



# PENSACOLA CRAFT BEER FESTIVAL SATURDAY, NOVEMBER 15, 2014

## VENDOR REGISTRATION FORM

### DESCRIPTION OF EVENT

**WHERE:** Vince J. Whibbs Community Maritime Park | 301 West Main Street Pensacola, FL, 32502

**WHEN:** DATE: Saturday, November 15, 2014 | TIME: 1:00PM-6:00PM

**TICKETS:** General Admission- \$25-\$35 | VIP: \$50-\$70 | Add Whiskey Corner: \$10

**WHAT:** 3rd Annual Craft Beer Festival with nearly 200 craft beers, food vendors, arts & crafts vendors, dining area, live entertainment and Hill Kelly/Panhandle Mopar car show. Attendance in 2013 was nearly 3,000. In 2014 we expect 3,500-4,000.

**MARKETING:** This year, each vendor will receive marketing through social media, be listed the map for day of events, listed on new website and added to an e-mail blast with over 1,000 contacts from last year's event. *In addition, PCBEERFEST will be included on the marketing campaign of the Foo Foo Festival which has been granted \$250,000 marketing dollars.*

### APPLICATION

Name of Organization/Business: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Name(s) of Contact Person(s):

1. \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

2. \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Describe specific products/menu that you propose to sell or exhibit at the festival:

\_\_\_\_\_

\_\_\_\_\_

### **I AM APPLYING TO PARTICIPATE AS A:**

**ART/CRAFTS/EXHIBIT VENDOR**

\$200 - Without Equipment Rental  
10' x 10' reserved spot \_\_\_\_\_

**FOOD VENDOR**

\$750 - Without Equipment Rental  
10' x 10' reserved spot \_\_\_\_\_

**BEER VENDOR**

FREE W/ BEER DONATION  
10' x 10' reserved spot \_\_\_\_\_

**I NEED ELECTRICITY: YES / NO FOR: \_\_\_\_\_ VOLTAGE: \_\_\_\_\_**

### **EQUIPMENT RENTAL**

Please enter information below if you need PCBeer Fest to provide tents, tables or chairs at your site. You may also use your own equipment within the allocated space.

Item	Fee	No. Needed	Total
10' x 10' Canopy Tent	\$150		
8' Rectangle Table	\$15		
2 Chairs	\$10		
Total Equipment Rental			

**\*\*\*UP TO 3 SPOTS CAN BE RESERVED PER VENDOR**



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ALL VENDOR APPLICATIONS MUST BE SUBMITTED BY NOVEMBER 10, 2014.

