

Brewers Association
GREAT AMERICAN BEER FESTIVAL®

September 29–October 1, 2011 / Colorado Convention Center / Denver, Colorado

Exhibit Space Information

Application for Great American Beer Festival (GABF) exhibit space constitutes a contract between the Exhibitor and the Great American Beer Festival®. The terms and conditions governing the GABF are enclosed. Subject to the terms and conditions which are incorporated in and form a part of this agreement, and upon acceptance of this application by the GABF, the Exhibitor agrees to lease from the GABF an exhibit space in the Colorado Convention Center for the duration of the 2011 GABF September 29 – October 1, 2011.

BOOTH COSTS: The rental for each leased space shall be \$1,400, in U.S. funds. The total amount for exhibit rental must be paid upon acceptance of this exhibitor application. Payment should be sent with completed exhibit space application forms.

Exhibit spaces are 10' wide x 10' deep. Standard exhibit space includes one skirted and covered 6' x 2.5' table, one chair, pipe and draping, and signage with company name. Location will be determined by the Brewers Association.

You will receive an exhibitor kit from our festival contractor, Freeman Exhibit Services, about renting additional exhibit materials, services and electricity.

Prohibited products for exhibit space include but are not limited to: tobacco, beer (companies interested in entering beers should use the brewery registration form), and other beverages containing alcohol.

CANCELLATION: The applicant has a right to cancel this agreement with a full refund less, \$100 cancellation fee, by **August 1, 2011**. Cancellations made after this date will forfeit the entire amount of the exhibit space fee.

DEPOSIT: Each application must be accompanied by payment for the booth in full. Upon acceptance in writing of this application by the GABF and mailing or delivery of the Exhibit or copy hereof to the GABF, this agreement shall become binding and an enforceable contract between the parties. Use of the name "Great American Beer Festival" or that of any officer of said organization in recommendations of a product or service is expressly prohibited.

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GreatAmericanBeerFestival.com

BOOTH DETAILS

Cost: \$1,400 (In U.S. funds)

Space: 10' x 10'

Includes:

- 1 skirted and covered 6' x 2.5' table
- 1 chair; pipe and draping
- Signage with company name
- First 200 lbs. of on-site material handling

Badges: 3 included

The Great American Beer Festival
is presented by the Brewers Association
www.BrewersAssociation.org

