

World Beer Festival Merchandise Vendor Packet



**The Columbia
World Beer
Festival
sold out
in 2015!**



The World Beer Festival was started by All About Beer Magazine in 1996 in Durham, NC and has become a must-attend event for beer enthusiasts and breweries in the Southeast and across the United States.

The World Beer Festival is...

- The largest celebration of national and international craft beers in the Southeast, featuring over 100 world-class breweries and attracting up to 10,000 beer lovers. In 2004, USA Today listed the Durham World Beer Festival as one of the top 10 beer festivals in the country
- An educational experience, where each participant chooses two-ounce samples from a wide selection of beer brands and styles. All About Beer Magazine staff also conducts beer tastings and presentations throughout the day to further educate festival fans on the beers available
- A community event benefitting COR and local businesses, the World Beer Festival brings together the community for a day of fun with craft beers, local restaurants, merchandise booths and bands
- A benefit for charity; to date, the World Beer Festival has donated more than \$250,000 to local charities.

Vendor Requirements:

- Must hold appropriate insurance, licenses and permits.

Benefits:

- Link & Logo on World Beer Festival Website--your company will have a link and a listing on our website including your logo, name, description and contact information.
- Listed in World Beer Festival Program--your company name will be listed in the festival program.
- Exposure & opportunity to show off your wares to about 6,000 people, make money and gain new customers for your establishment!

Booth Cost- \$575

The World Beer Festival will provide:

- 10 Foot Backdrop of Drape
- One (1) 8 ft. table with table cover, two (2) chairs
- Link & Logo on World Beer Festival Website
- Listing in the World Beer Festival Beer Guide, including 1/4 page ad, handed out to all attendees upon arrival to the festival and to 5,000 key stakeholders prior to the festival.
- 3 employee passes
- Exposure & opportunity to sell & demonstrate your product to 5,000 people!

World Beer Festival Event Information



When: Saturday, January 23, 2016

Where: Columbia Convention Center
1101 Lincoln Street, Columbia, SC 29201

Time: First Session: 12pm to 4pm
Second Session: 6pm to 10pm
All Merchandise Vendors are required to have booth open for business throughout both sessions.

Venue: Centrally located in South Carolina's historic state capital, the convention center is in the middle of an exciting urban scene. Spanning both upstairs and downstairs convention halls, the venue provides plenty of room for our beer garden setup, as well as food, merchandise and entertainment areas.

World Beer Festival Contact Information

Event Manager

All About Beer Magazine World Beer Festival
501-H Washington Street, Durham, NC 27701
513-898-1641 (mobile)
events@allaboutbeer.com
www.allaboutbeer.com
www.worldbeerfestival.com

Set-up time and check-in

Friday evening set-up access may be available upon request.

Set up Saturday starts at 7:30am

Check-in starts at 7:30am, Saturday, January 23, 2016.
All equipment must be removed from the festival site no later than 11:30pm.

You must bring your own loading equipment and personnel to get your equipment to the booth. The World Beer Festival does not have any extra equipment or staff to assist.

Application procedure

- Read all instructions and fill in the application form
- Submit application by email to leahy@allaboutbeer.com
- You will receive an e-mail when we have received all required paperwork.
- Applications are considered on a first-come, first-serve basis. The World Beer Festival reserves the right to make the final decision on acceptability of an application based on past performance, timeliness of returned application, variety of vendors, and accordance with the festival's mission.

Payment

Payments can be made by check or credit card.

Fill out the credit card authorization form on Page 4 of the Application.

Once your application is accepted, you will receive a confirmation notice and the credit card on the application will be charged \$575 for the WBF booth fee.

World Beer Festival Merchandise Vendor Application

Please return this two-page merchandise vendor application by email to leahy@allaboutbeer.com

By filling out this application you are agreeing to the terms and conditions provided in the information and instruction pages preceding these form pages.

Contact Information

Company Name _____

Contact Name _____

Street _____

City _____

State _____

Zip _____

Phone _____

Fax _____

Email _____

Employee Information

***IMPORTANT:** Please list below all employees who will work at the festival. Each person listed will receive a worker's badge at the check in. There will not be a badge for you unless your name is listed below, and you will not be admitted to the site without your badge. These names must be provided **NO LATER THAN 2 weeks** prior to the event. Please have staff bring photo ID to the festival. They must present a photo ID at check in.

Each vendor will be issued 3 badges. When checking in each staff will be issued with a badge and a wristband. If you need to change staff during the event you need to go to the World Beer Festival check-in and make the change there and have the new staff member receive a wristband and take over the badge from the staff member leaving.

	First name	Last name
1.	_____	_____
2.	_____	_____
3.	_____	_____

World Beer Festival Credit Card Authorization

CARDHOLDER INFORMATION

I, _____ representing _____ company,

Authorize All About Beer Magazine and World Beer Festivals to charge the credit card submitted.

Amount to be charged on the credit card: \$ **575.00**

Type of Credit Card (Amex, Visa, Mastercard, Discover) _____

Credit Card Number _____ Exp _____

Zip Code associated with Credit Card _____

Security Code: _____

Cardholder Name: _____

Cardholder Signature _____

Telephone Number _____ Fax No _____

All Applicants Please Complete:

The vendor in this application agrees to be a vendor at the 2016 World Beer Festival Columbia. I hereby affirm I have read all instructions and information included in this application and forever discharge, and hold harmless the World Beer Festival, COR and all other festival partners from all manner of actions, suits, damages, claims, and demands whatsoever from any loss or damage to property of the undersigned while in possession or supervision of the festival, its agents, representatives or employees. I understand all the information, agree to sell only the items approved by the World Beer Festival and agree to comply with all World Beer Festival rules, directions and requirements provided by festival organizers. I understand that if I don't follow the rules and regulations my booth can be closed on the discretion of the World Beer Festival or extra fees might be charged to me. I understand that fees have to be paid and certificate of insurance must be submitted before I will be approved as a World Beer Festival vendor.

Please submit application by email to Patrick Leahy: leahy@allaboutbeer.com

Please call 513-898-1641 with any questions or concerns.

Date _____

Name _____

Signature _____