



2011 Milwaukee Firkin Festival

Celebrating Milwaukee's Brewing Heritage

Presented by: East Town Association and Brew Fest Partners

Hand-Crafted Market Exhibitor Information & Application

Event Details:

2011 Firkin Festival
www.milwaukeefirkin.com
www.easttown.com/events/firkin-fest

Location:

Cathedral Square Park
([CLICK HERE](#) for map)
Downtown Milwaukee, WI

Date & Time:

Saturday, July 23, 2011
General Admission: 3:00pm-7:00pm
VIP Reception: 2:00pm – 3:00pm

Synopsis:

The 2nd Annual Milwaukee Firkin Craft Beer Festival is a celebration of Milwaukee beer, past, present and future. We know our beer is great now... but the future looks pretty *firkin* bright from where we're sitting. **Firkin Fest** is a one day celebration of Craft beers, the heritage of Milwaukee Brewing and the environment and its resources. Over 50 cast beers will be „on-tap,“ represented by Wisconsin's best microbreweries. New for 2011 is the "Hand-Crafted Market", Cask Tasting Tent, Historic Milwaukee Brewing Exhibits & Tours, Brew City Breweriana Show and Home Brew All-Stars.

Firkin Fest draws over 2,000 beer loving attendees to Cathedral Square Park, located in downtown Milwaukee. The demographic of the audience includes, but is not limited to beer aficionados, home brewers, local micro-brewers and people who love Milwaukee & Wisconsin beer culture, tradition and history.

Eligibility:

The "Hand-Crafted Market" is open to all artisans 21 and over who exhibit work of original concept, design and execution. All items must be beer related. While we desire primarily hand-crafted items, we will accommodate select vendors with collectibles and/or vintage merchandise that are for sale.

Desired items: Items that represent Wisconsin/Milwaukee beer history &/or culture, Wooden Mugs, Ceramic Steins, Hand-Blown Glasses, Hand-Forged Bottle Openers, Jewelry made from Bottle Caps, Beer Soap, Décor or Functional items made from bottle caps, can tabs, aluminum or steel cans, etc., Illustrations, Painting or Screen-printed items with beer related theme...etc. etc.

Why hand-crafted merchandise?

Like the tradition of many of the microbreweries that will be at the event, we like home-grown, hand-crafted, small batch merchandise. We seek inventive items made by hand opposed to mass produced gadgets or promotional goods.

Submission Requirements:

- Completed, signed application form along with non-refunded application fee
 - \$15 non-refundable application fee (\$75 submission fee is payable once you are accepted to the show)
 - 5 Photos (3 photos representing your merchandise, 1 photo of your work in progress, 1 photo of your booth setup)
 - Wisconsin Department of Revenue Vendor/Sellers Permit
 - Vendor must provide current email address
 - Self-Addressed Stamped Envelope for return of photographs and acceptance status letter
- APPLICATION DEADLINE:** Friday, June 24th or until space is filled.
Start of Acceptance Notification: Saturday, June 25th (via email, with informational package to follow via USPS)
NOTIFICATION PACKAGES WILL BE SENT: THURSDAY, JUNE 30TH
Absolutely no submissions will be reviewed after Saturday, July 16th

Jurying:

All entries will be reviewed by a juried committee to determine appropriateness and artistic merit based on theme, craftsmanship and originality. Exhibitors must submit up to 5 images that represent their product. Jurors will review the images in conjunction with a written description of your work.

Acceptance:

Notification of acceptance will be sent via email on Saturday, June 25th. We will notify you by email regardless of the status of your acceptance. If you are accepted, in addition to an acceptance email you will receive an exhibitor packet in the mail outlining essential information, also included will be an event contract that you will need to sign and return, along with your submission payment of \$75.

Exhibitor Space:

Firkin Fest is an outdoor beer festival held rain or shine. Exhibitor spaces measure approximately 10x10" (grass area). Tenting is recommended but not required. Each exhibitor is responsible for supplying and erecting their own displays. You may opt to purchase a double booth space. Exhibitors can request a single 110v outlet for their space. The cost for electricity is \$25 per space. Exhibitors must supply cord & power strip if electrical power is requested.

