

March 1, 2018

Dear Brewery Manager,

We are excited to invite your company to participate in the 2018 Monterey Beer Festival, to be held July 7, 2018 from 11:30am – 5:00pm. The Monterey Beer Festival benefits the Monterey County Fair Heritage Foundation, a 501 c 3 organization providing funding for educational programs and youth scholarships.

This year's Festival will be a day filled with music, food, contests, and great beer! We are planning for the biggest turnout of patrons yet and would love for your company to showcase your unique craft beer. I have included the brewery application for your convenience.

**PLEASE DOWNLOAD the application to fill in the PDF.** There is a "Submit Application" button below the signature field which will attach the completed application to an e-mail back to us. You may also fill-in and print the application and drop it off at the Fair & Event Center office during normal business hours.

If you have any questions or would like to get more info on the festival please feel free to email me at [Heritage@MontereyCountyFair.com](mailto:Heritage@MontereyCountyFair.com) or I can be reached by phone at (831)372-5863 ex 310.

Sincerely,

**Stella LePine**  
Monterey Beer Festival

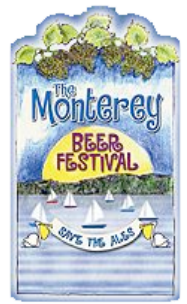
2004 Fairground Road, Monterey, CA 93940  
(831) 372-5863 FAX (831) 372-8248  
[www.montereybeerfestival.com](http://www.montereybeerfestival.com)



# 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 7, 2018



### Event Details:

- Date: Saturday, July 7, 2018
- Location: Monterey County Fair & Event Center
- Load In: Friday July 6, 2018 1:00pm – 5:00pm
- VIP Tasting: Saturday 11:30am – 5:00pm
- General Admission: 12:30pm – 5:00pm
- Festival Contact Information:  
Email: [Heritage@MontereyCountyFair.com](mailto:Heritage@MontereyCountyFair.com)  
Phone: (831)372-5863 ex 303

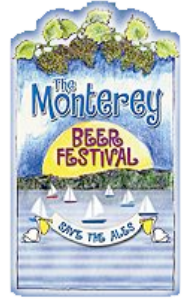
1. **Booth Space:** Each 10x10 space includes one 8 foot covered table and ice service. Booth spaces will be pre-assigned; coordinators will do their best to accommodate any requests. If any larger space than a 10x10 area is needed please contact us. Please **make sure to indicate below if you will need 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](http://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.



# Monterey Beer Festival

## Brewery Registration Form

2004 FAIRGROUND ROAD  
MONTEREY, CALIFORNIA 93940  
Phone 831-372-5863 Fax 831-372-8248  
www.MontereyBeerFestival.com  
Saturday July 7, 2018



### 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: \_\_\_\_\_ # of \_\_\_\_\_ Day of Contact Phone: \_\_\_\_\_

# of 10x10 spaces: \_\_\_\_\_ 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