

Brewing Summit 2010 Exhibit Order Form

Rhode Island Convention Center • Providence, Rhode Island

Two Meetings Back-to-Back with a Combined Exhibition June 17–19

ASBC Annual Meeting June 15–18 • MBAA Convention June 18–20

Exhibit Hours*

Set-Up	Wednesday, June 16	2:00 – 6:00 p.m.
	Thursday, June 17	7:30 – 9:00 a.m.
Exhibits Open	Thursday, June 17	11:30 a.m. – 2:00 p.m.
	Friday, June 18	8:30 – 10:00 a.m.
		11:30 a.m. – 2:00 p.m.
	Saturday, June 19	11:30 a.m. – 2:00 p.m.
Take-Down	Saturday, June 19	2:00 – 5:00 p.m.

* Hours are subject to change

Exhibit Information

The exhibit includes an 8' x 10' booth space along with an identification sign. You will receive an Exhibition Service Kit in March 2010 from which you may order additional display items and services including electricity. The exhibit hall is carpeted.

The exhibit package also includes two (2) complimentary exhibitor registrations for the entire Brewing Summit programming taking place June 15–20. The complimentary registrants will also receive a ticket to the party taking place on Friday, June 18. Additional exhibitor registrations will be available at the exhibitor price when registration opens in March 2010.

1. Company Information

Please provide information exactly as it should appear in print in the list of exhibitors. Please print clearly.

Company Name _____
Address _____
City _____
State or Province/Country _____ Zip/Postal Code _____
Telephone _____
Facsimile _____
Website _____

1a. Forward a 100-word (approximately 745 character count) description of your product or service for inclusion in the ASBC and MBAA communications by March 9, 2010, to landerson@scisoc.org. Descriptions received by April 16, 2010, will be included in the Program Book. After this date, descriptions will be printed in the Program Addendum, which is distributed at the meeting.

2. Exhibit Contact Information

Person to receive further exhibit information.

Name _____
Title _____
E-mail _____

Please complete information below if address is different from company information in item 1.

Company Name _____
Department/Division _____
Address _____
City _____
State or Province/Country _____ Zip/Postal Code _____
Telephone _____
Facsimile _____

3. Product Categories

Please check appropriate categories below.

Raw Materials and Ingredients for Beer and Malt Production

- Antioxidants - 105
- Chillproofing agents - 110
- Clarifying agents - 115
- Coloring - 120
- Defoaming agents - 125
- Enzymes - 130
- Flavoring - 135
- Foam aids - 140
- Hops - 145
- Malt - 150
- Stabilizer - 155
- Yeast, fermentation cultures - 160

Instrumentation & Supplies

(please list)

- Laboratory instruments - 100

- _____
- Laboratory supplies - 175

- _____
- Online instruments - 200

Processing Equipment (please list)

- Brewing - 300

- _____
- Filtration - 400

- _____
- Packaging - 500

- _____
- Utilities - 600

- _____
- General - 700

Services & Educational Products

- Analytical testing - 805

- Cleaning services - 810

- Pest control - 815

- Publications - 820

- Sensory - 825

- Software - 830

- Technical/consulting - 835

- Test kits - 840

- Training - 845

- Water treatment - 850

Brewing Summit 2010 Exhibit Order Form (continued)

4. Exhibit Placement

Please list your major competitors and other considerations for exhibit placement.

5. Payment Information (U.S. Dollars Only)

Exhibit Space: A \$750 deposit must accompany all order forms to reserve exhibition space. Balance must be paid by March 9, 2010, to guarantee space and, listing in the ASBC and MBAA communications.

