

ROCHESTER LILAC FESTIVAL

CRAFT BEER EXPO



MAY 21, 2022

SAVE THE DATE



FEATURING MORE BEER,
FOOD SELECTIONS, AND
AN EXPANDED FOOTPRINT!

WWW.LILACFESTIVAL.COM



ROCHESTER LILAC FESTIVAL CRAFT BEER EXPO

SATURDAY, MAY 21, 2022

SESSION 1: 12PM-1PM (VIP) 1PM-4PM (GA)

SESSION 2: 4:30PM-5:30PM (VIP) 5:30PM-8:30PM (GA)

SPECIAL EVENTS TENT: HIGHLAND PARK, ROCHESTER, NY 14620



TELL ME MORE!

The Craft Beer Expo features over 40 breweries, craft cider makers, and distilleries showcasing rare selections at Rochester's nationally renowned Lilac Festival. This is your chance to be involved in one of Rochester's hottest events, during the city's largest and first of the season Festival. The Festival is designed to showcase craft beers from around New York State and the US to an audience of local, regional, national and international visitors. The Fest is a one-of-a-kind event for New York brewers. In 2019, over 2,000 guests attended the Craft Beer Expo.

NEW IN '22

This year the Expo will have a larger footprint allowing room for more breweries and vendors, and official Lilac CBE Awards. In addition, we will also be putting a larger focus on great food to go with great beer! The Expo will have designated food vendors offering free samples and each guest will receive a \$5 food voucher.

EVENT PROVIDES:

- 8' table
- Rear draped panel to hang signage
- Sanitation Stations
- A chance to WOW our guests with your best selections, while building relationships
- Opportunity to sell merchandise
- Special Hotel Discounts
- Marketing Kits for social media posting

BREWERY PROVIDES:

- Representatives to speak about and serve your product
- 2 x sixth barrels or 3 x cases of product per style purchased at wholesale cost by the Festival
- Delivery of your product to festival
- Decorative signage /decor for booth space-creativity is encouraged!



May 21, 2022
Special Events Tent

CRAFT BEER EXPO APPLICATION

Timeline:

- March 1 - Final postmark deadline for application
- March 19 - Acceptance Notifications Sent
- May 21 - Setup (7:00am-11:30pm)
- May 21 - Session One: VIP 12:00pm-1:00PM, General Admission 1:00pm-4:00pm
- May 21 - Session Two: VIP 4:30pm-5:30PM, General Admission 5:30pm-8:30pm

Categories (please choose one): Brewery Cidery Distillery

By filling out the information below and upon acceptance, I agree to participate in the **2022 Rochester Lilac Festival Craft Beer Expo** on May 21, 2022 and follow the guidelines and rules embodied in the application and confirmation process.

Vendor Name _____ Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____ Website _____

Distributor Name _____ Distributor Contact _____ Distributor Phone _____

Booth Info:

Day of Show Contact Person _____ Day of Show Contact Phone Number _____

Number of 8'x8' Spaces _____ Total Number of Individuals Staffing Booth _____

PRODUCT INFO:

List what products you desire to be poured at the brew fest. Pricing must be listed at wholesale pricing

ALL PRICES ARE FINAL: If you have a distributor, please check pricing with them prior to submission

PLEASE LIST A VIP BEER FOR THE THE VIP SESSIONS IN THE LAST ROW!

Product Name	Style	Price Per Half Keg	Price Per 6th Keg	Case Size/Price

Merchandise For Approval (please submit any items you wish to sell): _____

Event Needs (list any specific needs): _____

Pre-order no. of 20lb ice bags per: _____ [\$5.00/20lb bag, paid directly to ice vendor]

Acceptance/ Space Reservation: Upon acceptance, your space will be officially reserved.

Release: by signing this application, I/We hereby agree to abide by the terms and conditions as defined in the Information, Timeline and Rules and Set Up Information and set by the Craft Beer Expo(CBE). I/We further agree to release the Rochester Lilac Festival, The Springut Group Inc., County Of Monroe, Greater Rochester Visitor Association, Inc. Toucan Tango Inc., the City of Rochester, their agents, employees and volunteers from any claim arising from my participation in the program noted on the Registration Form. I/We grant permission for CBE to use participants' image, captured/filmed during program activities to promote its services and programs.

Your signature indicates your understanding and acceptance of the conditions and terms detailed in this contract and in good faith you will be participating and obeying the rules.

Vendor Signature: _____ Date: _____

BOOTH SPACES WILL NOT BE HELD WITHOUT SIGNED APPLICATION AND APPROVAL (NO EXCEPTIONS)

E-mail applications to: Connor@RochesterEvents.com

Mail applications to: Springut Group Inc., 26 South Goodman Street, Rear, Rochester, NY 14607 Attn: CBE

INFORMATION TIMELINE AND RULES

Timeline:

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- March 19 - Acceptance Notifications Sent
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CRAFT BEER EXPO OVERVIEW

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The Festival is designed to showcase craft beers from around New York State and the US to an audience of local, regional, national and international visitors. The Fest is a one-of-a-kind event for New York brewers. In 2019, over 2,000 guests attended the Craft Beer Expo.

