



Master Brewers Conference

October 28–30 | Hilton Cleveland | Cleveland, Ohio

Exhibit Reservation Form

COMPANY INFORMATION

Company Name _____

Contact Name _____

Contact Email _____

Telephone _____

Address _____

City _____

State/Province/Country _____

Zip/Postal Code _____

Facsimile _____

URL (Web address you would like Master Brewers to use for any promotional material)

PRIMARY EXHIBIT CONTACT

Name _____

Email _____

Please complete information below if contact information and address are different from Company Information above.

Company Name _____

Department/Division _____

Telephone _____

Address _____

City _____

State/Province/Country _____

Zip/Postal Code _____

Facsimile _____

EXHIBIT FLOOR INFORMATION

Please list companies from which you prefer to be separated:

EXHIBIT FLOOR PLACEMENT

The 2021 floor plan will be available online at a later date. As soon as it is available, paid exhibitors will have first choice of booths by booth type and Master Brewers involvement.

RATES IN USD

	WBC Exhibitor (through February 26, 2021)	Early Rate (through April 30, 2021)	Regular Rate (through meeting start date)
8'x10**	\$2,500	\$3,000	\$3,500
Premium Beer Booth*	\$3,000	\$3,500	\$4,000

*Includes: One 8'x10' booth, an identification sign, and one complimentary exhibitor registration.

EXHIBIT PAYMENT

Invoice Me

Send me bank wire transfer details

Check enclosed (in U.S. funds and is payable to Master Brewers, drawn only from a U.S. bank)

When you provide a check for payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.

Charge my credit card (check one below)

American Express Discover MasterCard Visa

Card Number _____

Expiration Date _____
(Month / Year)

Name of Cardholder _____

PAYMENT TERMS

Payment must be received within 30 days of reservation. To pay by credit card, please contact Rhonda Wilkie with credit card information: +1.651.994.3820.

PLEASE RETURN THIS FORM TO:

Brianna Plank
3352 Sherman Court
Ste 202
Saint Paul, MN 55121
bplank@scisoc.org or fax: +1.651.454.0766

QUESTIONS?

Brianna Plank
Director, Business Development
+1.651.994.3819
bplank@scisoc.org
mbaa.com



UNITED WE BREW

2021 MASTER BREWERS CONFERENCE • EXHIBIT POLICIES AND REGULATIONS

EXHIBIT SPACE CONTRACT: Please read Exhibit Policies and Regulations prior to signing this contract. Signature of the Primary Exhibit Contact on the contract will constitute agreement of the Exhibiting Company to comply with these policies.

CONTRACT MUST INCLUDE: Name of organization, Name, Address, Phone, Email of Primary Exhibit Contact, Deposit per payment schedule

RESPONSIBILITIES/LIABILITIES: The primary Exhibit Contact will have the authority to act on behalf of the Exhibiting Corporation (Exhibitor) in space reservation transactions with Master Brewers (Society). The Signature of the Primary Exhibit Contact is required on this Contract and binds the Exhibitor and its representatives to all regulations and terms of this document and constitutes a binding agreement. The Society must receive written notice of change of the Exhibitor's Primary Exhibit Contact, when applicable.

The Exhibitor assumes entire responsibility and agrees to protect, indemnify, defend, and save the Society and its agents harmless against all claims, loss or damage to persons or property, arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the Exhibit premises. The Exhibitor indemnifies and agrees to hold the Exhibit Facility and the legal entities which own, lease, and/or operate the Exhibit Facility, their members, officers and directors, and employees, harmless against any and all liability whatsoever arising from any or all damage to property or personal injury caused by Exhibitor or its agents, representatives, employees, or any other person. Contract for Exhibit Space at this Brewing Summit indicates the applicant's willingness to abide by all accompanying exhibit terms and conditions and general regulations listed as well as such additional rules and regulations as the Society deems necessary for the success of the exposition, provided these latter do not materially alter the Exhibitor's contractual rights. Upon receipt of payment, the invoice issued to you represents a binding contract.

FINALIZATION OF EXHIBIT RESERVATION: Contracts for Exhibit spaces are subject to the approval of the Society. The Society reserves the right to offer or refuse exhibit rental to potential Exhibitors. Exhibit space assignments will be on a first-come, first-served basis.

INDIVIDUAL EXHIBITOR REGISTRATION: Entrance to the exposition is by Master Brewers 2021 name badge only. The Primary Exhibit Contact will receive copies of all preliminary and program announcements to facilitate Exhibit and accommodation registrations.

CANCELLATION: Cancellation by an Exhibitor will result in forfeiture of exhibit fees paid to date. In the event the Exhibit is cancelled by the Society for any reason, the liability of the Society shall be limited to a refund of all monies paid by the Exhibitor as the exhibit rental fee less Exhibitor's share of expenses incurred by the Society to the date of cancellation.

EXHIBITOR SERVICES KIT: The electronic Exhibitor Services Kit (ESK) will be available online approximately eight weeks prior to the event. The ESK will include the necessary forms you will need to order furnishings, audio-visual equipment, janitorial service, graphics, internet, labor, and electrical service.

BOOTH SELECTION PROCESS: Master Brewers will use a process that considers (1) when your order and payment are received, if applicable. (2) separation from competitors, (3) advertising and sponsorship dollars. Master Brewers will make the final booth selections.

SHIPPING INSTRUCTIONS: All freight charges must be prepaid. Since the Facility does not have capabilities to receive display materials or the accommodations to store empty shipping crates, the Exposition Services Company (Decorator) will serve as the official drayage contractor. Information on the consignment of your freight, customs, and bills of lading will be included in the online ESK.