Load-In/Out:

Exhibitors can load in on Saturday, July 23rd from 12:00pm to 2:00pm. All vendors must be ready by 2:00pm (start of VIP reception). You are not allowed to break down before the close of the festival (7:00pm). Please bring enough products to sell for the five hour duration of the event. Upon acceptance Exhibitors will receive a package outlining the park layout and parking information.

Event Admission:

Each Exhibitor will receive up to (2) admissions for entrance to the festival (a \$80 value). Please list on the application the names of the vendors that will be on-site during the event.

Firkin Fest Exhibitor Application

(PLEASE PRINT CLEARLY)

Name of Business & Contact Person

Vendor #1 (can be the same as contact person)

Vendor #2

Mailing Address

City, State Zip

Email Address

Cell-Phone Number

Website (optional)

WI Seller/Vendor Permit #

Business License Number

CATEGORY:

_____ Hand-Crafted or _____ Collectible &/or Vintage
_____ 2D _____ 3D _____ Mixed Media

Description of Item(s) being sold:

Application Fee and Booth Fee:

Please include a \$15 non-refundable application fee. If you are accepted a booth fee of \$75 must be mailed to address below by Friday, July 8th

RELEASE AND HOLD HARMLESS:

I hereby submit this application to become a "Hand-Crafted Market" exhibitor at the Milwaukee Firkin Cast Beer Festival (herein referred to as "Firkin Fest") I agree to abide by the Exhibitor Agreement & Festival rules. By signing this application, I, the undersigned, hold Brew Fest Partner and East Town Association, its agents, employees or contractors, harmless for any injury I may sustain or may cause to be sustained by others, or any loss of property that may occur with any activity at or associated with "Firkin Fest" or as a "Hand-Crafted Market" exhibitor.

I have read, understand and agree to the rules and regulations of "Firkin Fest". Any modification of this agreement shall be null and void unless said modification is set forth in writing by the said parties.

Signature of Vendor _____ Date: _____

In order to process this application, the agreement must be signed, dated and returned. Any applications received without the agreement signed will be considered void and will not be processed. No application is complete without payment. Brew Fest Partner and East Town Association reserve the right to refuse any applicant for any reason with or without cause.

Make check payable to: East Town Association

Return payment and form to: **Attn: Art Nomination Committee**

East Town Association
770 N Jefferson St # 3
Milwaukee, WI 53202-3701

Electronic Submission: art@milwaukeefirkin.com

Email submissions must attach images (not to exceed 2MB). Email submissions must include application form and images. To be considered for the festival, payment of a non-refundable application fee of \$15 must be sent to the address above by Friday, June 24th. If filed electronically, please include a hard copy of your application form along with payment.

Milwaukee Firkin Craft Beer Festival 2011 EXHIBITOR AGREEMENT

The Exhibitor agrees to each and all clauses set forth in this agreement and identified in the "Firkin Fest" application herein incorporated by reference. Failure by the Exhibitor to abide by any clauses set forth in this agreement of the 2011 Milwaukee Firkin Craft Beer Festival, (hereinafter known as "Firkin Fest") and/or the authorized agents of the Brew Fest Partners and the East Town Association, the right to (1) immediately terminate this agreement (2) require the Exhibitor, immediately upon notice of violation of this agreement, to cease operations and vacate the premises, and (3) forfeit any and all fees paid to the "Firkin Fest" for the right and privilege of participating as an Exhibitor. No clauses of this agreement may be changed in any way or altered without the written, signed permission of the "Firkin Fest".

ABOUT YOUR BOOTH:

"Firkin Fest" agrees to provide each Exhibitor with a 10 x 10" grass space in Cathedral Square Park. The Exhibitor must supply their own tents, tables, chairs and (if electrical cords/power strips if power is requested).

All tents and booth structures must abide by safety measures to ensure the tent/booth is adequately secured in case of bad weather or strong winds.

Out of fairness and consideration of all Festival participants, Vendor acknowledges and agrees to only utilize such space contained within the confines of its booth, and not to extend beyond 3 feet directly in front of its booth, for any sales, distribution, or other solicitation by the "Firkin Fest" participant.

