



2024 VENDOR APPLICATION GUIDE

BEVERAGE/FOOD/MARKETPLACE

Event Manager

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General Info

BrewHa Festival takes place in the Festival Area of Prince Arthur's Landing located on Sleeping Giant Pkwy, Thunder Bay, ON

Festival attendees are provided with a sampling glass. Beer and Alcohol Vendors must accept official BrewHa Festival tokens as payment for beverage samples. A glass cleaning station will be available for attendees. Food Vendors and Marketplace Vendors coordinate their own payment methods and must take cash as well as debit and/or credit. There is no ATM on site.

Attendance

Over the two evenings, we will have up to 4,000 in attendance. Depending on the variety of products being showcased, we expect sample counts per brewery to be between 2500 to 3000. For breweries, cideries and seltzers, each sample is 4oz, which amounts to approximately 230L to 370L per brewery (approximately 22 to 35 cases of 473ml cans or 8 to 12 - 30L kegs).

Vendor Tokens

Tokens are valued at \$2.50 each. 1 (one) token will be exchanged for a 4 oz pour of beer, cider and seltzer.

For more information, or to submit your product for premium pricing, please include product information, the alcohol content and your suggested sample size to token ratio, to Maureen (maureen@tbchamber.ca) for approval a minimum of 2 weeks prior to the festival.

Vendor Booth

Your booth must be staffed at all times during festival hours. If you require any assistance including extra product or ice, one of our Volunteers would be happy to assist.

All Vendors must maintain their booths in a respectable & organized manner and all accumulated trash and recycling must be bagged for pick-up throughout the event. Rubbish and recycling bags will be provided. Lost, stolen or damaged Festival property (chairs, tables, lights, etc.) will be charged back to the Vendor.

We encourage you to bring signage, tents, and branding materials that will help attract visitors to your booth. Vendors may not share exhibitor space, without the expressed written consent of BrewHa Festival management. Booth locations are subject to change based on the discretion of festival management.

Bring your own tent or contact Tents & Events <https://www.tentsandevents.ca/> to arrange a rental.

Each Vendor booth fee includes:

- One 10' x 10' or 10' x 20' space, dependent on approved registration
- One 8' table with 2 chairs.
- Entry to festival site for booth shift. Staff to arrive at Vendor/Volunteer entrance to check in and will receive a wristband. If they finish their shift and wish to stay on site, they can purchase a tasting glass and tokens. Employees who are not scheduled to work will not receive free admission. There are no exceptions. We will reach out 1 to 2 weeks prior to the festival for your staffing list.
- Overnight site security. (Each vendor is still responsible for their own security of all personal items during the festival weekend).
- One 110V electrical outlet (Please note: CSA approved extension cords are your responsibility). All cords need to be covered by a mat. (No tripping).
- Recycling and garbage bins.
- 1 vehicle parking pass for access.

If you have further requirements, please let us know.

Beer/Alcohol Vendors booths also include:

- A radio to call volunteers for more beer and ice.
- A cooler will be constantly stocked with ice. You get 10 bags free with your entry. Anything over 10 we will subtract from your token return (at \$3 per bag).

Beer/Alcohol Vendors

- All alcoholic beverage vendors must accept official 2024 BrewHa Festival tokens at face value (\$2.50).
- Only tokens are accepted as payment for beverage samples.
- Vendors must not give away or sell any glassware or cups of their own.
- Each token may be redeemed by the beer and alcohol Vendor with Festival Management for \$1.25 per credit. Trays will be handed out for token collection. Please put your tokens in these trays and we will provide you with your count as we visit each booth.
- ***Please submit your beer list to Maureen by email 2 weeks prior to the festival.*** We would like to share what will be available via social media prior to the festival.
- Reconciliation will occur within thirty (30) business days of the close of the Festival.
- To ensure proper and correct accounting of all products purchased and served under our Special Occasions Permit (SOP) we will be required to audit all vendor product consumption against beer token redemptions.
- **No cash or “free sampling”** transactions for alcohol are permitted between vendors and consumers. Failure to adhere to this policy will result in loss of vendor privileges without a refund.
- **Pouring staff must be 19+ and be smart serve certified.**

Food Vendors

- The Chamber of Commerce may use food vouchers to feed the staff and volunteers. The voucher will be signed by Chamber Management and will have a space for you to enter the amount and sign. At the end of the festival we will collect the vouchers and reimburse you.

- This is a 19+ event. In the case that you have staff who are under the age of 19 working this event, we will check them in at Volunteer/Vendor check-in but they will not be given a wrist band. The wrist band is a quick way for vendors to identify participants who are legally allowed to consume samples. All staff will need to have proof of ID. In the case of no ID we will assume the staff person is underage.

