



PA FLAVOR

the ultimate beer & food pairing

VENDOR APPLICATION

Savor the flavors of Pennsylvania by joining us, the Brewers of Pennsylvania, the Department of Agriculture's PA Preferred Program, and the American Culinary Federation, at PA FLAVOR. At this April 28 event you will experience the freshness and flavor of PA's best craft beers and artisan food products paired under one roof for your enjoyment.

PA FLAVOR

ABOUT THE SHOW

PA FLAVOR is presented jointly by the Brewers of Pennsylvania, the Department of Agriculture's PA Preferred Program, and the American Culinary Federation and is designed to showcase the many unique beer and food offerings in Pennsylvania.

This event brings together up to 40 Pennsylvania breweries along with 20 PA Preferred food producers and 20 PA Preferred restaurants in a unique sampling event with all vendors intermingled in a 45,000 square foot space.

Up to 1600 food and beer aficionados from the Mid-Atlantic region will be in attendance at PA FLAVOR. Attendees will be able to sample from all vendors and be able to purchase take home items from all food producers, as well as sample the numerous beers brewed from around the state and partake in restaurant samples featuring Pennsylvania beer and PA Preferred food items.

This event will be promoted state-wide via all participating breweries, via the Brewers of Pennsylvania (www.pabrewers.com) and PA Preferred websites, along with numerous online sites.

EVENT DETAILS

Date: Saturday, April 28, 2012

Event Time: 1-5 p.m.

Set-up Time: 10 a.m. the day of the show only.

Location: The Main Hall of the Pennsylvania Farm Show Complex (Main Hall East Entrance or Main Hall West Dock Entrance)

Site Details: A 45,000 square foot open site plan with sampling stations each featuring breweries, PA Preferred food producers and PA Preferred restaurants.

VENDOR PRICING

10' x 10' Booth - \$150

BOOTH SPACE INCLUDES

8' Back wall drape

8' table

2 chairs

Electricity (Optional: \$45)

APPLICATION PROCESS

Total cost is due with application.

All applications received before April 6 with full payment may choose to be placed next to a brewery. There are a limited number of these spaces available, so act quickly.

All applications MUST BE received no later than the end of day on Friday, April 20.

Exhibit Space contracted is subject to cancellation unless full payment is received by the deadline.

Send Application with payment to: ATTN: Heidi Howard, Pennsylvania Restaurant Association
100 State Street, Harrisburg, PA 17101



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COMPANY INFORMATION

Company Name _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Website Address: _____ E-Mail _____

Contact Name _____ Title _____ Date _____

AUTHORIZED SIGNATURE: _____

By signing above, the individual signing this contract represents and warrants that she/he is duly authorized to execute this binding contract.

YOUR PRODUCT DESCRIPTION

EXHIBIT FEES _____ \$150.00 PER 10' X 10' BOOTH
The rental fee for the exhibit space includes a 10 x 10 floor space; standard pipe and drape. The fee also includes one 6 ft table and 2 chairs.

We require _____ booths at \$150.00 per booth = \$ _____

We require electricity at \$45.00 per booth (*extension cords not included*) = \$ _____

Total Payment Due = \$ _____

Exhibit fees are non-refundable

PAYMENT

- MasterCard • Visa • AmEx • Discover (Check may be made payable to Brewers of Pennsylvania.)

Name on Card: _____

Number on Card: _____ CVV2: _____ Expiration Date: _____

*Please fax this sheet to 717.236.1202 or mail to:
ATTN: Heidi Howard, Pennsylvania Restaurant Association
100 State Street, Harrisburg, PA 17101*



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