

Thank you for taking the time to look at our new Portland Brew Festival here in Maine over Labor Day weekend. We have enclosed a contract for you to look over.



HIGHLIGHTS: We will have THREE sessions:

- Session 1 on Saturday, Sept 3<sup>rd</sup>, noon to 3:30 pm
- Session 2 on Saturday, Sept 3<sup>rd</sup>, 5 to 8:30pm
- Session 3 on Sunday, Sept 4<sup>th</sup>, noon to 3:30pm.

We are expecting 2000 participants each session and, due to Maine laws, the show program will have 24 drink tickets for 2oz samples. We are setting up the show to encourage brewery variety, so:

- We will not ask to be reimbursed for the first 3 varieties of your beers.
- We will be providing pourers/bartenders for your booth, i.e. you don't need to have a Maine liquor license.
- A brewer could opt to have "basic" participation **with no cash due to us at all!**

OUR SITE: The Portland Company Complex has been the home of our Maine Boatbuilders Show for 25 years and our Portland Flower Show for 15 years, so we have some history with owning and managing events. We are within walking distance to the Old Port of Portland and are right on the water. The buildings are historically significant and manufactured many of the locomotives that built the Panama Canal. Great place for a brew fest!! There will be food available, a radio station, and some space for homebrew clubs and brewing supply stores. This being our first year, we are limiting ourselves to a third of our buildings, but this is still space for 40-50 booths.

CONTRACT: We are asking for you to fill out both sides of the contract and look over the opportunities for sponsorships, adding more than three brews to be served and additional advertising space in the booklet. A BASIC booth is a 10 x 10 pipe/drape affair, with ONE 2 x 8 skirted table and TWO folding chairs. Your beers will be listed in the booklet and you have an opportunity to purchase additional ad space on the same page. The back of the contract has important information about the brews that will go into the booklet.

OTHER STUFF: We expect brewers to (1) bring their own dispensing equipment and booth decorations and (2) have at least one representative at your booth to meet the ticket-holding enthusiasts. Please see the included show layout and booklet example. There are opportunities for "sponsorship", which would mean co-advertising and choice of your booth location. You can also purchase additional booth(s) with 3 paid-for beer varieties for \$800 each with no sponsorship requirement. If you do not have a distributor here in Maine, we can help. Just ask.

We are especially excited to hear that so many out of state breweries are interested in coming. There are many hotels within walking distance to our site so please view [www.portlandmaine.com](http://www.portlandmaine.com) and [www.portlandcompany.com](http://www.portlandcompany.com) to see our site.

We feel our shows are successful because everyone involved can point to the tangible benefits of their investment. We hope you are able to come and will join us. If you would like to discuss our vision for the show, have questions, or for any other reason please do not hesitate to contact us.

Thanks again – Mak Sprague, founder

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58 Fore Street, Portland, Maine 04101  
O: (207)774-1067 - F: (207)774-7035  
[portlandbrewfestival@gmail.com](mailto:portlandbrewfestival@gmail.com) - [portlandbrewfestival.com](http://portlandbrewfestival.com)





# PORTLAND BREW FEST 2011

58 Fore Street, Portland Maine

September 3 & 4 2011

**SATURDAY SEPTEMBER 3**

(N-3:30PM & 5-8:30PM)

**SUNDAY SEPTEMBER 4 (N-3:30PM)**

*Return this contract now to reserve space*

Contact name: :		internal use only	
Company:		ME Sales Tax #:	
Street:			
City:		Telephone:	Fax
State:		Web Page address	
Zip:		E-mail	
BOOTH	CHAIRS	EXTRAS	TOTAL
Basic 10 x 10 w/skirt	2	½ page in book Beer desc ONLY Logo must be sent by July 11	NO CHARGE
		Additional Advertising See pricing sheet	
		Additional Booth/ chairs	
		Sponsorship level	
		Additional brew served	
		Total	

## Questions? Don't Guess

Call Joanna or Justina  
@ the office of Portland Company  
207-774-1067  
fx 207-774-7035

## PLEASE SEE BACK OF CONTRACT TO FILL IN THE BREWS YOU PLAN TO BRING

Basic Booth space is 10 X 10 black pipe & drape. We will provide you with ONE plastic skirted table and 2 chairs, and electrical outlets. You bring any extension cords, rope or duct tape to hang any banners & overflow buckets.

