



2017 Lake Placid Brew Fest - Brewers Application

We hope you can join us for the sixth Annual Lake Placid Brew Fest at the Olympic Center - 1932 Rink. Lake Placid's most historic, event venue! The last five years of Brew Fest have been a great success and anticipation is building for this annual event. The festival will be a premier event to reach beer lovers and prime demographic groups.

Lake Placid Brew Fest

Saturday, September 23, 2017

Beer Festival: 3pm to 8pm (VIP Session 3pm-4pm and general Session 4pm-8pm)

Projected total attendance: 1,500

Please read this information and agreement. Then please fill out the form, save it and email it to Matt at myaniro@orda.org. You can also contact Matt with questions via email or 518-302-5312.

Note: The Festival offers to buy up to four (4) 6th barrels of beer or two (2) half kegs of beer and provide a 10 x 10 booth space. In addition, breweries are able to sell merchandise, at a fee of \$50.00.

Brewer Participants will receive:

1. 10'x10' booth space
2. One 8 foot table, two chairs, one garbage can, one brewery identification sign
3. Ice
4. Refrigeration overnight on Friday
5. Credentials- Four (4) Staff passes for entrance to the Fest. Additional Staff Credentials may be purchased at a discounted rate of \$20 per person (limit of 4 additional staff credentials)
6. Two complimentary tickets to the Lake Placid Brew Fest to use as promotional items
7. Complimentary pint glasses
8. Hotel accommodations: the first 20 independent breweries to sign up (from out of market) get one free hotel room at our hotel partner for the nights of Friday 9/22 & Sat 9/23. The deadline to book these accommodations is August 22nd 2017. After August 22nd all brewers will be responsible for their own accommodations.
9. Full-scale marketing, promotion, advertising and branding of your brewery and beer at the Festival and to our network of over 37,000 email addresses.

Brewers Provide:

1. Taps
2. Regulators
3. Coil boxes
4. Any CO2 needed
5. Any equipment you may need such as extension cords, dollies, etc.
6. Beer- we ask for the opportunity to buy the beer wholesale
7. Pourers for your beer

Brewery Name (will appear in program as listed):
 Primary Brewery Contact:
 Brewery Address:
 City, State, Zip:
 Contact phone number:
 Contact's email address:
 Brewery website:
 *Please send Brewery logo to use in publications

Please list the beers that you wish to sample at the Lake Placid Brew Fest:

	Beer Name	Beer Style	# of ½ kegs/6 th barrels	Total Wholesale Cost to Fest
1.				
2.				
3.				
4.				

I will require electricity for my booth

Product Delivery:

How is your beer arriving at the festival?

Brewery (we're bringing it)

Distributor

Please list your local distributor (if applicable):

During the VIP Session from 3pm-4pm we ask that you provide a VIP beer offering. We would like to ask that this beer offering be special, a limited edition, special firkin or cask and only be offered to VIPs's from 3-4pm. Please list the name of this beer here:

Staffing:

Brewers are allowed to pour their own beer. Please let us know by August 23rd if you need any staffing support from us.

Staff:

Please list staff that will attend the event on behalf of the brewery. Four Staff Credentials will be complimentary. Additional Staff Credentials can be purchased for \$20 each (limit of 4 – no pint glass)

	First Name	Last Name	Birthdate (must be 21+)
1.			
2.			
3.			
4.			

additional staff credentials:

	First Name	Last Name	Birthdate (must be 21+)
1.			
2.			
3.			
4.			

\$20 per additional staff credntials will be charged to the below:

Credit card number:

Expiration Date:

CV Code:

Please note:

The NYS Liquor Authority requires every producer attending the event to have a marketing permit. If you don't have a marketing permit you can purchase one here: <https://www.sla.ny.gov/online-permit-applications>. In addition, we will require a copy of your brewery's W-9 form and brewery license. Please submit copies with application. Your application will not be accepted without these forms.

Load-In Schedule:

Friday Sept 22, 2017: 3:00pm – 8:00pm

Saturday Sept 23, 2017: 8:00am – 12:00pm

Please submit this form by filling it out and hitting the submit button in the top right hand corner of this document.

Questions? Please call Matthew Yaniro at 518-302-5312 or email at

myaniro@orda.org

By signing or typing your name below, you agree to participate in the Lake Placid Brew Fest on Saturday, September 23rd and to abide by all rules and regulations set forth.

DEADLINE: Please confirm your participation by August 23rd, 2017. (Although the sooner you confirm, the sooner we'll get your info up on our website.)

