



General Exhibitor Guide

Event Contacts

*Haben is on maternity leave, so Faron will be filling in as the drink and general exhibitor coordinator for now. Things might take a little longer than usual, but we really appreciate your patience!

Food Exhibitor - Food Coordinator (Off-Site)

Matthew Surina: 905-537-2309

Food@iheartbeer.ca

Drink Exhibitor - Festival Manager (Off-Site)

Faron Benoit: 519-732-9125

Faron@iHeartBeer.ca

General Exhibitor - Festival Manager (Off-Site)

Faron Benoit: 519-732-9125

Faron@iHeartBeer.ca

On-Site - Floor Managers

Bernie Martin - Exhibitor Manager

Ben Strasser - Token and Main Entry Manager

Faron Benoit - Critical Response Manager

Communication: Bernie Will be your main contact at the event, his job is to make sure that all exhibitors are taken care of. In case of an emergency, there will be a manager at the front doors and at the token booth or you can reach out to Faron Benoit (519-732-9125), the crisis response manager who will be on the floor as well.

Warning - Bannable Offenses

Unloading: Once you've unloaded your belongings at the loading dock, please remove your vehicle **immediately**. Our setup window is very limited, and efficiency is crucial. Exhibitors who do not follow unloading procedures will be removed from future invitation lists.

Treatment of Staff and Volunteers: Please treat all staff with dignity and respect. We understand this can be a stressful environment, but there is never a reason to speak down to or yell at volunteers or

event staff. We have a zero-tolerance policy regarding this behavior. Bernie is extremely patient—but if you somehow manage to piss him off, odds are... you're the one in the wrong

Check Cashing: For exhibitors taking part in our token-based system: all cheques are post-dated to the Wednesday after the event. Yes, we've even had exhibitors sneakily alter the date to cash them early. Cashing your cheque prior to the post date will earn yourself a very fast trip to Banville—no future festival invites included.

Ice Theft: Yes, we've caught vendors taking ice from the back when they ran out of vouchers and yes we've caught vendors taking 2-3 bags of ice and only submitting one voucher. Obviously theft of any kind, even for a \$10.00 bag of ice isn't tolerated. If you're that cheap, stay home and as always getting caught will land you on our shit list and shipped to Banville.

Constant Power Issues: Yes, we know power is stupid expensive. That said, if you're repeatedly tripping breakers and impacting power for other exhibitors, you risk being removed from the tour permanently. If Bernie is spending hours trying to fix an obvious power issue—or if your setup negatively affects other vendors—we'll have no choice but to send you straight to Banville.

Exhibitor Intoxication: If you're Smart Serve certified, you already know the rules—no drinking at your booth. Non-drink exhibitors don't technically fall under the same regulations, but professionalism still applies. Bernie is there to support you, not babysit. If you think it's a good idea to grab six staff passes for your buddies so they can 'hang out' and get drunk in your booth (yes, this actually happened), do not pass go—proceed directly to Banville.

Supplies, Equipment & Ordering

Tables: 1 - included in booth fee.

Chairs: 1 - included in booth fee

Linen: 0 - not included in booth fee, it's BYO linen.

Ice: 1 Bag per day for food exhibitors and 2 bags per session for drink exhibitors - included in booth fee. Ice comes in 20-25 pound bags or 3 x 7-8 pound bags depending on the city.

- Ice Vouchers can be found in your welcome package. Use your vouchers to collect your bags of ice at the token booth before and during the event.
- If you think you'll need more than 4 bags, make sure to order through the portal under 'Ordering.' Yes, we do stock extra bags, but it's first-come, first-served. And exhibitors using ice in their drinks—stop pretending to be on a budget, order extra ice. Your cocktails will thank you.
- Drink exhibitors using jockey boxes, you should be fine with 4 bags, drink exhibitors pouring from cans, four is cutting it close especially if your beer is arriving at room temperature and you're busier than the average exhibitor.
- When ordering extra, please send a friendly email after you've ordered the ice so we can process it right away on our ordering form so we don't miss it for the event.
- Exhibitors who consistently require additional ice at an event but don't order in advance will be limited to the amount of extra ice provided.

Parking: 0 - No longer included in the booth fee. We will do our best to find the cheapest parking for you within the vicinity of the venue.

Power: If you require a dedicated plug for food warming or beer pouring, power can be ordered through the link in the portal. Often, ordering in advance will save you money so please keep an eye out for dates and pricing.

Exhibitor Wristbands: 2 - Included in the booth fee. If you need more, pop by the token booth and they'll set you up at no charge.

Sink & Drain: One sink and drain will be located within the event space. Please dump your water/beer in that specific drain.

Carts: Some carts will be available but we highly recommend bringing your own portable cart to quicken YOUR loading and unloading process.

Garbages: Exhibitors are expected to bring their own trash receptacle and bags. Place your garbage in front of your booth and garbage bags will be cleared at the end of the event unless otherwise stated in the important section of the exhibitor portal.

Hand Washing Stations: All food vendors must have a temporary hand washing station. If you've never set one up before, please use the following link for reference.

