



**May 3-4, 2019  
Downtown Sarnia**

**Exhibitor Package**



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

On May 3-4, 2019, we will again be hosting The Beer Show at Bayside Centre. This will be the sixth edition of The Beer Show and we are anticipating a fourth consecutive year of growth. In the past two years we have grown from 800 to almost 1,900 participants!

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

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](mailto:info@beershow.ca)  
[www.beershow.ca](http://www.beershow.ca)

# Exhibitor Info

## EXHIBITOR RATES

**EARLY BIRD**  
\$395.50 (\$350+HST)

**REGULAR**  
AFTER MARCH 31ST  
\$480.25 (\$425+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](http://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 2019. 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
- 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 payment to:

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