Payment Enclosed

- Exhibit in full – \$1,500 × _____ (Indicate 1 booth or 2) \$ _____
- Exhibit Deposit – \$750 × _____ (Indicate 1 booth or 2) \$ _____
- Sponsorship (Indicate amount) \$ _____
- Bronze \$200 – \$1,500
- Silver \$2,000 – \$3,000
- Gold \$3,500+

Apply my sponsorship contribution toward:

- ASBC Party (Wednesday)
- Combined Party (Friday)
- MBAA Party (Saturday)
- Exhibit Hall Food and Beverage
- Coffee Breaks
- ASBC (Wednesday–Thursday)
- Combined (Friday)
- MBAA (Saturday–Sunday)

Total \$ _____

Payment Type

- Check enclosed, payable to Brewing Summit 2010
- Charge my credit card (this credit card will automatically be charged the remaining balance on March 9, 2010):
- VISA MasterCard American Express

Card No. _____

Expiration Date (month/year) ____ / ____

Signature _____

Name of Cardholder _____

6. Contact Me About

- Sponsorship Opportunities Advertising

7. Important Payment Dates

- Deadline for payment in full is **March 9, 2010**.
- A 100% refund will be made for all space cancelled on or before **March 9, 2010**.
- A 50% refund will be made for space cancelled after **March 9, 2010**.
- No refunds after **April 21, 2010**.

8. Contract Agreement

We agree to abide and be bound by the terms, conditions, rules, and regulations of the Brewing Summit exhibition.

Name (please print) _____

Signature _____

Company _____

Questions? Contact

Barbara Divver
+1.239.410.8615
barbara@fernmanagement.com

Return this form to:

Brewing Summit 2010 Exhibits
5123 Kernwood Court
Palm Harbor, FL 34685 U.S.A.

Telephone: +1.727.942.4503

Facsimile: +1.727.942.4570

www.asbcnet.org • www.mbaa.com

Brewing Summit Regulations and Liability Statement

1. Exhibit Package

Each Brewing Summit 2010 exhibit package includes one 8' deep x 10' wide carpeted exhibit space, one company identification sign, two (2) free program registrations to the Brewing Summit 2010, and two (2) tickets to the ASBC/MBAA combined party on Friday night.

2. Admission

Entrance to the exhibit hall is by Brewing Summit 2010 name badge only. Each exhibit package comes with two (2) free program registrations to Brewing Summit 2010 and two (2) tickets to the ASBC/MBAA combined party on Friday night. Registration forms must be filled out by each attending exhibitor, complimentary or paid, when registration opens in March 2010. Additional exhibitor registrations and event tickets may be purchased when registration opens.

3. Exhibit Shipping, Set Up and Staffing

Exhibit shipments CANNOT be received at the convention center prior to the set-up day due to storage limitations. C.O.D. shipments CANNOT be accepted anytime. Exhibitors must have their exhibit set up prior to the opening of the show. Move-in and move-out times for exhibitors and the decorating company will be strictly adhered to so that additional rental charges are avoided. Exhibitors must staff their exhibit at all times during the exhibit hours. Failure to adhere to the above will cause forfeiture of space. No refunds on space will be made after April 21, 2010, and Brewing Summit 2010 will have the right to use the space for whatever purpose they deem appropriate.

4. Fire and Safety

All exhibits or portions thereof, must fully comply with applicable health, fire and safety regulations. No combustible decorations, such as crepe paper, tissue paper, cardboard or corrugated paper, shall be used at any time. All materials and fluids which are flammable must be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not allowed without the written permission of the Fire Prevention Bureau.

5. Conduct of Exhibits

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made inside the exhibitor's area. Canvassing, solicitation of business or the use of advertising materials or signs by firms other than those who have contracted for space is prohibited. The distribution by exhibitors of circulars, catalogs or other advertising materials for firms which are not exhibitors is prohibited. Brewing Summit 2010 has the right to decline or prohibit any display or portion thereof which in the opinion of the Brewing Summit 2010 Exhibit Manager is not proper in keeping with the character of the exhibition. Brewing Summit 2010 may restrict displays which, because of noise, acts, odors, costumes, gimmicks, method of operation, materials or for any reason, become objectionable to the exhibition. In the event of such restriction or eviction, Brewing Summit 2010 is not liable for any refunds or rentals or other exhibit expense.

