



The Art of Beer Festival

Sat. Aug. 13, 2011
Mendel Center • Lake Michigan College

VENDOR'S REGISTRATION FORM

Date: Saturday, August 13, 2011
Time: 1:00-5:00 PM
Location: Grand Upton Hall, Mendel Center, Lake Michigan College
 Benton Harbor, MI 49022
Send: Fax: 269-927-6587/Email: gtabbert@lakemichigancollege.edu

Vendor Information

| | | | | |
|---|-----------------|--|--|----------|
| Last Name: | First Name: | Telephone: | Email Address: | Website: |
| Company Name: | | I am a: <input type="checkbox"/> Brewer <input type="checkbox"/> Other (specify): _____ <input type="checkbox"/> Vendor | | |
| Company Address: | | How did you learn of the event? <input type="checkbox"/> TV <input type="checkbox"/> Newspaper <input type="checkbox"/> LMC Contacted <input type="checkbox"/> Radio <input type="checkbox"/> Email <input type="checkbox"/> Other | | |
| City: | State, Zip Code | | Name of Staff at Event and day of contact numbers. | |
| Description of the Items you will be selling at your booth: | | 1. _____ 2. _____ 3. _____ | | |

Festival Tickets

As a token for participating please send us the **2 complimentary festival tickets** to the address above- all purchased tickets will be sent to the same address unless otherwise noted.

Additionally we would like to purchase _____ Festival tickets @ \$25.00 a ticket for a total purchase of _____

Please charge my credit card for the festival tickets- cc# _____ exp. _____

Please invoice me for the cost of the tickets along with the booth charges. If a different mailing address is requested please include below.

Alternate Mailing Address: _____

Booth Information

| | | |
|---|---|------------------------------------|
| Number of Booths: <input type="checkbox"/> One 8' x 10' Booth - FREE | NOTE: Each booth includes one (1) 6' table and two (2) chairs. Do you need Electricity? <input type="checkbox"/> Yes <input type="checkbox"/> No | Number of Additional Tables: _____ |
| <input type="checkbox"/> Two 8' x 10' Booths - \$120.00 | | Number of Additional Chairs: _____ |
| Please list any other equipment you will need. We will contact you with pricing. Payment for additional equipment must be received three days prior to the event. | | |
| Please list any merchandise you plan to sell at your booth (you are responsible for charging sales tax on items sold): | | |



VENDOR'S REGISTRATION AGREEMENT

- 1. Exhibit space is will be assigned by the staff at the Mendel Center.
- 2. Exhibit space shall be limited to up to two (2) 8' x 10' booths and shall include up to two (2) tables and two (2) chairs as requested by the exhibitor.
- 3. Additional equipment or supplies will be charged per standard pricing by Mendel Center Conference and Event Services at Lake Michigan College.
- 4. Below are the timings for the event:
 - Friday 8/12 1:00pm-5:00pm -Grand Upton Hall open for booth setup
 - Saturday 8/13 from 8:00 AM-12:00pm – Grand Upton Hall open for booth setup
 - 12:15 PM – All booths MUST be completely set up
 - 1:00 – 5:00 PM – General admission for “The Art of Beer Festival”
 - 5:00 – 9:00 PM – Teardown; all teardown and load out must be complete by 9:00 PM unless prior arrangements have been made.
- 5. Exhibitors are required to bring their own signage (banners, standees, etc.). Signs must also be within your designated booth space. Fasteners which may damage the walls or other equipment may not be used. “Artfully Decorated” booths are encouraged
- 6. Exhibitors must provide their own personnel and equipment to transport displays, merchandise, supplies, etc. into their booth space. Exhibitor personnel must be over 21 and show valid identification.
- 7. 2 complimentary festival tickets are included with the purchase of each booth. These tickets will be sent to you prior to the festival and can be used at your discretion. All staff working the booth or attending the festival will need a festival ticket in order to participate in the tastings. Each booth will be granted 2 entries for representatives at the booth, this does not include tasting privlidges unless a ticket is purchased.
- 8. Booth cancellations must be made in writing 7 days prior to the event.
- 9. No outside food or beverage may be brought in to the event. Two meal tickets will be granted to each booth to be utilized during the festival.
- 10. All staff, representatives and personnel are expected to be on their best professional behavior.
- 11. Any person deemed intoxicated shall be ejected from the event.
- 12. Exhibitors, staff and volunteers must wear name badges at all times, wear appropriate attire, and treat event property and attendees in a respectful manner.
- 13. The exhibit space is to be used solely for the Exhibitor or whose name Appears on the Application, and it is agreed that the Exhibitor will not sublet or assign any portion of the space.
- 14. All applications for space will be approved by The Mendel Center at Lake Michigan College
- 15. The Mendel Center at Lake Michigan College eserves the right to assign booth space at its discretion.
- 16. The Exhibitor assumes the responsibility and liability for losses, damages and claims arising from injury or damage to Exhibitor’s displays, equipment and other Property brought upon the premises of Lake Michigan College and shall indemnify and hold harmless the agents and employees, Board of Trustees and consultants of Lake Michigan College for any and all such losses, damages and claims.

Signature of Person Managing Booth

Quinn Tabbert

Quinn Tabbert, Food and Beverage Manager
The Mendel Center at Lake Michigan College

Printed Name

Quinn Tabbert

Printed Name

Date

5/15/11

Date