<https://cms2.revize.com/revize/athenscch/Temporary-Hand-Washing-Station.pdf>

Fire Extinguishers: If your cooking device involves any heat, you will need to bring a fire extinguisher. No gas burners of any kind are permitted within the venue for heating or cooking.

Cooking Devices: Please make sure you are up to date on fire code regulations. If you are unsure if your devices are considered acceptable you can either reach out to the Cities Fire Department or the food coordinator. The fire department will be making inspections and we will side with their ruling so make sure you're prepared as you are liable for such events.

Documentation + Info

The portal itself has everything you need for a simple and easy festival process.

Dates, Times + Venue: Venue, location, event + setup + teardown times are located directly on your exhibitor portal.

SOP: Drink Exhibitors need this for their receipts/invoices. The Special Occasion Permit (SOP) number for the event must be on your invoice or receipt and we'd appreciate it if you highlight it so we can easily find it. This is an Alcohol and Gaming Commission of Ontario (AGCO) requirement and they often come to our events and inspect our invoices. If you are unfamiliar with this process, do not hesitate to contact us and we can help you out.

Festival Floorplan: The floorplan is finalized one week prior to the event. We often have to make changes so we usually don't release it too early. It's important to know your booth number and booth location **PRIOR** to arriving so that it quickens our unloading process.

Insurance Requirements: Every exhibitor requires proof of insurance. This is a requirement for every festival and it should cost you zero dollars. Sometimes you may have to pay a supplemental fee if your insurance coverage isn't adequate for the event's requirements. This is the one thing you should do far in advance because it can take some time to acquire.

Loading Dock Directions: We provide loading dock directions because oftentimes the dock might be on a separate road or off to the side. Don't rely on the venue address and wing it the day of the festival.

Parking Directions: Depending on the city and venue, parking can be a pain. So we often provide parking info to make your festival experience as efficient as possible.

Exhibitor Guide: Last but not least, our exhibitor guide. If you're reading this, bravo you've found it. Every exhibitor should read this once in their life. Every festival is the same so as long as you go over the proper documentation on the exhibitor portal, no need to read this over and over again.

Exhibitor Checklist: A handy list of items exhibitors often forget—because it's always better to be overprepared than underprepared.

Token System + Reimbursement

Tokens: I Heart Beer uses a token-based system. Each GREEN token is valued at \$2.50 (Includes HST) and is to be used for all food and drink exhibitors.

Beverage Sampling: Basic beer and cider can be purchased for 1 token for a 5-ounce sample, that's the minimum you should charge. Special beers, wines & spirits can be purchased for 2+ tokens. Double pours for 2 tokens for beer are permitted.

- There is only one official sampling glass and it is a 10-ounce plastic cup with a 5-ounce and 10-ounce marker fairly visible within the cup graphic. If a glass issue occurs, we have a 10-ounce recyclable plastic backup. You will be notified if we have to resort to backup cups.
- We understand that pouring on the line consistently is difficult and pouring slightly above the line is acceptable. If you are caught pouring full glasses for one token, you will be given one warning and if you are caught a second time, you will be removed from the event.

Food Sampling: Our recommendation is 2 food options, both with a ½ portion and full portion price based on the \$2.50 token value.

Reimbursement: Vendors collecting tokens will be given counting trays and a reimbursement package roughly **2 hours (8:00 PM)** prior to the end of the event or sooner if requested.

- Each token tray holds 50 slots of 10 tokens for a total of 500 tokens. When tokens are inserted into the tray slots, there should be no wiggle room, if there is wiggle room, you either are putting them in wrong or a token is missing to fill the slot.
- We recommend allocating one staff member to start filling out the trays roughly one hour before the event ends. Once the

event is finished, please bring your trays and the package to the token tent near the main entrance. Please do not bring your token trays to the token booth prior to 9:45 PM.

- Trays will be counted and exhibitors provided reimbursement in a quick and efficient manner.
- A token reimbursement statement will be provided with your token count and revenue split.
- Since there is a percentage and not a set booth fee, no invoice will be provided.

Safety + Security

If you have any issues with an attendee during an event, there are 2-4 security & 2 Police located within the main venue and you are guaranteed to find security stationed at the main entrance/exit at all times. You'll always find an I Heart Beer Manager at the token tent or the box office as well.

You have full rights to refuse samples to individuals who are too intoxicated or being belligerent and we will 100% back you up on any disputes with a ticket holder.

If an issue arises at the end of an event, Security will be on the premises till 11:00 PM just in case a ticket holder refuses to leave or harasses any vendor staff while they are packing their stuff.

If you have any questions or concerns, please don't hesitate to contact your festival coordinator.

Feedback + Concerns

We love hearing from you! If something went sideways at an event or you have a bright idea on how we can do better, don't hold back—your feedback helps make things smoother for everyone. Reach out to any coordinator; we actually want to hear from you.

Many of our best improvements came directly from vendors like you, and rest assured: speaking up has never landed anyone in Banville. Your satisfaction isn't just important—it's how we keep the party going.