



# Monterey Beer Festival

## Brewery Registration Information

2004 FAIRGROUND ROAD MONTEREY, CALIFORNIA 93940

[www.MontereyBeerFestival.com](http://www.MontereyBeerFestival.com)

Saturday, October 5, 2024

### Event Details:

- Date: Saturday, October 5, 2024
- Location: Monterey County Fair & Event Center
- Load In: Saturday October 5, 2024 – 9:00am — 11:30am
- VIP Admission: 11:30 am – 12:30 pm
- General Admission: 12:30pm — 4:00pm
- Festival Contact Information:  
Email: [Heritage@MontereyCountyFair.com](mailto:Heritage@MontereyCountyFair.com)  
Phone: (831)372-5863 ext. 310

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 or Cans (do not have buckets large enough for kegs)
2. Booth Staffing & Passes: All participating breweries will receive 4 staff wristbands, parking on street. Upon arrival, Brewery Staff will check in at Gate 4 to receive vendor packet and further instructions on where to set up. Your booth is required to be staffed during the event. Should you require additional staff passes please let us know prior to the event.
  - If you can only donate products and not send a representative from your company, please also send us educational material and we will assign a volunteer to pour your product.
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 large 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 can provide a pick-up of products to be poured during the event, with in reason. 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 will be onsite for the duration of the event. This is a 21 and over event, alcoholic Beverages may only be served to patrons not wearing an official event wristband, this will ensure that they are of the legal drinking age. Beers may only be served in the official logo tasting pilsner in 3 oz pours.  
**PLEASE DO NOT SERVE MORE THAN 1 CUP PER PERSON, AT A TIME. THIS HAS BECOME A BIG PROBLEM!** Do not serve alcoholic beverages to any individual wearing a Designated Driver wristband. Vendors are required to serve responsible 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

2004 FAIRGROUND ROAD MONTEREY, CALIFORNIA 93940  
Phone 831-372-5862 ext. 310 wwwMontereyBeerFestival.com

Brewery Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Distributor Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

State: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Bus. Phone ( ) \_\_\_\_\_

Cell Phone \_\_\_\_\_

Fax # \_\_\_\_\_

Email: \_\_\_\_\_

### 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 or No thanks, I have branded table covers.

### Product Info

Please list style of beers to be poured:

My product will be in: Kegs \_\_\_\_\_ Cans/bottles \_\_\_\_\_ I will need Volunteers for the duration of the event: Yes \_\_\_\_\_ No

Pick Up Service: (Please Select One)

Yes, please pick up the product at \_\_\_\_\_

(List location of pick-up).

No, I will bring 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