New in 2022! This year the expo will have a larger footprint allowing for more breweries and vendors. We will be introducing an official Lilac CBE Award as well as putting a larger focus on great food to pair with great beer. The expo will have designated food vendors offering free samples and each guest will receive a \$5 food voucher. Guests will also notice an enhanced lawn game experience to enjoy

PUBLIC TASTING

The Festival will take place at the Rochester Lilac Festival in the **Special Events Tent** (249 Highland Avenue, Rochester, NY 14620), a 12,000+ square foot facility. The facility is easily accessible from area highways and the NYS Thruway with ample free on-site parking for vendors. Festival attendees will pay a one-time admission fee which will get them a wrist band (indicating that they are 21 years of age or older and have paid) and a Festival tasting glass for as many 2-oz. samples as they can responsibly consume. There will be a trained crew of staff and volunteers located throughout the Festival to handle every festival activity. There will also be a designated driver program, merchandise, and of course, plenty of food.

HOW IT WORKS

Beer Expo Provides:

- 8' space
- 8' table
- Rear draped panel to hang signage
- High quality exposure of your products in the Rochester market and beyond
- Opportunity to sell merchandise
- Special Hotel Discounts
- Marketing Kits for social media posting

Brewery Provides:

- Head Brewer or representatives to talk about your beers with guests and share in the social atmosphere of the festival and pour 2oz. tastings.
- Two sixth barrels or (3) cases of product per-style: Only tapped barrels are purchased by Festival from vendor at best wholesale pricing. DO NOT TAP ANY KEGS WITHOUT ASKING CONNOR CROUSE or AUTHORIZED REPRESENTATIVE. IF A KEG IS TAPPED WITHOUT CONSENT OF CONNOR CROUSE, THE CRAFT BEER EXPO WILL **NOT** PAY FOR THE OPENED KEG.
- Delivery of your product to festival
- Decorative signage/decor for booth space, creativity is ENCOURAGED!

VIP SESSION

Our VIP Sessions have been very successful. VIP's will receive one hour early admission to the session of their choice. In addition, VIP's will be exclusively allowed to sample the special VIP selection that is chosen for the event.

INSURANCE

The VENDOR, it's affiliated companies, and subsidiaries shall secure and maintain during the period of this Agreement Comprehensive General Liability Insurance including Liquor Liability, which shall be written on an "occurrence" basis, with a standard broad form endorsement and/or excess umbrella liability with combined single limit of not less than One Million Dollars (\$1,000,000) for each occurrence and One Million Dollars (\$1,000,000) general aggregate.

On such policy, the VENDOR agrees to name as additional insureds **Sprigut Group Inc., County of Monroe, City of Rochester, Greater Rochester Visitors Association, Inc., Toucan Tango Inc.**, their parent, subsidiaries, limited liability and affiliated companies and their respective shareholders, officers, directors, employees, members, agents and assigns. Vendor must provide a certificate of such coverage no later than April 1, 2022.

VENDOR's personnel working at THE FESTIVAL are not employees of THE FESTIVAL. VENDOR shall carry at least the statutory minimum Workers' Compensation Insurance required to adequately comply with the laws of the State of New York. A copy of the VENDOR's certificate of workers compensation insurance must be provided to THE FESTIVAL prior to April 1, 2022.

RELEASE: By signing the attached application, I hereby release and forever discharge the Rochester Lilac Festival, Sprigut Group Inc., County of Monroe, Greater Rochester Visitor Association, Inc., Toucan Tango, the City of Rochester, all sponsoring organizations, and their directors, officers, employees, agents and volunteers from any responsibility, personal liability, claims, loss or damage arising out of or in conjunction with my application to, or participation with, the Lilac Festival. Lilac Festival will not be responsible for any injury sustained by exhibitors or guests while within space designation for exhibits. Sponsor/Exhibitor shall indemnify, and hold harmless, the Rochester Lilac Festival, Sprigut Group Inc., County Of Monroe, Greater Rochester Visitor Association, Inc., Toucan Tango Inc., and the City of Rochester, from and against any and all claims, liabilities, or damages of whatever nature including, but not limited to, claims of bodily injury, death, personal injury, property damage, by whoever made, as well as the cost of litigation and counsel fees, arising from, based on, or in any manner related to Sponsor's/Exhibitor's activities in connection with this Agreement. Further I understand that I store my goods and merchandise at my own risk without exception or limitation.

VENDOR SPACE & STAFFING

You are required to have at least one of your representatives be present at your tasting table at all times, to talk about your products and your offerings with festival guests. There shall be no alcoholic beverage consumption in your booth space.

NUMBER OF STYLES & QUANTITY

Each Vendor is encouraged to bring two (2) to three (3) different styles per 8' space that are a unique selection/one-offs. We ask that you bring at least two (2) sixth barrel per style/flavor or three (3) cases of bottled or canned product per style. (Please note that bottled product must be poured into the consumers tasting glass before it leaves your area.) We strongly recommend that you consider bringing a third barrel of your most popular to ensure Festival attendees are not disappointed by being unable to taste their favorite flavor.

MERCHANDISE

Vendors are permitted to sell event approved products with their logo only. Please submit any items you would like to sell in the Additional Info section of the registration form.

SPONSORSHIP OPPORTUNITIES

There are affordable options to further promote your business. If interested please call 585-473-4482 or email Jenny at JennyLo@rochesterevents.com

SPECIAL RATE HOTEL ROOMS

We have partnered with multiple area hotels to exclusively offer Vendors a special room rate. The special rate is offered with limited availability. Those interested in taking advantage of the special room rate should book their rooms now by visiting our website www.rochesterevents.com/lilac-festival/guest-info/ or email Lexany@RochesterEvents.com