

ROCHESTER LILAC FESTIVAL

CRAFT BEER EXPO



MAY 20, 2023

SAVE THE DATE



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

WWW.LILACFESTIVAL.COM



ROCHESTER LILAC FESTIVAL CRAFT BEER EXPO

SATURDAY, MAY 20, 2023

SPECIAL EVENTS TENT: HIGHLAND PARK, ROCHESTER, NY 14620



TELL ME MORE!

Celebrate the Rochester Lilac Festival's 125th anniversary with us! 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 showcases craft beers from around New York State and the US to a diverse audience of beer lovers!.

MORE FUN FOR EVERYONE!

This year the Expo will have a larger footprint allowing room for more breweries and vendors, and official Lilac CBE Awards. 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
- Ice

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!

[Click HERE to apply](#)

Hello 2023 Lilac Festival Craft Beer Expo Breweries,

We are thrilled to inform you we have opened vendor registration!

Moving forward, we will be using **EventHub.net** for our registration and communication platform. This will make signing up for our events easier and keeps all of your information stored in one place! Don't worry - creating an account on EventHub is completely free.

To register for our event this year, follow these steps: (This is also Mobile Friendly)

1. Click this link to go to our Showcase Page on EventHub: <https://tinyurl.com/4jby43ya>
2. On the left of the page under "Register Now/Book Booth" you will see a list of options. You may have to click "show more options" to view the *Brewery Sampling Space*. Add the "Brewery Sampling Space" option to your cart.
3. Click "Checkout" in the green box next to "Register Now"
4. You will be prompted to create an account or log-in if you have previously created an EventHub account. Then, you can continue through checkout!
5. After you have successfully logged into your account, you will be redirected to your "My Hub" page. You will see there is nothing in your orders. To continue through checkout, click the shopping cart icon in the top right corner of the page. Then, you can continue through checkout!

At checkout, you will be brought through three steps:

- Step 1: Add-Ons: You can IGNORE THIS STEP. WE WILL CHARGE YOU A REDUCED RATE FOR POWER IF YOU NEED IT
- Step 2: Booth Profile: Please follow the prompts and fill out/upload all required information. ***Your Participant Category is BEER EXPO***
- Step 3: Checkout: Click "Submit Order"

Once we have received your application, our team will go through the following steps:

1. We will review your application and contact you to let you know if you have been accepted.
2. **Your Next Steps:**
 - Complete and sign any required paperwork
 - Upload any required documents.
 - Keep an eye out for emails from EventHub regarding any changes or additions we may make to your vendor profile