

NY BREWFEST BREWERY INFORMATION OVERVIEW

Event:

The 4th annual NYBrewfest
Governors Island, New York, NY

Event Specifics:

Saturday, June 19th, 2010

Connoisseurs' Session: 2:30PM – 3:30PM (for VIP's, sponsors & guests)

General Admission: 3:30PM – 8:00PM

Marketing Effort: Our goal is to increase the awareness of the Craft Beer Industry and educate consumers on the diversity and quality of our products. Proceeds of this festival will benefit the NYS Brewers Association, a NYS not-for-profit corporation, which protects and promotes the Craft beer industry.

Parking:

If you are staying at the hotel, use the hotel parking garage. We suggest that you bring all that you need for the event and walk 5 minutes to the ferry from the hotel. If you are not staying at our hotel, park in one of the open parking lots adjacent to the Water Taxi pick-up on Pier 11. Specifics on parking are forthcoming.

Hotel Accommodations:

Our host hotel is: Best Western Seaport Inn, 33 Peck Slip (between Front & Water) NY, NY 10038. (212)766.6600. www.seaportinn.com. This is a very nice hotel. The hotel is walking distance from Pier 11. Please indicate your hotel needs when registering online. Breakfast is included in your hotel stay. If you are traveling beyond 4 hours, please contact David Katleski @ 315-256-7608 to arrange accommodations for Friday, June 18th as well.

Festival Load In:

A private "Brewer's NY Water Taxi" will depart between 12:00 Noon and 12:30PM from Manhattan's Pier 11 on South Street between Wall Street and Gouverneur Lane. Your beer and beer delivery system will be on site and at your location awaiting your arrival. We will arrange beer and cold plate pick-up prior to the event.

Exhibit Area – Items Provided:

- Co2
- 10' x 10' Tented Area
- One 8' table with black skirting and white covered top
- Dump Bucket
- Rinse Water
- Booth ID Sign
- Ice

Brewery Provides:

Beer – the equivalent of 4 – ½ kegs (30 gal/kg) or 28 cases

Signage – bring with you the day of the event

Tap Handles – bring with you the day of the event. Do not assume distributors with have these.

Brewery Personnel and Volunteer Pourers (if possible)

Literature on your beer and brewery

Volunteer Pourers:

We encourage all participating brewers to bring a volunteer(s) to pour. If you cannot, please indicate on the registration form if you need a volunteer to pour.

Utilities:

Unfortunately, no power is available on the festival site for your booth.

Sales:

Breweries are responsible for the sales tax on 100% of merchandise sales and must have a valid New York State Tax Certificate displayed at their booth. We encourage merchandise sales. Glasses may not be sold.

Insurance:

NYBrewfest will obtain all necessary insurances for the event.

Not for Profit Beneficiaries:

New York State Brewers Association
City Harvest

Post Fest - VIP Party:

Heartland Brewery will play host to the exclusive fourth annual post party at their South Street Seaport location on Saturday June 19th, 2010, starting after the festival.

NY Brewers Only – Annual NYSBA Members Meeting:

The NYS Brewers Association will hold a General Members Meeting on Sunday, June 20th at Noon. The agenda of this meeting is forthcoming.