

HATTIESBURG CRAFT BEER FESTIVAL

Saturday, June 15, 2019 | 6 – 9PM (VIP Entry at 5PM)
Town Square Park, Downtown Hattiesburg



BREWERY INFORMATION

The Downtown Hattiesburg Association invites you to the 7th Annual Hattiesburg Craft Beer Festival on Saturday, June 15, 2019 from 6-9 p.m. (VIP entry at 5 p.m.) at Town Square Park. This event takes place during FestivalSouth, Mississippi's only multi-week, multi-genre arts festival, setting it apart from other beer festivals as we showcase the art and artists behind craft beer.

We are excited about changes this year that will help us expand and grow this event. VisitHattiesburg and the Downtown Hattiesburg Association are teaming up with partners to ensure the craft beer experience is bigger and better for our breweries and customers through fine tuning of the beer selection and adding a stronger, interactive food and entertainment aspect.

We want to create a great experience for our brewery reps who come to our hometown, and we want to raise funds for the Downtown Hattiesburg Association. In the spirit of this partnership, we have created a tiered donation system to show off your product at the festival.

The Hattiesburg Craft Beer Fest will provide the following to **all** participating breweries:

- 10'x10' uncovered outdoor space with 8' table (tent not provided)
- Signage for your tent, including brewery name and beers presented
- General Admission for 1 brewery representative
- Shuttle service for brewery representatives for the weekend

For breweries wishing to donate at least **5 cases** of product, the following will be offered in addition to the above list:

- Pre-event lunch and beer at Southern Prohibition Brewing the day of the event
- 2 additional General Admission passes into the event for friends, co-workers, fans, etc.
- 1 VIP tent and air-conditioned restroom access during the event
- 1 volunteer provided by the Festival (as needed and available)

Our Festival would prefer a donation of **4 sixtels or 9 cases** of beer. For those donating the full request, the following will be offered in addition to both the above lists:

- 1 hotel room for 1 night (either Friday or Saturday; discounts for additional rooms/nights)
- Dinner after the event
- Brunch before you head out on Sunday
- 2 VIP passes into the event for friends, co-workers, fans, etc.

If you do not wish to donate any product, the Festival will choose available beer from your portfolio and purchase it with your permission.

Additional sponsorship levels are available. Please contact your local Mississippi distributor rep (Southern Beverage or Stokes Distributing) or festival staff Andrea Saffle (andrea@downtownhattiesburg.com) or Kristen Brock (kbrock@visithburg.org) for more information.



BREWERY FAQs

When do I check-in? Set-up is from 1 p.m. to 4:30 p.m. on Saturday, June 15 at Town Square Park in Downtown Hattiesburg. Vendors must check in at the information booth. Each vendor has a reserved booth and will be provided with a map and booth number at that time. Vendors may arrive beginning at 1 p.m. and spaces should be completely set by 4:30 p.m., with VIP attendees entering at 5 p.m. Vendors are responsible for setting up their own booth space, and volunteers will not be provided.

When and how do I take down my booth? We will end the Festival at 9 p.m. Early take down is not allowed under any circumstances. Vendors will be responsible for completely breaking down their own booth space. At event end, please fold your provided table and remove lighting (if provided by the Festival) and bring these items to the designated space near the front gate. All remaining trash at the end of the Festival must be removed and brought to the dumpster. No items should be left in your space. Should you choose to leave some items so that you may enjoy Downtown's offerings that evening, please go to the Info Booth for information on where non-valuables may be stored for the night. All stored items must be picked up on Sunday morning and the Festival cannot be held responsible for your belongings.

How many tickets do I receive? When registering at the information booth the day of the event, each vendor will be provided with General Admission wristbands for up to two (2) booth representatives to work your space. All representatives must wear a wristband to enter the event for set-up and throughout the event. Any representatives found without a wristband will be asked to leave or purchase one. Additional representatives may purchase tickets at hattiesburgcraftbeerfest.com. If you are a sponsor of the event, tickets and t-shirts will be delivered directly to your office prior to the event.

