



**May 4-5, 2018
Downtown Sarnia**

Exhibitor Package



The Beer Show is a salute to Ontario's craft and independent breweries.

On May 4-5, 2018, we will again be hosting The Beer Show at Bayside Centre. This will be the fifth edition of The Beer Show and we are anticipating a third consecutive year of growth. In the past two years our we have grown from 800 to almost 1,800 participants!

The event will run from:
5pm-12:30am on Friday, May 4th
3pm-12:30am on Saturday, May 5th

The Beer Show will also be host to a variety of local musical talent on our main stage. The lineup will be posted on our website as acts are confirmed.

In addition to exhibiting beer, we like to offer a variety of different foods for patrons to choose from and we welcome any local food vendor who offers a unique eating experience for our guests.

The Beer Show is run by Storyboard Cultural Community Endeavours, a registered non-profit organization whose mission is to organize annual events that promote the good work and good people of Lambton County.

If you have any questions or suggestions for The Beer Show please don't hesitate to contact us.

Sincerely,

Chris Lewis
Storyboard Cultural Community Endeavours

Contact

159 Lochiel St.
Sarnia, Ontario
Canada N7T 4C3

(519) 479-0554
info@beershow.ca
www.beershow.ca

Exhibitor Info

EXHIBITOR

\$395.50

(\$350 + HST)

- 10'x10' space
- Secured cold storage for product
- Access to hydro
- 5oz. plastic sample cups to dispense product
- Waste disposal bin
- Rags and towels
- Logo and website link on beershow.ca
- Facebook mentions
- You keep \$1 of every 4 oz sample

Marketing Strategy

The Beer Show will be advertised for several months leading up to the event, beginning with an aggressive social media campaign on Facebook in April 2018. Our campaign extends through several platforms in local and regional media, as well as trade publications related to the beer industry in Ontario.

Local Radio Campaigns:

- Great Classics and the Best New Rock K106.3
- Sarnia's Lite Hits 99.9 The Fox
- 1070 CHOK

Local Print/Online Campaigns:

- Sarnia Observer
- Sarnia This Week
- First Monday magazine
- First Friday magazine
- The Sarnia Journal
- Lambton Shield

Exhibitor Form

Exhibitor Name: _____

Contact Name: _____

Address: _____

Telephone: _____

Email: _____

Website: _____

**Thank you very much for being
a part of The Beer Show.**

All cheques should be made out to
Storyboard Cultural Community Endeavours

Please remove this form and mail it
or drop it off along with your \$395.50 to:

Storyboard Cultural Community Endeavors
Attn: Chris Lewis
159 Lochiel St.
Sarnia, ON N7T 4C3