### ORGANIZATION DETAILS: (AND IMPORTANT FINE PRINT & TERMS)

1. Installation of Decorations: All your decorations need to be installed by Saturday 8-10am for City Fire Marshall to walk thru.
2. Portland Brew Festival will purchase all beer from Maine distributors and supply all "POURERS" or bartenders per MAINE LAW.
3. Portland Brew Festival, as part of basic participation, will purchase up to three (3) varieties to serve at each session. See "al a carte" for MORE.
4. Portland Brew Festival expects at least ONE brewer representative present at each session to answer any questions from attendees.
5. Serving Equipment: You must bring your OWN TAPS, pitchers, overage buckets etc to serve with.
6. Liability: Each exhibitor is responsible for the space occupied and has the responsibility to keep this area free of any conditions which may be dangerous to persons coming upon the premises. Neither Portland Brew Festival, nor its employees will be responsible for any injury to persons or property, or from theft, during the show.
7. No combustibles are permitted: i.e. gas tanks, propane, paints, flammable sources. NO OPEN FLAMES.
8. Subleasing: Exhibitors may not sublease or share any part of their space.
9. NO SHOWS: We've paid for your beer & pourers. We will serve it but it will look sad. And you probably won't be invited back.
9. Set up Friday 2-5pm and Saturday 8-10am. Security guard on site Saturday night ONLY. Sunday load out by 6pm. Because each person who buys a ticket to the PBF is our guest and has a right to see all of the brewers, no booths or portion thereof may be closed or removed until SUNDAY Sept 4 at 3:30pm. Thereafter all will be removed cooperatively.

Space is allocated on a FIRST COME FIRST SERVE BASIS, SPONSORS first then basic breweries THEREAFTER.

Signature\*

\*Signature certifies that you have read and accepted the terms.

### Checks and inquiries to:

PORTLAND BREW FESTIVAL

58 Fore St., Portland, ME 04101

(207)774-1067 fax (207)774-7035

email: Mak at [portlandbrewfestival@gmail.com](mailto:portlandbrewfestival@gmail.com)

[portlandbrewfestival.com](http://portlandbrewfestival.com)



## Contract, page 2

These are the brews I want to have poured at the three sessions:

### Beer #1 – No charge to brewer

Beer Name		Type	Sp. Gravity	ABV %
Descriptive word #1	Word #2	Word #3	Word #4	Word #5
Please provide best estimate for quantity needed considering the scale of our show.				

### Beer #2 – No charge to brewer

Beer Name		Type	Sp. Gravity	ABV %
Descriptive word #1	Word #2	Word #3	Word #4	Word #5
Please provide best estimate for quantity needed considering the scale of our show.				

### Beer #3 – No charge to brewer

Beer Name		Type	Sp. Gravity	ABV %
Descriptive word #1	Word #2	Word #3	Word #4	Word #5
Please provide best estimate for quantity needed considering the scale of our show.				

### Beer #4 – MARKET PRICE (see a la carte pricing)

Beer Name		Type	Sp. Gravity	ABV %
Descriptive word #1	Word #2	Word #3	Word #4	Word #5
Please provide best estimate for quantity needed considering the scale of our show.				

The Newspapers, journals, magazines etc (and their addresses) read in my area are:


We will print up TAGS for your company representatives with NO NAMES on them. Please limit to 6. They will be in YOUR CHECK IN PACKET in at the event. Please REMEMBER to LEAVE these tags AT THE EXHIBITOR entrance at night so you don't leave them at one of the LOCAL BARS.

Suggestions.


Thank you for taking the time to fill this form out. This is small investment that will make your check in go significantly faster and make our preparations easier.



# Portland Brew Festival

Labor Day weekend, 2011



All participating brewers have the “basic” package. Use the “a la carte” menu for additional equipment, booth space, advertising or a 4<sup>th</sup> beer variety.

Type	Booth	Table & skirts	Chairs	Beers Served	Advertising
<b>BASIC</b>	1 free (10'x 10')	1 free (8' long)	2 free	3 varieties PBF buys	In booklet: Brewery contact info and beer descriptions
<b>A La Carte</b>	Addn'l booth: \$800 w/bartenders, 3 more beers, space in booklet, 2 chairs, 1 table,	\$35 each per additional set	\$2 each per additional chair	4 <sup>th</sup> variety, market price (no markup) \$180/keg at signing, true-up after event.	<u>See sample layout.</u> We'll place your ad below your free section
<b>SPONSOR</b> (5 spots) \$2,000	First pick of booth location	No charge, tell us how many	No charge, tell us how many	4 <sup>th</sup> variety included	Half page below your beer list included. Full page elsewhere in booklet. Logo on booklet cover and our print advertising.

Please feel free to bring your own tables and chairs as long as they fit within your booth.