Can those under 21 work my booth? No. All booth representatives and assistants must be at least 21 years of age. No one without a valid ID showing they are 21+ will be allowed to enter the Festival gates. IDs must be presented at check-in to the information booth attendant.

How many people can I bring with me to work? All booth staff must be over 21 years of age. Each booth rental will receive two (2) tickets for the staff to enter. Any other staff will be required to purchase either a general admission or DD ticket.

Can I bring my children or pets? No. If your child is under 21, they cannot enter. Your fur children won't be permitted, either, no matter how many dog years they are!

What should I bring? The Festival will provide you with a designated space and table for your 10x10 booth. You are welcomed to bring your own lights, but we will have some available for your use if you prefer. Everything else should be brought by you. Booth spaces are uncovered, so a canopy tent is highly recommended. Due to the possibility of winds, canopy tents should be properly anchored in a safe way without being a tripping hazard. A minimum of 20-pound weights anchored to each leg is recommended.

What services are provided? Our staff has handled every detail to make sure that this event is a success. We also have a large group of seasoned volunteers to keep things running smoothly. We will have volunteers and staff floating through the event, so look for someone in a "Brew Crew" shirt if you have questions or need help. However, vendors are responsible for keeping their stations clean and orderly, notifying the Festival of only special or unusual maintenance needs within their designated space.

What do I do with trash in my booth? Each vendor is responsible for trash at their own booth. During the Festival, you may take trash to the bins located throughout the park. All remaining trash at the end of the Festival must be removed and brought to the dumpster. We are pleased to bring recycling back to the Festival this year, and recyclable material may be placed in the blue receptacles. For breweries and homebrewers only: You will have two boxes under the table at your booth – please use one for recyclables and one for trash. All waste, both recyclable and not, needs to be properly disposed of in recycle and trash bins located throughout the event once your booth box is full. Our staff will handle it from there, bringing these items to larger receptacles, and we appreciate your help in this area!

What if I need help at the event? Please look for someone wearing a “Brew Crew” t-shirt for assistance. We will also employ security during the course of the event.

Am I responsible for my own space? Yes, you must manage your booth at all times. Event management does not provide tents or chairs, and does not guarantee product sales, attendance, or booth success. Likewise, we assume no responsibility for personal property damage or loss, or liability for injury to any attendee, guest, participant or participant’s officers, employees, agents by acts including but not limited to, losses from natural disaster, fire, theft, ordinary negligence, and accidental damage and injury or others. Vendor representatives must comply with all applicable laws, rules, regulations, and ordinances.

What is my legal responsibility? Booth representatives shall be responsible for obtaining any licenses, permits or approvals required under local, state, or federal law applicable to their activity at the event and must collect 7% sales tax (10% for food vendors) on sold items and turn in to Event Management at the end of the Festival, as required by the Mississippi Department of Revenue. The sales tax forms (provided by us) and payment may be submitted to the Festival representative at the Information Booth at the conclusion of the event.

What isn’t allowed to be sold/provided at my booth? Pepsi products are not allowed as Coca-Cola is a sponsor. This includes water, soda, liquor and beer. And remember to keep anything else classy and legal, of course! If you have a question about something being sold or provided by your booth, ask! You may contact the Festival committee at hburgcraftbeerfest@gmail.com.

LEGAL

Reservation of Right. Event Management reserves the right to reject, eject, or prohibit any participant or booth representative.

Fire and Safety Regulation. All fire and safety instructions, whether verbal or posted in the facility, must be strictly adhered to at all times.

Attendance. No one under the age of 21 is allowed, no exceptions. No pets allowed.

Security. Event Management will employ security during the course of the event. Event Management, staff, nor the owners of the facility will assume any responsibility for personal property.

