



2017 South Bend Brewfest Vendor Guidelines:

WHAT WE NEED FROM YOU:

- The completed and signed Vendor Agreement, along with any necessary documentation by **Wednesday, January 11, 2017**. You may also register at www.southbendbrewfest.com.
- **Your request for staffing assistance if needed.** If you do not have a representative with a valid Indiana ATC Pourer's Permit, please contact the Century Center so we can arrange for a licensed staff member to pour for you.
- **PLEASE NOTE:** We have eliminated the VIP experience in favor of adding an additional hour of sampling by all our brewers!

FOR INDIANA BREWERS WITH AN INDIANA BEER DISTRIBUTOR:

- Per Indiana State Excise Police guidelines, Century Center **MUST** purchase your beer from your local Indiana Wholesale Distributor. Please provide the Distributor's Name and the Names and Quantities of each of your beers you would like to have available for sampling.
- You must have your Alcohol and Tobacco Commission Employee Permit (Liquor License) on your person while sampling at Brewfest.
- Samples may be no more than 2 fluid ounces and no individual may receive more than two 2 ounce samples.
- Food sampling by vendors is not permitted

FOR SMALL BREWRIES WHO HAVE INDIANA STATE EXCISE POLICE PERMISSION TO SELF DISTRIBUTE:

- Per Indiana State Excise Police guidelines, Century Center must purchase your beer from your brewery in order for you to pour samples. Please provide us with the Name of the Beer (s) and Quantities of each of your beers you would like available for sampling, as well as our purchase price **and invoice**.
- You must have your Alcohol and Tobacco Commission Employee Permit (Liquor License) on your person while sampling at Brewfest.
- Samples may be no more than 2 fluid ounces and no individual may receive more than two 2 ounce samples.
- Food sampling by vendors is not permitted

FOR OUT OF STATE BREWERS WHO HAVE AN INDIANA WHOLESALE BEER DISTRIBUTOR:

- Same as Indiana Brewers with an Indiana Distributor

INDEPENDENT OUT OF STATE BREWERS WHO DO NOT HAVE AN INDIANA WHOLESALE DISTRIBUTOR MAY NOT PARTICIPATE IN BREWFEST (Sorry! Indiana Alcohol & Tobacco Commission Law will not allow out of state vendors who do not have a distributor in Indiana).

Your Booth includes:

- Two 6' tables with vinyl covers
- Two chairs
- One small trash can
- Ice as needed
- One dumping bucket
- Access to the Vendor Lounge
- **A maximum of two free wristbands: Two pourer's wristbands or one pourer and one vendor (non-pourer) wristband.**

*Century Center will have staff available to replenish your ice and empty your dumping buckets as needed.

LOAD IN/CHECK IN

- 9am-11:30 am- Vendor Check-in and Load-in
 - There will be a vendor check in table at the loading dock.
 - Each vendor will be required to check in and present a valid government issued photo ID and receive a VENDOR wristband.
 - Pourers will show their **ACT permits and valid government issued photo IDs** to receive a POURER'S wristband.
 - **Each vendor will receive a maximum of two wristbands, either two pourer wristbands or one pourer and one Vendor wristband.**
- 11:45am - VENDORS POURER'S WRISTBAND CHECK- please have the employee who will be pouring samples at your assigned Brewfest table with wristband visible
- If you are providing Auction Items, please let us know at Check-in

EVENT TIMES

- 1:00 PM General Admission Guests admitted to sampling floor
- 4:00 PM All Sampling Ends. VENDORS MAY NOT TEAR DOWN THEIR BOOTHS PRIOR TO 4:00 PM.
- 4:00 PM TO 6:00 PM - Vendor Tear Down and Load Out.

SERVING SAMPLES

- Beer Samples must 2 ounces or less. Each individual guest may receive no more than two samples.
- **OVERSERVING:** In order to protect your personal permits and Century Center's liquor license, we ask for each vendor's commitment to deny alcohol service to any guest who appears intoxicated. If you suspect a guest has been over served, you are required to notify a member of the Century Center staff so we may take appropriate measures to ensure that individual's safety. Century Center Staff will have "STAFF" T-Shirts.

MEDIA

- There will be several opportunities to promote your brand to the general public!
 - If you are interested in participating in live on air TV or radio interviews, please let Kate Lawton know: KateL@centurycenter.org, cell: 574.850.7970

INFORMATION COMING SOON:

- Merchandising & Sponsorship opportunities
- Silent Auction benefitting Center for Homeless
- Rigging & signage

CENTURY CENTER POLICIES & PROCEDURES Please take time to read our policies & procedures available online or at your request: <http://centurycenter.org/content/exhibitor-guidelines>

Thank you for participating in South Bend Brewfest 2017- we are excited to see you in January! Please do not hesitate to contact me if you have any questions or need any assistance.

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