

# Brewery Details and Contract

Thank you for your interest in participating in the 2019 West Chester Craft Beer Festival. Below you will find additional information about the event and a list of marketing expectations. Please sign and return if you can meet the requirements.



## Information:

- Location: Melton Center 501 E. Miner St. West Chester 19382
- This is a rain or shine event from noon – 5:00pm on June 22<sup>nd</sup>
- Check in will start at 9:00am and you will conclude at 10:30am.
- At 10:30 am we will be closing the event off for vendor entry, so please arrive on time to ensure that you will be able to participate.

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## Event Provisions:

- Event to purchase all beer
- 10' x 10' space to set up a booth and admittance of max 2 workers.
- 8' table rental
- 80lbs of ice
- Event credentials

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## Brewery Provisions:

- Staff to pour and describe beer (Max 2)
- Signage to detail name, style and description of offerings
- Jockey Box or similar
- Tent (branded tents preferred but not required)
- Beer Delivered onsite and empty kegs removed.

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## Marketing:

- As a vendor, your promotion of the event on all social media outlets is mutually beneficial. Ticket sales will spike 30 days prior to the event and the week of will be where we sell the most tickets. Each vendor can tag us on Facebook or Instagram @wcbeerfest and can link to our website: [www.wcbeerfest.com](http://www.wcbeerfest.com)
- Participants are asked to promote the festival on social media as detailed below:
  - Post once per week preferably on Saturday am through the month of May
  - Post twice per week Monday am and Saturday am through June 16<sup>th</sup>
  - Week of the event is at your discretion, but the more the better!
  - Supplemental content will be provided upon request

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By signing below, you acknowledge that you understand everything above and that you are committed to participating in this event. You are also acknowledging that any permitting required to operate your booth is solely your responsibility.

Brewery Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Email to:  
[kyle@landmarkamericana.com](mailto:kyle@landmarkamericana.com)

Or Mail to the following address:  
Landmark Americana ATTN Kyle Veale  
Landmark Americana  
3333 Market Street  
Philadelphia, PA 19104