be served to patrons wearing an official event wristband, this will ensure that they are of the legal drinking age. Brews may only be served in official logo tasting pilsner in 3 oz pours. **DO NOT** serve alcoholic beverages to any individual wearing a Designated Driver wristband. Vendors are required to serve responsibly and may politely refuse service to anyone they feel to be too intoxicated. No full bottles may be sold or given away at this event.



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Brewery Registration Form

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Saturday July 8, 2017



Company Info

Brewery Name: _____

Contact Name: _____

Distributor Name: _____

Mailing Address: _____

City: _____

State: _____

Postal Code: _____

Business Phone: () _____

Cell Phone: () _____

Fax #: () _____

Email: _____

Website: _____

Booth Info

Day of Contact Person: _____

Day of Contact Phone: _____

of 10x10 spaces: _____

of Staff: _____

I will be bringing a pop up tent: Yes ___ No ___

Please provide my booth with a table cover & skirt: Yes ___ No thanks, I have branded table covers ___

Product Info

Please list style of beers to be poured: _____

My product will be in: Kegs ___ Cans ___ I will need Volunteers for the duration of the event: Yes ___ No ___

Pick Up Service: (Please Select One)

- Yes, Please pick up product at _____ (List location of pick-up).
- No, I will be bringing it with me
- No, I will have it delivered prior to the event

Your signature indicates your understanding and acceptance of the listed conditions and terms detailed in this contract and in good faith you will be participating and obeying the rules.

Signature

Date