"Firkin Fest" reserves the right to place Exhibitor in a booth location at the complete discretion of the festival organizers. "Firkin Fest" will have sole and complete authority to place the participant in any location on the festival grounds. "Firkin Fest" cannot speculate, nor control, the popularity of one area of the Festival over the other.

Exhibitor shall not sublet their space to anyone.

Exhibitors are solely responsible for the security of all items in their booth at all times.

REQUIREMENTS:

Exhibitors must provide their Wisconsin Seller's Permit number on the application.

Exhibitor certifies that it maintains adequate liability insurance to cover any and all occurrences which may result in the damage or injury to any person who may be a patron within the confine.

Exhibitor acknowledges and understands that they are responsible for sales and use tax and shall in no way hold "Firkin Fest" or its representatives responsible for any type of permits other than for the festival itself. Vendor is responsible for the acts, and all costs associated with, any and all its employees and volunteers. Exhibitors are responsible for vending their product, including purchase transactions. Vendors are responsible for cash on hand to make change.

RESTRICTIONS:

Exhibitor agrees and acknowledges that household pets, amplified sound, barbecue grills, within or around your designated booth space is strictly prohibited. Any violation herein shall be considered a material breach of this agreement by the Exhibitor and shall result in immediate termination of this agreement and forfeiture of any and all fees paid to "Firkin Fest". Additionally, the Exhibitor acknowledges and agrees that any material of an adult nature shall be displayed subject to the Federal, State, and Local rules, laws, and regulations regarding the display of such materials which may be considered obscene or objectionable for view by minors. Exhibitor shall not display, offer for view or sell any illegal or contraband items, nor any items that are unlicensed and/or copies/interpretations of licensed or registered items at any and all sites and operations.

In accordance to Wisconsin State Law, no food, drink or any sort of consumables may be sold by "Hand-Crafted Market" exhibitors (sorry...no pretzel necklaces).

CLEAN UP:

Exhibitor agrees and acknowledges to abide by all directions by the "Firkin Fest" which seeks to protect the environment and infrastructure of Cathedral Square Park and the safety of Festival patrons. Exhibitor hereby acknowledges its liability, and agrees to compensate the "Firkin Fest", for any damage(s) caused by, including but not limited to, its representatives, agents, employees, volunteers, members, vehicles, equipment, materials, objects to the environs and infrastructure of the park which causes "Firkin Fest" to pay for the repair, replacement, or other remuneration to the "Firkin Fest" for such damage to the environment or infrastructure of the park.

Exhibitor upon vacating their booth space(s) will ensure that their space shall be free of any and all trash, refuse, recyclables, and merchandise with such being placed in the appropriate containers. Failure of the Exhibitor to clean their booth site may result in the future denial of Exhibitor participation.

ADVERTISEMENT, SIGNAGE & USAGE OF NAMESAKE:

"Firkin Fest" reserves the right to prohibit, within any Exhibitor booth or on the festival grounds, the display, advertisement, or other promotion of any business, company, or organization which may be in conflict with a current "Firkin Fest" sponsor or preferred vendors.

Exhibitor shall not display, offer for view, take orders for, sell, or solicit for donation any items that use the text "2011 Milwaukee Firkin Craft Beer Festival". Even when printed with other words, Exhibitor shall not offer phrases, logos or artwork with any variations of these words.

REFUNDS, ACTS OF GOD & REPRESENTATION:

Cancellations / Refund Policy / No Shows: A 75% refund will be given with a written request received by June 10, 2011. No refunds will be given for any request received after June 10, 2011. Fees will not be refunded for acts of God, weather or events beyond the control of "Firkin Fest."

Exhibitor understands that "Firkin Fest" has no control over weather, acts of God, acts of terrorism, or governmental intervention, or any other cause that may prevent and alter &/or interrupt the festival. Participants shall hold the "Firkin Fest" harmless for any losses that could arise because of such event.

"Firkin Fest" makes no representation or guarantees towards actual festival attendance.