

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

SESSION 1: 11:30AM-12:30PM (VIP) 12:30PM-3:30PM (GA)

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

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](#)