Limitation of Liability. Event Management assumes no responsibility for personal property damage or loss, or liability for injury to any attendee, guest, participant or participant's officers, employees, agents by acts including but not limited to, losses from natural disaster, fire, theft, ordinary negligence, and accidental damage and injury or others except that which may result from the Event Management's willful misconduct or gross negligence.

Non-Guarantee. Event Management does not guarantee product sales, attendance or booth success.

Compliance with Laws. All participants must comply with all applicable laws, rules, regulations, and ordinances.

Event Cancellation. In the event of event cancellation due to fire, natural or man-made disasters, strikes, governmental regulations or other causes beyond our control, the booth representative may not hold Event Management, sponsors, staff, or owners of the premises responsible for any loss incurred as a result of cancellation.

No Other Representations. No oral representations, conditions, or promises will be honored unless in writing. All agreements have been incorporated into this document and supersede any other representations made by either party.

Insurance. Event Management and the facility are not responsible for loss or damage to exhibitor's property; and in the event the exhibitor desires to have goods, samples and other property brought upon the exhibition premises insured against loss due to any cause, he shall obtain such insurance at his own expense.

Amendment to the Rules. Event Management reserves the right to adopt, orally or in writing, any additional rule or regulation, move or remove an exhibit, or take any further action if Event Management deems such action necessary for the good of the event. Said action shall have the same force and authority as though fully incorporated in the agreement herein.

Photo Policy. By attending the Hattiesburg Craft Beer Festival (the "Festival"), you consent to being filmed and or photographed, whereas your image, voice, and likeness may be used by the Festival producers for promotional purposes. Any photography taken at the Festival, whether in digital or analog format, is subject to mandatory, non-exclusive license to the Festival producers for use in Festival promotional purposes. Any artwork or performances sponsored by the Festival or taking place on Festival grounds is also subject to a mandatory, non-exclusive license to Festival producers for use in Festival promotional purposes. No third-party videotaping is allowed.

BREWERY REGISTRATION FORM 2019

Online registration available at: hattiesburgcraftbeerfest.com.

Thank you for your support of the Hattiesburg Craft Beer Festival! Please complete the form below in its entirety to submit your registration. If using your allotted booth space, by completing this application you indicate that you agree to the Booth Rules and Regulations included in the information packet.

I. ORGANIZATION INFORMATION

Brewery Name (as it is to be listed on website and materials): _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Website (for linking from Festival website): _____

Facebook Page (for recognition): _____

Contact Person: _____ **Title:** _____

Phone Number: _____ **Email:** _____

On-Site Contact Person (must be age 21+): _____

Phone Number: _____ **Email:** _____

Additional Day-of Contact (must be age 21+): _____

Phone Number: _____ **Email:** _____

I will donate:

____ No Product

____ 5-8 Cases of Product (Total ____)

____ 9 or More Cases of Product (Total ____)

*The total complimentary passes received with your donation will be left at will call under your brewery name. Additional brewery representative passes must be purchased.

Name of MS Distributor You Work with In Hattiesburg: _____

Beers Provided:

1. _____

2. _____

3. _____

4. _____

5. _____

Is your brewery sending representation to work the booth? Yes No

Will you bring a tent or extra tables/chairs for your booth? Yes No
These are not provided by festival. The festival will provide one table per booth.

Are you bringing a tent? Yes No
The festival is outside, so it is highly recommended that you bring a tent.

Do you require info on discounted lodging? Yes No

Do you require electricity? Yes No
There is a limited amount available. We will do our best to accommodate this need, but it is not guaranteed.

Will you be selling products at your booth? Yes No

What kind of products or information will you have available at your booth?

If you are sampling or selling food and beverages, indicate product details here.
If you do not receive an email with approval, please email info@downtownhattiesburg.com to make sure you are approved. All food or beverages sold or sampled MUST be approved.

Anything else to add? Special arrangements or requests?
We will do our best to accommodate all needs, but we cannot guarantee they will be met. Requests will be considered on a first come, first serve basis.

Please email a high-quality JPG or PNG of your logo along with your completed application to hburgcraftbeerfest@gmail.com.