



2025 Guelph Drink Exhibitor Guide

Festival Information

BASIC INFO

- **Official Festival Name:** Guelph I ♥ BEER Festival
- **Theme(s):** Support Local
- **Festival Code:** GUE25
- **Days:** 1
- **Sessions:** 2
- **Festival Date(s):** Saturday, April 26th, 2025
- **Festival Sessions:** 2
- **Location:** Sleeman Centre
- **Location Address:** 50 Woolwich St, Guelph, ON N1H 3T9

HOURS

- **Event Hours:** Saturday - 12:00 PM to 5:00 PM & 5:00 PM to 10:00 PM
- **Unloading Hours:** 8:00 AM to 11:00 AM
- **Setup Hours:** 8:00 AM to 11:30 AM
- **Teardown Hours:** 10:10 PM to 11:55 PM

ATTENDANCE INFO

- **Projected Attendance:** 1,800 (900 + 900)
- **Festival Max Possible Attendance:** 2,000
- **Venue Capacity:** 1,000

MAIN EXHIBITOR FEES

- **Cancellation Fee:** \$250.00 + Tax
- **10x10 Booth Space Fee:** \$0.00 + 40% Revenue Split

BOOTH FEE INCLUSIONS

- **Table:** 1
- **Chairs:** 1
- **Staff Passes:** 2+
- **Ice:** 2 Bags Per Session (20+ Pounds Per Bag)

NOT GUARANTEED BUT WE'LL DO OUR BEST

- **Power Plug for LED Lights :** 1

EXTRAS

- **Extra Ice:** \$10.00 (20+ Pound Bag & Includes Tax)
- **Extra Chair:** \$6.50 + HST
- **Extra Table:** \$19.95 + HST
- **Black Linen:** \$19.95 + HST
- **Extra Exhibitor Passes:** \$0.00

Cancellations

We are one of the very few festivals that don't charge an initial fee to participate and because of that we have some of the highest cancellation rates in the industry. Starting in 2026 and beyond, if you've been accepted to an event and cancel at any time and for any reason after the initial acceptance, the exhibitor will have to pay a \$250.00 + Tax cancellation fee before participating in any other I Heart Beer event. It sucks that we have to do this but we have a business to run and I'm sure exhibitors would prefer we go this route instead of charging an upfront booth fee.

Checklists

MUST HAVE ITEMS CHECKLIST

- ☐ Printed Copy of Insurance Certificate (**Except for London, ON**)
- ☐ Product Invoice/Receipt with the SOP # on the Invoice/Receipt
- ☐ Product + Pouring Equipment
- ☐ Signage to display products being served + pricing
- ☐ Buckets and/or containers for foam, spillage, etc
- ☐ Proof of Smart Serve for all staff serving alcoholic beverages.

HIGHLY RECOMMENDED ITEMS CHECKLIST

- ☐ Portable Cart/Dolly for load/unload - we have limited carts and a cart/dolly would help make things much quicker for you and your team. Better to have one even if you don't need it then to not have one and need it.
- ☐ Copy of the Vendor Guide (You're reading it - Located on Exhibitor Portal)
- ☐ Copy of the Exhibitor Services Floor Plan (Located on Exhibitor Portal)
- ☐ Copy of Official Festival Floor Plan (Located on Exhibitor Portal)
- ☐ Loading Dock Directions (Located on Exhibitor Portal)
- ☐ Parking Lot Directions (Located on Exhibitor Portal)
- ☐ Container for your tokens
- ☐ Garbage Bag(s) for cleaning up your booth/empties after the event
- ☐ Bottled Water - It's important to stay hydrated throughout the event + venues are very dry.
- ☐ Paper towel + cleaning supplies
- ☐ 10x10 **branded** canopy
- ☐ **LED** string lights - Costco has great ones
- ☐ Extension cords to reach power supply

RECOMMENDED ITEMS CHECKLIST

- ☐ Merchandise for additional revenue
- ☐ Advil/Tylenol for headache/pain relief

NON PERMITTED ITEMS CHECKLIST

- ☐ Amplified sound or any item that may create sound such as a whistle, etc
- ☐ Strobe Lights or any lights that project outside of your booth area

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- ☐ The sale of food at the event.
 - ☐ Disrespectful and non compliant staff

Event Contacts - For Basic Needs

EVENT CONTACTS - BASIC REQUESTS

Option 1 (Prior or Post Event) - Drink Coordinator (Off Site)

Haben Tekie: 519-489-2656

Haben@iheartbeer.ca

Option 2 (During Event) - Floor Managers (On Site)

Bernie Martin - Exhibitor Manager (Roaming)

Ben Strasser - Main Entry & Exit Manager (Box Office)

Nathan Middleton - Token Manager (Token Booth)

Matt Mannen - Staff + Floor Manager (Roaming)

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

Faron Benoit: 519-732-9125

Faron@iHeartBeer.ca

EVENT CONTACTS - EVENT EMERGENCIES

Option 1 - Festival Manager + Crisis Management (On and Off Site)

Faron Benoit: 519-732-9125

Faron@iHeartBeer.ca

Option 2a - Visit the token booth or box office as there is always a coordinator on site at those locations throughout the festival. They'll contact Faron and Bernie

Option 2b - Any security guard located at the entrance, exit or within the facility. They'll have a radio and can reach out to their supervisor who will reach out to the festival manager.

Festival Process

1. **Arrival:** You have a 3 hour window to unload your stuff. Upon arrival, you'll receive an envelope with ice vouchers and 2 exhibitor wristbands. There will be a table with 2 small bins. Please place your certificate of insurance and your Invoice/receipt with the SOP # on it in the appropriate bins. For most venues, it is recommended to bring your own dolly/cart to quicken your unloading process.
2. **Unload:** Once you've unloaded, it's imperative that you remove your vehicle from the loading dock area to allow other exhibitors to enter the area. The envelope will have your booth number on it to assist you in finding your booth. Using the floor plan, you should have a general idea of your booth location.
3. **Parking:** Follow the instructions provided to you on the exhibitor portal to get to an ideal parking lot close to the event venue.
4. **Setup:** Once you've unloaded and parked your car, you can now begin to set up your 10x10 allocated space. All exhibitors should be ready to go 30 minutes prior to the start of the event.
5. **Ice:** Once set up, your next step will be securing ice to keep your product cold. Ice vouchers are in the envelope provided to you upon arrival and can be redeemed at the **token booth** two hours prior to the event. Each drink vendor receives 4 vouchers for a 1 day + 2 session event. Additional vouchers are added if requested for a fee on the application form you filled out to participate in this event.
6. **Sink and Drain:** As an exhibitor, we know you may need access to city water and a drain for dumping. The location can be found on your exhibitor floor plan.
7. **5 Minute Warning:** Four minutes and fifty-two seconds prior to the event starting, the DJ will play Thunderstruck by AC/DC to give all exhibitors a heads up that the event will be beginning momentarily.
8. **Switchover:** We do not stop the event between session #1 and #2. We do a gradual transition and if the venue becomes too crowded, we begin to remove session #1 attendees from the venue and will ask all exhibitors to stop serving session #1 attendees. They're easily identifiable by the colour of their wristband.
9. **Token Sorting:** At 3:00 PM, token trays will be handed out to exhibitors. We recommend you take advantage of the lull prior to the start of session #2 to start filling trays. Each tray holds 500 tokens and a tray takes one person roughly 5-6 minutes to fill. If you need additional trays, please visit the token booth.
10. **Last Pour:** Last pour is at 9:55 PM and all exhibitors are expected to stop serving attendees after that time.

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11. **End of The Event:** Once the event ends, all lights will be turned on 100%. At that point you can begin taking down your tent and bringing your token trays to the designated area for token counting.
 12. **End of Night Reimbursement:** For exhibitors part of our token system, we will count the token trays and provide you with a check on the spot. The check is postdated to the Wednesday after the event.
 13. **Garbage & Empties:** All garbage bags and empties that you don't wish to bring home with you, please place them nicely in front of your booth and the venue will dispose of them properly.

Ordering Additional Items

- **Application Form:** You'll have the option on the application form to mention what extras you'll require for the event. Our drink coordinator will then reach out and verify all the info provided is correct and how to proceed for ordering all your extras.
- **Invoicing:** Exhibitors requiring extras for multiple events may be sent an invoice for payment for efficiency.
- **Timeline:** Payments for any extras need to be done no later than 14 days prior to the Festival.
- **Ice:** Extra ice can be ordered directly on the portal.
- **Tables:** Extra tables can be ordered on the portal.
- **Chairs:** Extra chairs can be ordered on the portal.
- **Linen:** Linen can be ordered on the portal going forward.
- **Power:** If you must order power, it can be done on the portal.

Social Media

- **I♥BEER Instagram:** @iheartbeerca - www.instagram.com/iheartbeerca
- **I♥BEER Facebook:** @iheartbeerca - www.facebook.com/iheartbeerca
- **Venue:** Sleeman Centre

SOP (Special Occasion Permit) + AGCO Rules

- **SOP Certificate:** Available on the Portal under the Download Section

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- **Invoice or Receipt:** You're required by the AGCO to provide us with an invoice/receipt that indicates the product that you have brought to the event.
 - **What Alcohol is permitted at the event?** Only alcohol purchased at an LCBO, Beer Store or a licensed bottle shop can be used with our permit.
 - **IMPORTANT:** The SOP# from our permit which can be found on the exhibitor portal must be on the receipt or invoice. If you forgot to put it on the receipt or invoice, just simply write it on with a pen. The AGCO requires this for all drink exhibitors, there are no exceptions to the rule.

Token Based System + Reimbursement

- **Event Payment System:** The event is using a token based system. Each **GREEN** token is valued at **\$2.50**
- **Non Green Tokens:** If an attendee has an old I heart beer token of a different colour, let them know they can exchange it at the token booth for a green one. Please do not accept non green I Heart Beer tokens because they will not be accepted for payment.
- **Token Trays:** We use token trays to count tokens. This allows the exhibitor to know exactly how many tokens they have earned during the event and gives the exhibitor the opportunity to see us count the tokens in front of them lowering the risk of fraud or mistakes during the reimbursement process. Each tray holds exactly 500 tokens.
- **Total Reimbursement Process:**
 - **At 3:00 PM** - token trays and a reimbursement envelope will be given to each exhibitor. If you need additional trays, you can grab them at the token booth.
 - **From 3:00 PM to 10:00 PM** - Exhibitors will be tasked with filling their trays with tokens they've collected from attendees.
 - **At 10:00 PM** - you'll bring your filled & empty token trays along with your reimbursement envelope to the designated token processing area. The area changes depending on the venue but rest assured that our exhibitor coordinator will let each exhibitor know where to go as he's handing out the trays. When arriving at the token processing area, please remove all of the contents from your reimbursement envelope and present it to the I Heart Beer Token counter to speed up the process.

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- **Step 1: Token Counting:** A team member from I Heart Beer will count the tokens trays directly in front of you.
 - **Step 2: Revenue Calculation:** A second team member will calculate the total and provide you with the value of the token count plus your profit for the night.
 - **Step 3: Check Writing:** A third team member will write you a check on the spot using the \$ value from the revenue calculation.

Power & Lighting

- **Power:** Power for an indoor event can be very expensive. We highly recommend that you avoid ordering power if possible.
- **Ordering Power:** Some venues have their own contractors in place and other venues rely on I Heart Beer to bill and order power on behalf of the venue. Regardless of venue, the power application form or payment form will be located on the exhibitor portal under the power section.
- Haben (Haben@iheartbeer.ca) is in charge of processing your application form. If an exhibitor requests power, Haben will reach out to make sure that power is absolutely needed. We do not want any exhibitors to spend more than they have to at any of our festivals.

Festival Cup & Sample Sizing

- **Cup:** The festival cup is a 10 ounce logo'd plastic cup with a clear 5 ounce and 10 ounce marking. You should not be pouring any product into any other cup unless somebody from the I Heart Beer team indicates that another cup will be in use.
- **Pour Sizing:** You can provide 5 ounce or 10 ounce pours.
- **Pricing:** No sample should be less than 1 token for 5 ounces. 10 ounces of product for one token is not permitted. We recommend 1 token for a 5 ounce pour and 2 tokens for a full pour.
- **Backup Cup:** If for some reason we run out of cups, we have 10 ounce disposable cups for emergencies. If we were to switch to these disposable cups, you would be notified ahead of time.

Ice + Water & Drain

- **Ice Vouchers:** Upon arrival for the unload, you'll receive your ice vouchers. Each drink exhibitor automatically receives 2 bags (20+ lbs per bag) of ice **PER** session.
- **How much Ice do I need:** If you're using a jockey box, the 2 bags per session should be more than enough, you may need more if serving from cans or serving ice in your mixed drinks.
- **Ice Pickup:** Ice can be picked up with your voucher at the token booth. Ice can only be picked up at the token booth.
- **Ordering Extra Ice:** Extra Ice can be ordered directly from the individual festival portal no later than the Sunday prior to the event date. We will add your additional vouchers in your welcome envelope.
- **Sink & Drain:** For each event, you'll have access to a sink and drain that is hooked up to a municipal water supply. You'll find the location on the "Exhibitor Services Floor Plan" located in the documents section of the exhibitor portal.

Wristbands + Stamp System

- **Exhibitor Wristbands:** Each exhibitor will automatically receive 2 RED exhibitor wristbands in their welcome package. They must be worn during the entirety of the event. You will not have in and out access without the wristbands.
- **Additional Exhibitor Wristbands:** If you require more than 2 wristbands, you can ask for extra wristbands at the token booth, there is no additional charge. Please make sure that all staff have a wristband prior to the start of the festival. If you have staff coming from the front doors, they can grab an additional wristband at the box office.
- **Session #1 Stamp:** For the first session, ticket holders will be stamped with an I Heart Beer stamp to indicate that they purchased a ticket for session #1.
- **Session #2 Wristband:** For the second session, ticket holders will have a wristband indicating that they purchased a ticket for session #2. After 5:00 PM, if too many session #1 ticket holders remain, an I Heart Team member will inform you that session #1 attendees can no longer be served in order to quicken their removal without physically forcing them out.

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- **Designated Driver Wristbands:** DD wristbands are bright yellow and no exhibitor can provide alcohol to a DD ticket holder.

Detailed Event Schedule

- **8:00 AM to 11:00 AM:** Exhibitor unloading hours
- **8:00 AM to 11:30 AM:** Exhibitor setup hours.
- **10:00 AM:** Exhibitor ice arrives.
- **11:45 AM:** All exhibitors should be ready to rock or near ready.
- **11:55 AM:** Thunderstruck by AC/DC is played by our festival DJ indicating that the vent begins in 5 minutes.
- **12:00 PM:** Session #1 begins
- **12:05 PM to 1:45 PM:** Session #1 rush
- **3:00 PM to 3:30 PM:** Token trays are handed out after the initial rush.
- **4:25 PM:** If too many session #1 attendees remain, our exhibitor coordinator will inform you to stop serving them after 5:00 PM
- **4:30 PM:** Session #2 begins
- **5:30 - 8:00 PM -** Session #2 rush
- **9:45 PM:** Last token sale
- **9:50 PM:** Last call
- **9:55 PM:** Last pour
- **10:00 PM:** Lights are turned on 100% and exhibitors caught pouring after this point will be banned from all future I Heart Beer events.
- **10:00 PM to 11:59 PM -** Exhibitor Teardown
- **11:55 PM:** Exhibitors must be out of the building by midnight.

Expectations

- **Be Respectful:** Power for an indoor event can be very expensive. We highly recommend that you avoid ordering power if possible.
- **Be Prepared:** Some venues have their own contractors in place and other venues rely on I Heart Beer to bill and order power on behalf of the venue. Regardless of venue, the power application form or payment form will be located on the exhibitor portal under the power section.

Feedback + Concerns

- **Feedback:** 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 festival experience both for attendees and our exhibitors. Never hesitate to reach out to Haben (Haben@iheartbeer.ca) if you have any awesome ideas or suggestions. Many of our improvements have been implemented due to your feedback.
- **Concerns:** If you've had a negative experience please reach out to Faron Benoit (Faron@iheartbeer.ca) and share with us as much information as possible so we can evaluate and hopefully make the proper adjustments for future prevention. Your feedback is important and no exhibitor 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 that 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!