Vendor Parking

Vendor parking is located on-site. Please see Festival Area layout for parking locations. Each vendor will be provided 1 vehicle parking pass for access.

Important Details

1. Licence (let us promote you!)

- 1.1. The Vendor hereby grants a licence to BrewHa Festival to use, without further compensation, the Vendor's name, logo or other intellectual property supplied by the Vendor to or displayed at BrewHa Festival, in any and all promotional materials produced by BrewHa Festival, including but not limited to use on BrewHa Festival's website, flyers, press releases, photography, advertising, souvenirs, displays and the like.

2. Alcohol Control & Other Policies

- 2.1. Serving is only permitted to attendees wearing an official event wristband. Session colours will change each day.
- 2.2. All vendor staff must be wearing wristbands. Wristbands will be distributed at the Vendor/Volunteer gate prior to the start of each session.
- 2.3. Keep your booth/area tidy. If any garbage accumulates, please clean up. Volunteers can assist with the disposal of garbage and recycling.
- 2.4. Only recyclable disposable materials may be given to attendees. (ie. plant-based cutlery, paper-based plates, etc.). **Use of Styrofoam/plastic is prohibited.**
- 2.5. Food vendors may sell non-alcoholic beverages such as pop/soda, juice and water. We kindly ask that where possible, no plastic bottles be used. No alcoholic beverages can be sold by food vendor booths at any time. Ice is available for purchase through the Event.
- 2.6. In the event of an emergency or lightning storm, a temporary closure may take place. This call will be made by event management and City officials, and you will be advised of the closing and reopening procedures.
- 2.7. If you have any concerns or issues during the event, please bring them to the immediate attention of BrewHa Event Consultant, Maureen at 807-708-2434. She will be available to address any concerns and ensure they are promptly resolved.

Cancellations

There are no refunds for cancellations. Any vendor that does not comply fully with the Festival Policies and Regulations, as outlined in your vendor agreement, will immediately have their Vendor privileges cancelled without a refund.

Indemnification (the fine print)

1. "Vendor" means the legal entity, whether corporate or individual(s) entering into this Vendor Agreement for BrewHa Festival.
2. BrewHa Festival, its Officers and Directors, employees, consultants, agents, affiliates, sponsors, and the host facility (individually and collectively "Event Management", as the context requires), shall not be responsible for injury (including death), loss, expense or damage to persons, goods, equipment or decorations, caused by accident, or any other cause, either directly or indirectly, during load in and out preparations or during the Event's scheduled duration (July 5 – 6, 2024). This applies to any injury, loss or damage to persons, goods, equipment or decorations which occurs during transportation of goods, and/or other cause.
3. Event Management shall be in no way whatsoever liable to a Vendor, their employees, agents, invitees, guests, affiliates, successors or assigns (together, the "Vendor Agent") for their participation at BrewHa Festival.
4. Vendor hereby releases, indemnifies and holds harmless, Event Management, for any and all costs, losses, damages, expenses, liability, and legal costs (on a full indemnity basis) incurred by Event Management, or such one or more of them, as a result of the vendor agent's breach of any of the terms and conditions of this application, any policies imposed by the BrewHa Festival, any conditions of the SOP, and any applicable law.

Alcohol Control & Other Policies

1. Serving is only permitted to attendees wearing an official event wristband.
2. No over-serving of attendees is permitted as you learned in Ontario's "Smart Serve" certification. All servers must be "Smart Serve" certified. Are you from out of the province? Visit www.smartserve.org for more information. All Beverage Vendors must have the certification numbers of their staff on site during the event.
3. Vendors are not permitted to be under the influence of alcohol at any time while serving alcohol to attendees.
4. Only serve alcohol during event hours. No exceptions.
5. All vendors must abide by all local health, safety, alcohol, and fire regulations and all other laws at their cost.
6. Keep your booth/area tidy.
7. All Vendors must leave their booth at the end of the Festival hours in a clean/tidy manner. Not doing so will result in a possible cleanup fee.
8. Lost, stolen or damaged Festival property will be charged back to the vendor.
9. All vendors must have proper general liability insurance in the amount of five million dollars (\$5,000,000) for participation in the 2024 BrewHa Festival and must name "Thunder Bay Chamber of Commerce" and the "City of Thunder Bay" as "additional insured". Your policy must reflect the sale/distribution of alcohol.

Important Information

1. Upon receipt of a fully executed Vendor Application, you will receive an email confirming your payment and entry.
2. Full payment must be received by May 15, 2024 to confirm vendor space.
3. There are no refunds for cancellations.