



Craft Beer Show Registration Package
Heritage Park: Downtown Barrie's Waterfront
5-9 Lakeshore Drive
Friday July 6th - Sunday July 8th, 2018

IMPORTANT INFORMATION

Important Dates/Times & Hours of Operation

- 2018 Craft Beer & BBQ Festival: Friday July 6th - Sunday July 8th, 2018 (3-Day Event)
- Hours of Operation: Friday July 6th; 11:00 am - 10:00 pm, Saturday July 7th; 11:00 am - 10:00 pm and Sunday July 8th; 11:00 am - 6:00 pm
- Set-up: Thursday July 5th, 2018. We ask that you meet us in the Heritage Park Parking Lot at 6:00 pm to co-ordinate
- Set-up in preparation for Friday morning's opening. There will be NO sales on Thursday

Craft Beer Exhibitor Reservation & Participation Fee Details

Registration Form & Logo - Please submit before 4:30 pm on Wednesday, February 21st 2018

Registration Form

- In order to confirm your participation in all aspects of promotion for this year's event, we ask that your Brewery complete and return your 'Registration Form' as soon as possible. Register early to ensure a spot!

Brewery Logo

- We also request you submit a high resolution version or EPS vector format version of your Brewery's logo for use on our event collaterals

Reservation Deposit - Please submit before 4:30 pm on Wednesday March 21st 2018

- **New in 2018** - Downtown Barrie requests that each Craft Beer Exhibitor provide an initial deposit of \$500 to reserve a location. Please make the cheque out to: Downtown Barrie Business Association (BIA)
- Exhibitor space will be reserved once completed Craft Beer Exhibitor Registration Form and Security Deposit are received. Submit early to ensure a spot!
- 2018 Participation Fee - \$1,977.50¹ taxes included (or \$1,750 before HST)

¹ Please note the participation fee is based on number of Craft Beer Exhibitors at last year's event. Fee may vary based on number of Craft Beer Exhibitors participating in 2018's event

- Downtown Barrie will subtract \$500 Reservation Deposit from Participation Fee
The remaining balance of participation fee will be removed from your portion of the amount owing for redeemed beer tickets

Product Invoice - Please provide before 4:30 pm on Wednesday June 13th, 2018

- Please provide the Downtown Barrie office with an invoice for approximately 22 kegs of product. This number is based on the total volume of product sold at last year's show; which has been averaged between all participating breweries
- Please make the invoice out to:
Downtown Barrie Business Association (BIA)
93 Dunlop Street East, Unit 102 Barrie, ON L4M 1A8
- Invoice can be emailed to info@downtownbarrie.ca as a PDF attachment

Insurance Certificate - Please provide before 4:30 pm on Wednesday June 20th, 2018

- All participating Vendors are required to provide the Downtown Barrie (BIA) with a copy of their certificate of insurance naming the Downtown Barrie Business Association (BIA) and the City of Barrie as an additional insured. The policy must have a Two Million Dollars (\$ 2,000,000.00) per incident amount and a Five Million Dollars (\$ 5,000,000.00) Aggregate amount. It must cover public liability, bodily injury, food products liability, along with property loss and property damage.

Special Occasion Permit (SOP) Details

- Downtown Barrie will be responsible for applying for the SOP for this year's event.
- The Downtown Barrie office will contact you when we receive the SOP # for this year's event. This number is to be included on all receipts for the product brought to this year's event.
- Please be prepared to present your receipts to the A.G.C.O's Liquor Inspector if asked.
- Downtown Barrie will provide each Exhibitor with a copy of the SOP

Provided by the Downtown Barrie

- Woven Wristbands will be sold by Downtown Barrie for \$10.00. Each wristband purchase will include a 12oz Clear Drinking Cup along with two (2) Craft Beer Tickets.
- Patrons over the age of 19 years old who wish to consume a Craft Beer Beverage must have a wristband.
- Wristband, tickets & cups are valid for the entire weekend (Friday, Saturday, & Sunday)

