

# Beer Festival FAQs

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**June 22<sup>nd</sup>, 2019 @ Cow Palace**

## Festival Times

- 3:00pm – 4:45pm: Vendor Set-Up (please do not arrive late!)
- 4:45pm: Set-Up Complete & Vendor Meeting
- 5:00pm: Doors Open to the Public (please do not arrive late!)
- 8:30pm: Last Call for Token Sales;
- 9:00pm: Close; VENDOR TEAR DOWN

## Admission

- \$10 in advance online; \$15 at the door
- More information & ticket/token purchase [oldsregionalexhibition.com](http://oldsregionalexhibition.com) or [oldsbeerfest.com](http://oldsbeerfest.com)
- Staff tending the booth will not need a ticket for admission

## Tokens

- Token will be sold at the door (ORE to provide POS terminal)
- \$2/token ~ typically samples are one (1) token with premium sampling being more as desired by the vendor; Token returned to ORE at completion of Festival

## Beer, Wine & Spirits

- No refrigeration provided but all ice is provided complimentary
- Vendors provide all sampling product and are welcome to use either cans or kegs
- Vendors to provide their own sampling cups (additional retail product can be purchased locally)
- All vendors must provide a copy of receipts for all product; ORE will collect at 3:45pm meeting to attach to AGLC Liquor Permit

## Cask Competition

- Vendors are invited to join the Cask Competition which features speciality unfiltered or unpasteurized beer
- Just Jacks sponsors the coveted “People’s Choice” Olds Beer Fest Champion Belt!

## Education Corner

- Vendor engagement (brewmasters, taproom experts, owners, etc,) with guests
- SWAG provided by vendors for games, draws, etc. (ie: caps, glasses, t-shirts, key chains, etc.)

## Food Service & Entertainment

- Event Co-Sponsor Boston Pizza will offer ever so delicious pizza that is a great pairing with your favorite craft beer
- Concession will be open and ready for business featuring some of the best culinary options
- Music, adult themed games & door prizes ongoing throughout the evening
- ORE Official Host Hotel ~ Pomeroy Inn & Suites can be booked with discount code “ORE”

# Social Media

- Check out our Social Media Campaign ~@oldsbeerfest
  - **Increase Awareness** of Craft Industry!
  - **Engage Guests** in an authentic Craft Sampling Event!
  - **Celebrate** the Alberta Entrepreneurial Spirit!

