



# Beverage Vendors

## 2024 Logistics + FAQs



Edmonton Craft Beer Festival  
*Edmonton Expo Center*  
March 8 & 9, 2024



Calgary International Beerfest  
*BMO Center - Stampede Park*  
May 3 & 4, 2024

Thank you for joining us for ABF's upcoming events - The Calgary International Beerfest & Edmonton Craft Beer Festival! Below are some important details about festival logistics and frequently asked questions. To ensure that you maximize the value of your participation, read this information carefully and share with your team!

Please understand that ABF must enforce all AGLC, AHS, Fire and Police rules and policies. ABF will continue to update this document to reflect policy and rule changes and share it with all participating vendors.

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# 1. Important Dates & Times

## Edmonton Craft Beer Festival

- **Dates**
  - March 8 & 9, 2024
- **Location**
  - Edmonton Expo Center - Halls B + C
- **Set-Up**
  - Thursday, March 7 - 1PM to 7PM
  - Friday, March 8 - 10AM to 3:30PM (vehicles must be removed by 2:30)
- **Take-Down**
  - Saturday, March 9 - 10PM to Midnight
  - All items must be removed from the venue immediately following the festival!
- **Festival Hours**
  - **Session #1**
    - Friday - 5PM to 10PM
  - **Session #2**
    - Saturday - Noon to 4:30PM
  - **Session #3**
    - Saturday - 5:30 to 10PM

## Calgary International Beerfest

- **Dates**
  - May 3 & 4
- **Location**
  - BMO Center, Stampede Park - Halls D,E,F
- **Set-Up**
  - Thursday, May 2 - 1PM to 7PM
  - Friday, May 3 - 10AM to 3:30PM
- **Take-Down**
  - Saturday, May 4 - 10PM to Midnight
  - All items must be removed from the venue immediately following the festival!
- **Festival Hours**
  - **Session #1**
    - Friday - 5PM to 10PM
  - **Session #2**
    - Saturday - 12PM to 4:30PM
  - **Session #3**
    - Saturday - 5:30 to 10PM



## 2. What Does My Booth Space Include?

- Each Beverage Vendor's Booth includes the following:
  - 10x10 Space (8' pipe & drape black background)
  - 1 x 8' table with covering and skirting
  - 4 x Exhibitor Passes / Session (Passes emailed approximately **1 week** prior to each festival)
  - 10 x Promo Passes for Session #2 (Saturday Afternoon)
    - Passes emailed approximately **1 month** prior to each festival.
- Items that can be ordered through the venue:
  - Electrical
  - Parking Passes
  - Banner Hanging (from the ceiling)
  - Additional tables, chairs
- ABF will provide venue order forms for all additional products in updates leading up to the festival

## 3. How Do Sample Tokens Work?

- Both festivals are strictly sampling events.
- All samples must be exchanged for sample tokens and no cash sales are permitted.
- Maximum Sample Sizes
  - Beer, Cider, RTDs - 4 ounces
  - Spirits - ½ ounce
- Sample tokens are \$1.00 each.
- Minimum of 2 tokens per sample.
- ABF will collect the sample tokens from vendors at the end of each evening.
- You will receive \$0.50 per sample token collected.
- A breakdown sheet of sample tokens collected per session and rebate cheques will be mailed to each sampling vendor no later than two weeks following the completion of both festivals.

## 4. How Do Vendors Order Products?

- **Ordering Through Sobeys Liquor**
  - Sobeys Liquor is the sponsor of both festivals and will be accepting orders from all vendors that are serving alcohol.
  - Order forms will be attached to all updates 6 weeks in advance of each festival.
  - Follow the ordering instructions carefully and follow up with Sobeys Liquor directly if you have any questions related to ordering your product through Sobeys Liquor for the festival(s).
  - *Only vendors that order product through Sobeys Liquor will have access to cold storage*
- **Order Through Your Tasting Room**
  - If you have the appropriate AGLC license you are permitted to order and deliver the product to the festivals directly.
  - You must provide ABF with the invoice and receipt of payment for ALL products that you are sampling at the festivals before you are permitted to begin sampling your product.
  - AGLC will have inspectors at all festivals to ensure that the product being served has been purchased for the purpose of sampling at the festival.
  - *Only vendors that order product through Sobeys Liquor will have access to cold storage*

## 5. What Volume of Product Do Vendors Pour?

- **Below are the estimated number of samples poured per session according to the 2019 festivals:**
  - Average Number of Samples Per Session = 600\*\*
  - 1800 samples in total per festival
  - \*\*Based on assumption that all samples were 2 sample tokens each
  - Note - this is an average! Some vendors will serve more, and others will serve less.

## 6.AHS - Policies + Reminders

- All vendors must have hand sanitizer at their booth!
- Who **DOES NOT** have to complete AHS Forms?
  - Beverage Vendors that are strictly serving alcohol
- Who **DOES** have to complete AHS Forms?
  - Beverage Vendors that are using garnishes with their samples (i.e. fresh fruit or vegetables).
  - If you require AHS forms, please contact Mark at [m.kondrat@albertabeerfestivals.com](mailto:m.kondrat@albertabeerfestivals.com).

## 7.AGLC - Policies + Reminders

- No minors allowed in the venue - this includes working at booths in any capacity!
- No consuming alcohol behind your booth for any reason.
- Products **cannot** be “pre-mixed” - all cocktail samples must be prepared on-site.
- All vendors serving alcohol must have **Proserve** - and you must have proof.
- All samples must be exchanged for sample tokens and no cash sales are permitted.
- Maximum Sample Sizes
  - Beer, Cider, RTDs - 4 ounces
  - Spirits - ½ ounce
- Sample tokens are \$1.00 each
- Minimum of 2 tokens per sample
- It is your responsibility to read and understand all AGLC Rules & Regulations prior to the event.

## 8. Fire Department - Policies + Reminders

- All canopies must be approved for indoor use
  - ALL canopies must have a tag (***attached to the canopy***) clearly indicating that it is approved for indoor use and has a “**SC-109**” rating.
  - Be sure to have this confirmed prior to bringing your canopies to the festivals!
- All Display Vehicles
  - Must have less than ¼ of gas in the tank - no exceptions!
  - Gas gauge must be functional.

## 9. Frequently Asked Questions

- I need my product chilled - how do we do this?
  - All vendors that order product through Sobeys Liquor will have access to cold storage
  - There is no cold storage available for vendors that do not order their product through Sobeys liquors for the Edmonton Craft Beer Festival and Calgary International Beerfest.
  - There will also be ice available to order at the festivals (\$10 per large bag).
- I need to rent or purchase a draught unit - how do I do this?
  - Contact Craig Sorrette with Everclear Draught Services
    - [everclear@shaw.ca](mailto:everclear@shaw.ca)
- Are we allowed to sell merchandise at the festival?
  - These are sampling festivals - ***selling product is not permitted.***
- I have more questions - who should I contact?
  - Please email [m.kondrat@albertabeerfestivals.com](mailto:m.kondrat@albertabeerfestivals.com) with any questions or comments!