- Downtown Barrie will provide each Craft Beer Exhibitor with 12oz Clear Drinking Cups. These cups will include a 4oz pour line to allow for use and reuse
- Downtown Barrie will arrange for use of a 20ft reefer truck to be parked on site of event
- Downtown Barrie will provide each Exhibitor with a copy of the SOP. The original will remain with Downtown Barrie
- Downtown Barrie will provide each Exhibitor with appropriate signage indicating ticketing & serving policy

Ticket Information

- Tickets will be sold for \$2.00 per a ticket.
- 1 Ticket = 4 oz Sample Pour
- 3 Tickets = 12 oz Plastic Cup
- Downtown Barrie will sell up to 6 tickets to an Individual at one time
- Craft Beer Ticket sales will close at 9:45pm on Friday (July 6th) & Saturday (July 7th) and at 5:45pm on Sunday (July 8th). Last pour will take place at 10:00pm on Friday (July 6th) & Saturday (July 7th) and at 6:00pm on Sunday (July 8th)
- Exhibitors will be reimbursed for 100% of the value of each ticket they collect
- minus the event reservation fee & remaining balance of participation fee. All reimbursements will be paid after the conclusion of the event. Payment will be issued within 14 days, by cheque

What Craft Beer Exhibitors are responsible for

- Display - 10'x 10' Pop-up Style Tent (preferred); along with a display that showcases the brand or creative theme of product
- Equipment - Chairs, Tables, Lighting Equipment, & Extension Cords, etc
- Staffing with Smart Serve - Appropriate Staffing according to volume & attendees
- Extra Product Storage for the weekend
- Products Receipts with event SOP# noted. Please be prepared to present your receipts to the A.G.C.O's Liquor Inspector if asked
- Ice Supply - Downtown Barrie does not provide ice
- Counting Tickets - All tickets must be counted and redeemed to the Downtown Barrie Event Management Team at the closing of each event day, unless previously arranged. See below for reimbursement information

Onsite' Reefer Truck

- Downtown Barrie will arrange for use of a 20ft reefer truck to be parked on site of event

- Please note that this 'Reefer truck' will be for shared use by all participating breweries and as such storage will be limited to cooling of the Shows 'daily' product. Each Brewery will be responsible for arranging their own product storage for the weekend
- Downtown Barrie will not be providing ice. If you would like to order ice on your own

Electrical Power & Water Access

- The Downtown Barrie (BIA) will provide access to electrical power and water. The Downtown Barrie (BIA) and the City of Barrie are not responsible for any power supply that is interrupted or lost, at any time, during the event. Any electrical disconnects resulting from faulty equipment or overload shall be the responsibility of those accessing the power and reconnects shall be at their expense. A back-up service is recommended
- The Downtown Barrie (BIA) does not provide electrical cables and water hoses. It is a Vendors responsibility to ensure that all water hoses meet the Health Standards & Requirements required by the Simcoe Muskoka District Health Unit (SMDHU)

Waste Disposal

- Proper disposal of all waste, including trash and ash in their respective areas using facilities, is the responsibility of all Vendors. The Downtown Barrie (BIA) will provide appropriate areas for disposal

Site Expectations

- Health Inspectors with the Simcoe Muskoka District Health Unit (SMDHU), Fire Prevention Officers with Barrie Fire & Emergency Service, Environmental Officers with the City of Barrie Environmental Services Department, Electrical Inspectors with the Electrical Safety Authority, along with a Liquor Inspector with the Alcohol & Gaming Commission of Ontario (AGCO) are guaranteed to make inspections of this year's event

Storage & Vehicle Parking

- Please co-ordinate any storage of product accordingly
- We have reserved/closed the Parking Lot adjacent to the official event area to park any official event vehicles. Please contact the Downtown Barrie Office for more info

Ice Supply

- Downtown Barrie will not be providing ice. If you would like to order ice on your own we have used Hyland Ice Supply in the past. Please contact Joyce at 1-800-321-6686