

A glass of beer with a thick head of foam sits on a dark, circular plate. A silver fork is placed to the right of the glass. The background is a warm, golden-yellow gradient. The text 'PA FLAVOR' is written in large, white, outlined letters across the middle of the image.

# PA FLAVOR

*the ultimate beer & food pairing*

## **BREWERY 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 May 4 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 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, the Brewers of Pennsylvania websites, PA Preferred websites, and [www.paflavor.com](http://www.paflavor.com) along with numerous online sites.

## EVENT DETAILS

**Date:** Saturday, May 4, 2013

**Event Time:** 1-2 p.m. - VIP Reception including butler passed hors d'oeuvres and **extra specialty cask and craft beers**

2-5 p.m. - **General Admission**

**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.

## SPECIAL BREWERY INFORMATION

Each participating brewery will receive a \$100 stipend toward two (2) half barrels for this event. We ask each participating brewery supply one (1) case or one (1) sixtel of specialty beer for the VIP Reception.

Beer samples will be served from your booth with brewery representatives on hand to answer any questions attendees might have.

## BOOTH SPACE INCLUDES

8' Back wall drape

8' table

2 chairs

Electricity (Optional: \$45)



the ultimate beer & food pairing

## BREWERY INFORMATION

Brewery 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 (PLEASE LIST THE BEER YOU WILL BE SERVING)

*Bring one case or sixtel of special beer for the VIP Reception.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## BREWERY STIPEND \_\_\_\_\_ \$100.00

We require electricity at our booth for \$45.00 to be withdrawn from our stipend. *(extension cords not included)*  
*Please indicate the address and who the check should be made payable to below:*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please donate my stipend to Brewers of PA.

Do you require overnight accommodations for Friday or Saturday night?

*An event representative will contact with information regarding overnight accommodations.*

## HOLD HARMLESS CLAUSE

The exhibitor indemnifies and agrees to hold harmless both the promoter(s) and sponsor(s) of the events and the operating association/facility working in conjunction with the promoter(s) and sponsor(s), and the legal entities which own, lease, and/or operate the operating association/facility, their members, officers, directors, and employees against any or all damage to property or personal injury or loss caused by the exhibitor or his agents, representatives, employees or any other person. If the Expo premises are destroyed by fire or any other cause, whatever makes it impossible to conduct PA Flavor, the exhibitor contract will terminate and the exhibitor will waive any claim for damages or refunds.

YOUR SIGNATURE DENOTES YOUR UNDERSTANDING OF THIS CLAUSE X \_\_\_\_\_

## FOR MORE INFORMATION PLEASE CONTACT

**Ed Yashinski** Phone: 717.534.1297 • E-Mail: edy@troegs.com

*Please fax this sheet to 717.236.1202 or mail to:*

*ATTN: Heidi Howard,  
Pennsylvania Restaurant  
& Lodging Association  
100 State Street,  
Harrisburg, PA 17101*



**the ultimate beer & food pairing**