Enclosed I have included my brewery's:

Marketing Permit

W-9 Form

Brewery License

Brewery logo to use in publications

Hotel Accommodation Form

(Due August 22nd)

Our brewery will be selling merchandise at the Brewfest at a fee of \$50.00.

A \$50.00 fee will be charged to the below credit card:

Credit card number:

Expiration Date:

CV Code:

Signature:

Date:



2017 Lake Placid Brew Fest Registration Form Hotel Accommodations-Deadline August 22nd, 2017

We are pleased to offer complimentary hotel accommodations to the first 20 independent breweries to sign up for the Brew Fest for two nights – Friday, September 22 & Saturday, September 23, 2017 by August 22, 2017. Each brewery is entitled to one (1) complimentary standard hotel room at Hotel Northwoods or Art Devlin's Olympic Motor Inn. To take advantage of this offer, please complete the following information and submit it with the rest of your registration package. The hotels are within walking distance to the Olympic Center however, a complimentary shuttle is provided from the hotels to the event for all brewers via the Lake Placid Village Trolley system. Please note, a credit card is required for your reservation. If there are cancellations to your complimentary room after September 9th, 2017 a charge of \$179.00 will be charged to your card.

HOTEL INFO:

Hotel Name: Hotel Northwoods
Address: 2520 Main Street, Lake Placid, NY 12946
Phone: (866) 294-7171
Web: <http://www.northwoodsinn.com/>

About the hotel:

Hotel Northwoods: is situated on Main Street, a short walk to the public beach, numerous restaurants, the movie theater, and the quaint shops of Lake Placid. The hotel's numerous dining alternatives, including a sidewalk café, the Cabin Grill, and Delta Blue, are among the area's most popular dining attractions and entertainment attractions. "The Cabin", a warm and cozy Adirondack Great Room is perfect for banquets, private parties, weddings and rehearsal dinners, and is rapidly gaining a reputation as one of the Adirondacks' favorite and most affordable private function alternatives. Our rooftop deck offers a majestic view of the entire village, the Sentinel Range, and Whiteface Mountain, and is one of the Adirondacks' most desirable reception venues. Our breakfasts in the Cabin Grill, and the gourmet burgers in Delta Blue have been voted "The Best in Lake Placid". Hotel Northwoods is an all-suite hotel and includes extended stay suites with kitchenettes with affordable rates. All rooms feature air conditioning, cable TV, WiFi and separate sitting areas. The Northwoods Inn offers complimentary onsite parking for overnight hotel guests only. Parking is limited, and in high demand periods, overflow parking is available, for a nominal fee, in the Lake Placid Municipal Parking Lot, one block from the hotel.

Hotel Name: Art Devlin's Olympic Motor Inn
Address: 2764 Main St, Lake Placid, NY 12946
Phone: (518)-523-3700
Web: www.artdevlins.com

About the Hotel:

Art Devlin's Olympic Motor Inn in Lake Placid, New York is a 50 room, pet friendly, motel overlooking the Adirondack Mountains. The motel is built on two and a half acres that allows for spacious grounds and many gardens. We are centrally located to Lake Placid's Olympic sites, hiking, shopping, and the areas major attractions. The Olympic Center, 3 blocks away, hosts hockey and figure skating events and is also the home of the Olympic Museum. The Lake Placid Resorts golf course and cross country ski trails are two blocks away. Variety of beautiful hiking trails in the area. Easy walk to the Main Street and Mirror Lake. Whiteface Mountain for winter skiing and summer gondola rides. The scenic Memorial Highway is nine miles away.

Please fill out the following & return by **August 22nd** to reserve your room the weekend of the brew fest: Brewery or Company Name:

Representative(s) staying in room:

Address:

City, State, Zip:

Check one : I will take advantage of the complimentary room at the Northwoods Inn or Art Devlin's Olympic Motor Inn, and I understand that if there are any cancellations to my complimentary room after September 9th, 2017 a charge of \$179.00 per night will be charged to my card.

Credit card number:

Expiration Date:

CV Code:

Check the room type you prefer (based on availability): King Room Double Room

Check which nights you will need a room: Friday, Sept 22nd and/or Saturday, Sept 23rd

Please note: Hotel reservations and hotel location will be confirmed once we receive your registration.

By reserving this room, you agree to comply with all hotel regulations. If any room damages are assessed, you will be held responsible for damage fees. Please sign or type your full name below to authorize your stay at the Lake Placid Brew Fest hotel for Friday, Sept 22nd and/or Saturday, Sept 23rd.

Authorization Signature:

Date: