



March 30-31, 2018

EXHIBITOR APPLICATION

General Information: The 2018 Seattle Scotch and Beer Fest will take place March 30th and 31st in Seattle, WA at the indoor venue, Fremont Studios

Space Assignments: Table location is typically determined a minimum of two weeks before the event once all accepted applications are processed based on the logistical needs of each activation and event flow. All space assignments will depend on the nature of sponsor activation. The festival will not assign direct competition next to each other and will do its best to give all sponsors the best placement due to their measures of success.

Permits: It is the sponsor's responsibility to acquire all needed city and state permits for on-site activation. Seattle Scotch and Beer Fest will do its best to aid in this process. On-site activation as well as activation layout are a great indicator of permits needed.

Additional Fees: There are additional charges for rented tents, tables, chairs, linens, electricity, lighting, water and in some cases waste. Please be forthcoming in your on-site needs so Seattle Scotch and Beer Fest can best process your application and you are aware of all costs associated with event participation. We cut rentals off two weeks prior to the event.

Load In/Load Out: Load in for the festival will depend on the size, location and specific needs of the sponsor, and is typically Friday morning - March 30th, 2018. Load out for the event will be Saturday night, March 31st, after the festival closes.

Onsite Activation: This event is strictly 21+ for all attendees, sponsors and exhibitors. Event policy states all guests of the event must adhere to the Code of Conduct as set forth on our website. We do not allow drinking while sponsors or exhibitors are working behind their booth.

EXHIBITOR APPLICATION

SPONSORSHIP INTAKE FORM

Sponsor Company Name: _____

Pre-Event Contact Email Address: _____

Address: _____

City: _____ State: _____ Zip: _____

Pre-Event Contact Name: _____

Pre-Event Contact Phone Number: _____

Position: _____

On-Site Contact Name: _____

On-Site Contact Phone Number: _____

Seattle Business License # (if applicable) : _____

FOR USE IN PREARRANGED SPONSOR MARKETING

Website Address: _____

Facebook Site: _____

Twitter Handle: _____ Instagram Handle: _____

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CONTACT INFORMATION

Company _____ Contact Person _____

BOOTH FEE

OFFICIAL EXHIBITOR SPONSOR \$1,995

Includes a 6' table at the event and generous digital and traditional marketing package.

Marketing Package Includes:

Logo in program, Social Media posts on Twitter, Facebook and Instagram, Logo on homepage of website and 2 mentions in our eblast.

EXHIBITOR SPONSOR \$700

Includes a 6' table at the event

OR

ADDITIONAL NEEDS

_____ \$20 black linen (other colors avail at request)

_____ \$20 per additional 6' table

_____ \$4 per chair

PAYMENT

Booth Fee: _____ + Additional Needs Fees _____ = Total Fee _____

Check the box of your payment selection:

Check Option

Please enclose payment for the total amount of the booth fee and the additional needs fee. The event accepts checks made payable to "Seattle Scotch and Beer Fest". Email application and mail check to Seattle Scotch and Beer Fest at 3503 Phinney Avenue N. Seattle, WA 98103.

Credit Card Option

If you are paying by credit card please call with CC information. Please note we only accept Visa, Mastercard and Discover and an additional 4% transaction processing fee will be added to all credit card payments.

All payments are due within 30 days of signing this application.

Insurance Requirements

- All sponsors and partners are required to provide a Certificate of Insurance listing Bold Hat Productions, Seattle Humane and Fremont Studios, as additionally insured on the sponsor or partner's General Liability policy.
- All sponsors and partners are required to provide General Liability limits of at least \$1,000,000 per person and \$2,000,000 per occurrence.
- All proof of insurance requirements and certificates of insurance must be submitted 30 days prior to event.
- Failure to provide Certificate of Insurance could result in termination of contract without refund.

Cancellation Policy

- Seattle Scotch and Beer Fest enacts a Force Majeure Clause where no party shall be liable for any failure to perform its obligations where such failure is a result of Acts of Nature (including fire, flood, earthquake, storm, hurricane, or other natural disaster), Acts of God, Acts of War, dispute strike, lockout or interruption or failure of electricity or telephone service and no other party will have a right to terminate this agreement in such circumstances once this contract is signed by both parties. Sponsor activation is required to follow all rules and regulations set forth by all event, city, state and national law making organizations. Responsibility to perform in compliance is solely owned by the Sponsor and noncompliance does not void above contract or sponsorship fee. Event reserves the right to cancel exhibitor booth space up to 30 days prior to event. If an industry competitor applies at an exclusive sponsorship level, all previous sponsors will be given first right to activate that sponsorship.

Indemnification Clause

- Each Party shall defend, indemnify and hold harmless the other Party, and their respective directors, officers, employees and agents from and against any claims, suits, and liens of whatever nature, including bodily injury and property damage, arising of any claim by a third party resulting from: (i) the Party's breach or alleged breach of any term, condition, warranty or representation contained in this Agreement; (ii) the Party's acts or omissions in performing its obligations under this Agreement; or (iii) the intellectual property provided by a Party hereunder, when used as instructed, infringes the intellectual property of any third party.

Activation

- Sponsor activation is required to follow all rules and regulations set forth by all event, city, state and national law making organizations. Responsibility to perform in compliance is solely owned by the Sponsor and noncompliance does not void above contract or sponsorship fee.
- Full Color and Black/White Logo in .eps format within seven days of signed contract
- Any additional activation or leveraging of the sponsorship is under the responsibility of the sponsor
- All above tangible benefits to be provided by Bold Hat Productions to Sponsor unless otherwise agreed upon.
- This event is strictly 21+ for all attendees, sponsors and exhibitors.
- Event policy states all guests of the event must adhere to the Code of Conduct as set forth on our website. We do not allow drinking while sponsors or exhibitors are working behind their booth.

Intellectual Property

- Sponsor grants to Bold Hat Productions a limited, revocable, nonexclusive royalty free license for the Term of this Agreement solely to use Sponsor's trademarks and other intellectual property ("Sponsor's Marks") to carry out its obligations as explicitly set forth in this Agreement. Bold Hat Productions is not authorized to use the Sponsor's Marks at any other time or for any other purpose.

If this accurately reflects your understanding of our agreement, please sign this letter and email a copy to the Sponsorship Manager or mail to Bold Hat Productions 3503 Phinney Avenue North, Seattle, WA 98103.

Date: _____

Sponsor Signature: _____