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Fold for favorite		Brewery Name contact info	
Grade!		Booth NUMBER	
<input type="checkbox"/>	Beer Name #1 - Type - ABV % Word #1—Word#2—Word#3—Word#4—Word#5		
<input type="checkbox"/>	Beer Name #2 - Type - ABV % Word #1—Word#2—Word#3—Word#4—Word#5		
<input type="checkbox"/>	Beer Name #3 - Type - ABV % Word #1—Word#2—Word#3—Word#4—Word#5		
<input type="checkbox"/>	Beer Name #3 - Type - ABV % Word #1—Word#2—Word#3—Word#4—Word#5		

Half- Page : 2.75" x 4.25"

**\$200**

**Full page: \$400**

Fold for favorite		Brewery Name contact info	
Grade!		Booth NUMBER	
<input type="checkbox"/>	Beer Name #1 - Type - ABV % Word #1—Word#2—Word#3—Word#4—Word#5		
<input type="checkbox"/>	Beer Name #2 - Type - ABV % Word #1—Word#2—Word#3—Word#4—Word#5		
<input type="checkbox"/>	Beer Name #3 - Type - ABV % Word #1—Word#2—Word#3—Word#4—Word#5		
<input type="checkbox"/>	Beer Name #3 - Type - ABV % Word #1—Word#2—Word#3—Word#4—Word#5		

Quarter-Page : 2.75" x 2.125"

**\$100**

Quarter-Page : 2.75" x 2.125"

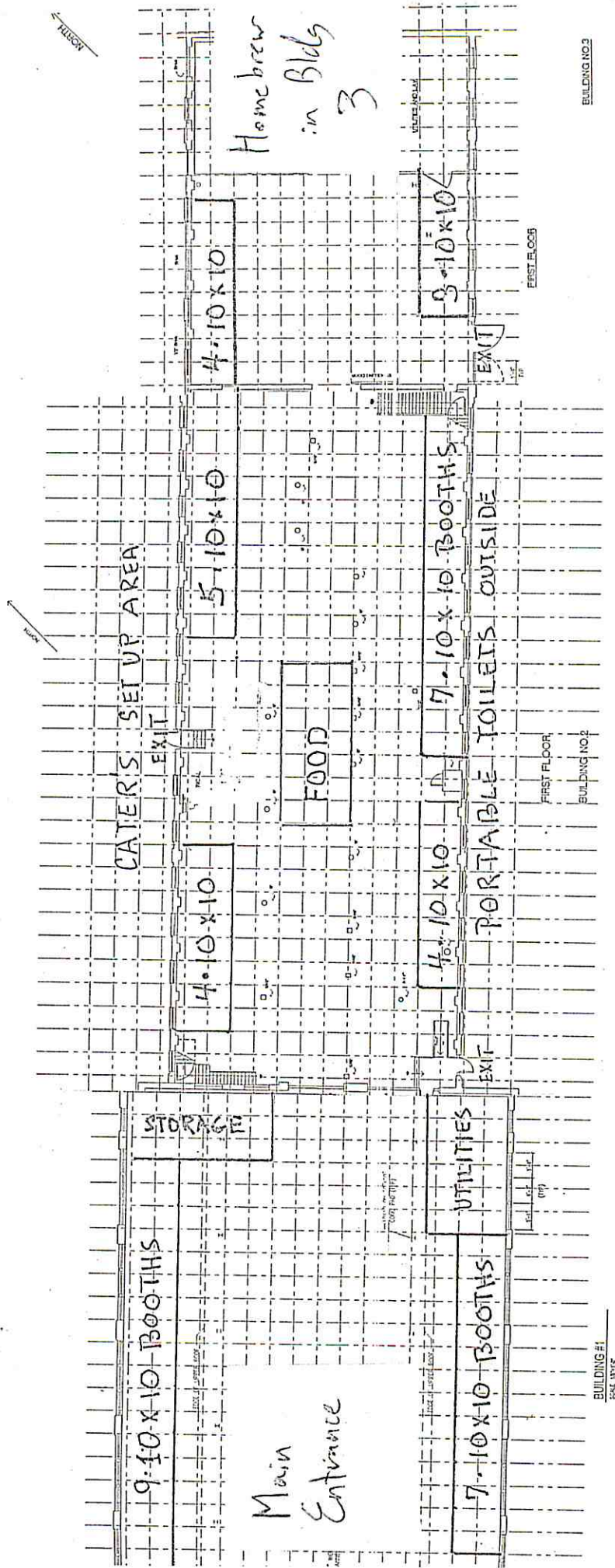
**\$100**

Top half-page comes with each booth.

Bottom half available for logos, ads, etc.

Dimensions are approximate.

# PORTLAND COMPANY BLDGS #1, #2, #3



Home brew  
in Bldg  
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