6. Contests, Games, Raffles, and Lotteries

Exhibitors may not offer or give attendance, door, or other similar prizes in the exhibition space or adjacent area. Contests, lotteries, raffles, and games of chance are prohibited. All "giveaways" shall be of a nominal monetary value and in keeping with the nature of a scientific and professional meeting.

7. Care of Building and Equipment

Nothing shall be posted, tacked, nailed or screwed or otherwise attached to columns, walls, floor, or other parts of the building or furniture. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor. Exhibitors will be responsible for any damage to persons or property caused by reason of their exhibits, employees, agents, or servants.

8. Character of the Exhibit

Displays may consist of equipment, services, materials and products (within limitations stated elsewhere on this form) of interest to the Brewing Summit 2010 registrants. Character of Exhibit. The display area is limited to the exhibit space purchased by the exhibiting company, e.g., 8' x 10', 8' x 20', 16' x 20', etc. Exhibit heights are restricted to 8'. Nothing may be suspended above the exhibit.

9. Cancellations, Indemnification, Subletting

This application shall become a binding contract between the parties hereto upon its acceptance by Brewing Summit 2010. It is understood and agreed that in the event of the cancellation of Brewing Summit 2010 or in the event the space assigned to the exhibitor is, in the opinion of Brewing Summit 2010's Exhibit Manager, rendered unusable by any cause, casualty, or occurrence, then and thereupon this Agreement shall terminate and the exhibitor shall pay for said space only up to the time of said termination, pro rata, and the exhibitor hereby waives any claims for damages or compensation should this Agreement be so terminated. Exhibitor agrees to protect, indemnify, and hold harmless Brewing Summit 2010 from any and all liability, loss, damage or expense resulting from the exhibitor's use of the exhibition space. This Agreement and the rights herein granted to the exhibitor may not be assigned or otherwise disposed of or encumbered by the exhibitor without the written consent of Brewing Summit 2010.

10. Insurance and Liability

Insurance, if desired by exhibitors or required by the convention center, must be obtained at their own cost and expense. Brewing Summit 2010 and its agents and employees assume no risk and by the acceptance of this agreement the exhibitor expressly releases them of and from any and all liability for any damage, injury, or loss to any person or goods, from any cause whatsoever. All property shipped to and from the convention center or drayage firm by the exhibitor for installation or display is the sole responsibility of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

11. General

Brewing Summit 2010 reserves the right to rearrange the floor plan and/or relocate any exhibit. The Exhibit Manager of Brewing Summit 2010 has the right to enforce any and all portions of these rules and policies. In interpreting these rules and policies, particular attention will be given to preserving the professional and educational nature of the exhibit.

12. Sampling of Product

Exhibitors are permitted to offer samples of their products to attendees, as long as the sample does not exceed 3 ounces. The Rhode Island Convention Center has strict rules in place governing the sampling of alcoholic beverages. Exhibitors wishing to provide samples out of their exhibit, must notify the Brewing Summit meeting manager at least three weeks in advance of the Summit, for approval.

Permitted at Exhibits

1. Educational sales literature.
2. Sales premiums, souvenirs, handouts, etc.
3. Instruments and/or equipment must be self-supporting and/or can be set on a table.
4. Table drapes are acceptable, but signs cannot be set on the floor in front of the table.

Prohibited at Exhibits

1. No large display materials/equipment are allowed outside the exhibit dimensions of 8' deep x 10' wide x 8' high (or the space you have purchased). Eight-foot height restrictions apply to all exhibit sizes.
2. Please refrain from excessive frills.
3. Storage of boxes is not allowed behind tables.
4. No solicitations, interviews, and/or distribution of literature can be done outside the confines of the exhibitor's individual table-top area.
5. No food preparation.
6. Plumbed water access is not available in the exhibit hall.

A full refund will be made for space cancelled on or before March 9, 2010. A fifty-percent refund will be made on cancelled space after March 9, 2010. No refund after April 21, 2010. All cancelled space shall revert to the possession of Brewing Summit 2010.