LABOR AND SAFETY: The Decorator's ESK will contain order forms for labor. The Society will enforce set-up and tear-down policies to minimize interference with other meeting functions and to maximize safety, as well as the quality and amount of exhibit hours. Please be familiar with these policies before signing the contract. The Exhibitor is responsible for knowledge of and compliance with all fire, safety, and union requirements as noted in the ESK.

INSTALLATION OF EXHIBITS: Any Exhibit not unpacked by the end of set-up time will be placed in storage and cannot be returned until the close of the Exposition the first day, or the Exhibit may be reordered to be set-up by the Society. No refuse may be placed in the aisles after the final cleaning. Please do not litter the floor, in the exhibits, or aisles after cleaning.

DISMANTLING: No packing or dismantling of Exhibits will be permitted prior to the published tear-down time.

LIABILITY: Neither the Society, the Facility, nor the Decorator or their agents can assume responsibility for any loss or damage to exhibits, equipment, rental furnishings/equipment, or aisles after cleaning.

INSURANCE: Insurance on all Exhibits is the responsibility of the Exhibitor. Neither the Society nor its agents, assigns, or assignees, will assume any responsibility for property loss, damage, personal injury, or other claims related to the Exhibitor's stand. Exhibitors are required to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.

FIRE PROTECTION: All materials used in the exhibit area must be flameproof and fire resistant. All displays are subject to inspection by the Fire Marshall.

SPECIAL EFFECTS AND PRESENTATION: Operational equipment, audio-visual and sound/attention getting devices and effects must not interfere with the activities of the meeting and other Exhibitors. The Society reserves the right to determine at what point sound constitutes interference, and if it must be discontinued. Professional presenters or models may conduct product and service demonstrations. Demonstrators are to be straightforward and professional and must avoid the use of theatrical gimmicks such as magicians, robots, pantomimists, balloons, etc.

The use of live or recorded music, including but not limited to music on videotapes, by the Exhibitor for any purpose under this contract is prohibited.

CONDUCT OF EXHIBITS: The character of the Exhibit is subject to the approval of the Society. The society retains the right to refuse the applications of Exhibitors not meeting standards required or expected, as well as the right to curtail Exhibits or parts of exhibits which reflect unfavorably upon the character of the meeting. Non-professional products or services are not to be displayed.

TERMINATION OF EXHIBIT RIGHTS: In the event the Exhibitor, its contractors, agents or employees fail to comply with any of the provisions hereof, or otherwise detract from the general educational character of the meeting, the Society shall be permitted and empowered to terminate the Exhibitor's right hereunder, and evict and remove the Exhibitor and contractors hired by the Exhibitor from the premises, in which event the Exhibitor shall not be entitled to any refund of amounts paid hereunder.

PROHIBITED PRACTICES: Canvassing/distributing advertising materials outside the Exhibitor's own exhibit space. Solicitation of business, or conferences in the interest of business, except by Exhibitors. Operation of unprotected x-ray equipment, UV sources, or sources of ionizing radiation. The use of billboard advertisements, display of signs, and/or balloons outside the exhibit area unless approved by the Society. Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the meeting. Entry into another Exhibitor's exhibit space, examination, or photographing of another Exhibitor's exhibit without permission. No Exhibitor may suspend or hang display materials or signs from the ceiling above their exhibit space or island exhibit. Display materials and/or signs may also not rise above the 8'/2.44m height registration of the exhibit booth (9'/2.895m for island exhibits).

EXPOSITION SPACE SPECIFICATIONS: All regulation exhibit spaces are 8'x10'. For 8'x10' exhibits, no sidewalls or counters may exceed 36" in height, except in the back 1/3 of the exhibit space. Background and display materials are limited to 8' in height and must not protrude from the back drape/wall more than 36". All exhibits include an 10' high back drape and a 3' side wall/rail adjoining the neighboring exhibit. Corner or end-cap exhibit spaces have the option of installing/not installing the 3' side rail. In-line exhibits have two, 3' side rails. All exhibits (except islands) include: one identification sign. End-cap and island exhibits have the option of building out their exhibit (per Brewing Summit specifications) and no pipe and drape would be provided, except if the Exhibitor requests it. Background and display materials are limited to 8'/2.44m in height; 9'/2.895m in height for island exhibits. Booth carpet, lighting, electrical, internet, audio-visual equipment, water, cleaning, and refrigerators are not included in the exhibit space rental fee. If an exhibitor plans to install a display (custom, pop-up, or tabletop), no part of the display may project out of the booth space so as to obstruct the view of adjacent exhibit booths. No exhibit, or its contents, may exceed a back wall height of eight feet (8'). Side wall height restrictions are as follows: the exhibit cannot exceed a height of eight feet (8') within three feet (3') from the back wall. The remaining exhibit height cannot exceed the height of three feet (3'). Raw wood, cardboard, or similar materials for "wings" to displays must be covered or painted if they are visible to the adjacent exhibit booth. Please be advised that these restrictions apply to all exhibits.

No exhibit may span an aisle by roofing or floor covering. Exposed or unfinished sides of an exhibit and/or pop-up display must be draped or positioned in your stand to present an attractive appearance. The Decorator, with the approval of the Society, will provide draping deemed necessary and charge the Exhibitor accordingly. The aisles are property of all Exhibitors. Space must be left within each exhibit area to absorb the viewers.

Any exhibitors offering food and/or beverage sampling must have approval from the venue's Food & Beverage Department. The exhibitor must work through the F & B Department and is responsible for all fees incurred and involved.