



2025 Exhibitor Guide

Event: 2025 Toronto I ♥ BEER + Taco Festival

Location: Enercare Centre (HALL A)

Address: 100 Princes' Blvd #1, Toronto, ON M6K 3C3

Date: Saturday, February 15, 2025

Time(s): SAT - 1:00 PM to 10 PM

Event Contacts

Option 1A - Food Coordinator (Off-Site)

Matthew Surina: 905-537-2309

Food@iheartbeer.ca

Option 1B - Drink Coordinator (Off-Site)

Haben Tekie: 519-489-2656

Haben@iheartbeer.ca

Option 2 - Floor Managers (On-Site)

Bernie Martin - Exhibitor Manager

Ben Strasser - Main Entry & Exit Manager

Nathan Middleton & Matt Mannen - Token + Staff Managers

Option 3 - Festival Manager (On and Off-Site)

Faron Benoit: 519-732-9125

Faron@iHeartBeer.ca

Primary Details

SOP #: Available on the Exhibitor Portal under the Download Section

Days: 1

Sessions: 2

Expected Attendance: 4,000 to 4,500 people between 2 sessions

Event Time: 1:00 PM to 10:00 PM

Arrival Unload Time: 9:00 AM to 12:00 PM

Departure Loading Time: 10:10 PM to 11:50 PM

SOP Time: Same as Event Time

Event Payment System: The event is using a token-based system. Each **GREEN** token is valued at **\$2.50**

Drink Sample Sizes: The official glass is a 10-ounce plastic cup with a 5-ounce & 10-ounce marker. 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.

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 festival manager who will be on the floor as well.

Ice: Ice will be available for pickup at the token tent before and during the event. Each drink exhibitor will have access to 2 bags per session and food exhibitors will receive 1 bag per day unless otherwise stated on the application form. Your vendor packages will contain your ice vouchers. You'll need to provide an ice voucher to get a bag of ice. If you need extra ice, we have limited amounts of ice available for 4 tokens per bag.

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

Power: If dedicated power is required, there is a link on your exhibitor portal.

Garbages: Drink exhibitors are expected to bring their own trash receptacle. Place your garbage in front of your booth and garbage bags will be cleared at the end of the event.

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

Checklist

- **(ALL) A physical copy of your insurance certificate** with the additional insured is required. Please see the document in the downloads section on your exhibitor portal for the additional insured. This insurance certificate should be provided for free by your insurance provider.
- **(DRINK) Receipt or invoice** of alcohol brought to the event with the **SOP # on the receipt/invoice**. These are AGCO rules, not ours.
- **(FOOD) A fire extinguisher if you are warming food or using any type of heat** (this is a Fire Department requirement)
- **(FOOD) A temporary hand washing station.** This is a requirement from EVERY city health department. If you've never made a temporary hand washing station before, please reach out to your coordinator for more info.

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- **(ALL) A cart if you have one.** We do have 4-6 carts at the event, but having your own cart would speed up your loading and unloading process.
 - **(ALL) A copy of the loading dock directions.** You can find them on your exhibitor portal.
 - **(ALL) A copy of the parking directions.** We will be providing a copy in your welcome package but we recommend having a copy just in case. This can be found in the download section of your exhibitor portal.
 - **(ALL) String lights,** preferably battery-operated or rechargeable. It can get dark in the venue and not every venue will have receptacles around for normal strands of lights.

Event Schedule

SATURDAY

- **9:00 AM to 12:00 PM** - Unloading time for all exhibitors if needed.
- **10:00 AM** - Ice will be ready near the token booth for pickup. Use the vouchers given to you in your welcome package to redeem your ice.
- **11:00 PM** - Event Begins
- **9:45 PM** - Last Token Sale
- **9:50 PM** - Last Call
- **9:55 PM** - Last pour
- **10:00 PM** - Event ends
- **10:05 PM** - Hand in filled token trays with reimbursement packages to the box office area to receive your reimbursement cheque. When handing over the token trays, please take out the cheque and sheet and place it in front of the token counter.
- **10:30 PM** - Pack up and go home

MISC Details

(DRINK) SAMPLING CUP

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.

IMPORTANT NOTE: 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.

SOCIAL MEDIA

Official Event Hashtag: **#iHeartBeer**
Location: **Enercare Centre (HALL A)**

Instagram Event Account: **@iHeartBeerCA**
Facebook Event Account: **@iHeartBeerCA**

MONETARY SYSTEM (TOKEN BASED)

There is only one official physical I Heart Beer Festival token and it is a \$2.50 token. The token is **GREEN** and has the festival logo embossed on both sides of the token.

EXHIBITOR WRISTBANDS

Each booth comes with 2 red vendor wristbands. The wristbands allow you to get in and out of the hall without any issues. Wristbands will be in your welcome package. If you are missing a wristband or need additional wristbands, please visit the token or Box Office booth.

COOKING DEVICES (FOOD)

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 Matthew (Food@iheartbeer.ca). 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.

FIRE EXTINGUISHERS (FOOD)

If your cooking device involves any heat (such as chafing dishes) you will need to bring a fire extinguisher. No gas burners of any kind are permitted within the venue for heating or cooking.

HAND WASHING STATIONS (FOOD)

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>

PRODUCT ESTIMATES

The Wednesday prior to the event, we will update the numbers on the exhibitor portals so that both food and drink vendors can approximate the amount of product needed for the event. If we sell out early, there will be one final estimate based on Max ticket sales.

EXHIBITOR ICE

Ice will come in 20 to 25-pound bags and can be picked up near the token booth. Your welcome package contains all your ice vouchers for the event. If you ordered additional vouchers through the application form, they'll be in the

welcome package as well. We cannot guarantee that we will have extra ice available for you once your vouchers have run out.

Unloading + Loading

UNLOADING

All vendors have a **3-hour** open window to unload their vehicles from **9:00 AM to 12:00 PM**.

LOADING DOCK DIRECTIONS

Please find Loading Dock Directions on your exhibitor portal.

PARKING & DIRECTIONS

Please find the Loading Dock Directions on your exhibitor portal.

When arriving at the loading dock, you'll receive a welcome package with your ice vouchers, wristbands, a copy of the parking directions, and a parking pass. The parking lot is a 4-minute walk from the Convention Centre.

LOADING

The event ends at 10:00 pm on Saturday and there will be a two-hour window to load your belongings and head out. Vendors will have access to carts on a first come first serve basis which is why we recommend bringing your own to speed up the process.

Money 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.

I 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. **DO NOT BRING YOUR TRAYS TO THE TOKEN BOOTH UNTIL THE EVENT HAS ENDED.**

I will count the trays and provide reimbursement in a quick and efficient manner to exhibitors who accept tokens.

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.

Feedback + Concerns

We appreciate your feedback on how we run things. Sharing any negative experiences you may have had at an event or offering some input on how we can improve is always greatly appreciated. We want your experience to be as easy and seamless as possible and we strive to provide the best food and drink experience both for attendees and our exhibitors. Never hesitate to reach out to Haben (Haben@iheartbeer.ca) if you have something you want to share.

Many of our improvements have been implemented due to your feedback and no vendor has ever been blacklisted or ignored after expressing their concerns about a specific experience. Your satisfaction is paramount to our success.

Safety + Security

If you have any issues with an attendee during an event, there are 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.

THANK YOU for being awesome!