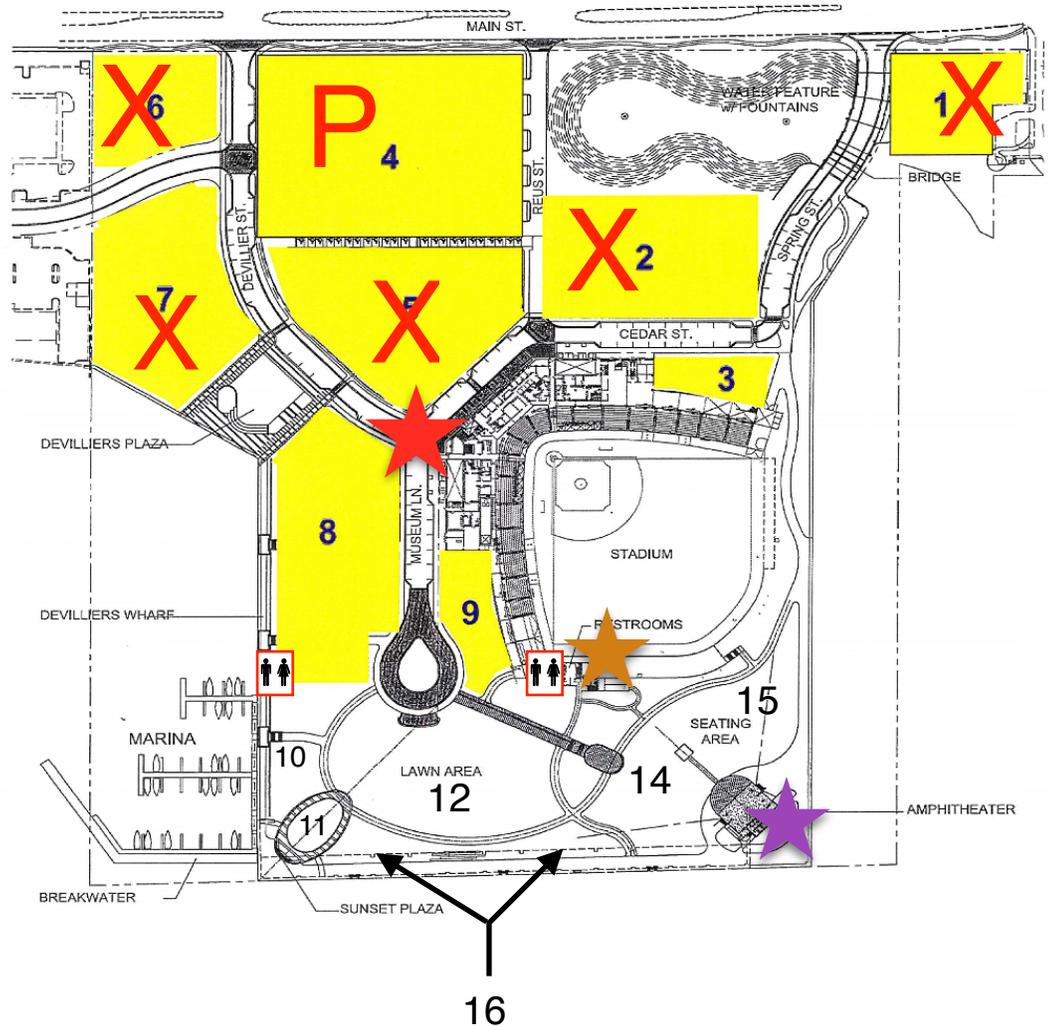
### LOCATION

There are several parcels at the Pensacola Community Maritime Park. Spots will be reserved based on first come, first serve.

- 8 - Hill Kelly Car Show  
- KABOOM Cornhole
- 9 - Sports Area
- 10 - Arts/ Crafts/ Beer
- 11 - Whiskey Corner
- 12 - Food/Beer  
- Food "Cort"
- 13 - Shindig Photo Booth
- 14 - Arts/Crafts/Beer
- 15 - Food/Beer
- 16 - Arts/Crafts/Beer/Food

- ENTRANCE
- LIVE ENTERTAINMENT
- VIP - COORS LIGHT DECK

\*\*Map is subject to change based upon number of vendors that apply.



I would like to reserve my spot in one these areas  
(Arts/Crafts/Food/Beer spots available where numbers are red)

First Choice \_\_\_\_\_ Second Choice \_\_\_\_\_ Third Choice \_\_\_\_\_



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### CONTACT INFORMATION:

Briana Snellgrove, Event Manager - [pcbeer@yahoo.com](mailto:pcbeer@yahoo.com) - 850.418.0152

Whitney Fike, Promotions Manager - [whitney@sparkplugsocial.com](mailto:whitney@sparkplugsocial.com)

Jeff Allen, Sales Manager - [pcbeer@yahoo.com](mailto:pcbeer@yahoo.com)

### MARKETING

Our team is actively promoting this event daily and updating ticket holders about the new vendors of the Pensacola Craft Beer Festival. We promote all vendors on our website, [pcbeer.com](http://pcbeer.com), Facebook, Twitter and Instagram. In addition, we send our ads to Foo Foo Festival to promote to thousands of followers.

Please e-mail [Whitney@sparkplugsocial.com](mailto:Whitney@sparkplugsocial.com) the information below:

- Logo in 300dpi or higher
- 2 hi-resolution photos
- 3-5 sentences about what you are bringing to the festival and why
- Specials you will offer to PCBeer Fest participants (optional)

### ACCOMMODATIONS

Book a hotel room at the Crowne Plaza Hotel for \$119.00 + tax.

The three letter block code is "PBF", please enter in your own specific arrival and departure dates between November 13-16, 2014. For telephone reservations contact 850-433-3336 Exts. 5527 & 5528.

We do have a complimentary shuttle to the Airport. **The cutoff date for the link is November 5, 2014.**

Please have all applications in as soon as possible. No applications will be accepted after November 10, 2014. You may submit applications without fees pending approval. You will be notified of approval or non-approval. **Final Payment for vendor application will be due Friday, November 7, 2014.** All applications must be approved by the Pensacola Craft Beer Festival Committee. Be sure to include all products that you intend to market, offer or sell on this form. The festival reserves the right to deny further participation to vendors who sell or market products that have not been disclosed on this form.

Return completed application to: DLux Printing & Publishing | 3814 W. Fairfield Drive, Pensacola, FL 32505

E-mail completed application to: [pcbeer@yahoo.com](mailto:pcbeer@yahoo.com)

Please make checks payable to: DLux Printing & Publishing | Memo Line: PCBEER Fest 2014

FOR OFFICE USE ONLY: FOOD | BEER | ARTS/CRAFTS | EXHIBIT

Application Received: \_\_\_\_\_

Committee Action: \_\_\_\_\_ Approved \_\_\_\_\_ Not Approved Reason: \_\_\_\_\_

Name: \_\_\_\_\_ Booth #: \_\_\_\_\_ Parcel: \_\_\_\_\_ Electricity: Y / N

Equipment: \_\_\_ Tent \_\_\_ Table \_\_\_ Chair

Invoice Total: \$ \_\_\_\_\_ PAID: \_\_\_\_\_ DATE: \_\_\_\_\_ UNPAID: \_\_\_\_\_