

A group of people, mostly young adults, are gathered outdoors at what appears to be a craft beer festival. They are holding up clear plastic cups filled with beer, some with a thick head of foam, in a toast. The man in the center wears a white t-shirt and dark sunglasses. To his left, a woman wears a patterned top and sunglasses. To his right, another woman wears a dark top and sunglasses. The background is slightly blurred, showing more people and greenery. The overall mood is festive and social.

BREWERS INFO KIT

2018

CRAFT BEER &
CANBERRA
CIDER FESTIVAL

CANBERRA CRAFT BEER & CIDER FESTIVAL 2018

WE ARE BACK!

In 2018 The Canberra Craft Beer & Cider Festival will return on Saturday 24th March to the beautiful Mercure Canberra where you and the best craft breweries in the country will reunite to satisfy the interest and quench the desire of the nation's beer enthusiasts!

WHO WE ARE & WHAT WE DO

Canberra Craft Beer & Cider Festival is committed to heritage whilst paving the way for innovation in the brewing industry. This is achieved every year by inviting the best breweries to exhibit their wares in the ideal surrounds of Mercure Canberra.

With growing interest, thanks to the participation of great exhibiting partners and punters alike, the 2018 Canberra Craft Beer & Cider Festival sees National Capital Tourism and Visit Canberra again teaming up with the event.

Wonderful recognition in the National Capital for Craft Beer. In 2017 we were a finalist in the Canberra Tourism Awards and were ranked in the 10 top beer festivals in Australia in the Australian Craft Beer Survey hosted by Beer Cartel.

We look forward to showcasing our 11th annual festival in 2018.



MISSION

- To continue to raise the profile of Australian craft beers throughout the ACT & Region
- For the brewers/breweries/exhibitors to gain publicity and garner new customers
- To add value to the National Capital Tourism & Visit Canberra market by creating and nurturing a professionally run festival that will attract tourists and overnights visitors to the area
- To capitalise on the growing craft beer market throughout the country initiating an education for both men and women into this market
- Promote responsible drinking
- To raise money for "Rise Above, Capital Region Cancer Relief"





TARGET AUDIENCE

- Beer enthusiasts
- Home Brewers
- Families
- Casual & overnight tourists
- Uni students
- Locals
- Interstate visitors

DATE

Saturday 24th March 2018

LOCATION

Mercure Canberra, ACT

RUNNING TIME

11am-6pm

TICKETING

EXHIBITORS:

Booking fee & Merchant Service Fee apply

\$300 + GST: Single 3x3 marquee

\$500 + GST: Premium 6x3 marquee (limited).

Please note all premium stands will be located in carpark.

SPECTATORS:

\$15pp Online presale

\$22pp on the door if available

All entrants receive 5 tasting tickets. Extra tickets will be \$1 each redeemed by the exhibitor in return for a sample – this discourages reckless drinking to ensure a safe event. Exhibitors receive a 50c rebate per ticket collects. This will be reconciled with four weeks of Festival completion.

FESTIVAL EVENTS

- Live bands/DJ (details to be announced closer to time)
- Charity raffle for “Rise Above” with prizes
- Kids activities I.e jumping castles, face painting
- Guest speakers
- Interactive Food and Beer Show
- Expression Sessions
- Mini Events

Each exhibitor has the opportunity to schedule a creative and engaging special event to drum interest in your stand and give you a platform for exclusive PR for your brewery

Exhibitors can schedule ONE mini event (run for approx 15-30 mins) to be held within stall only. We will actively help promote these events and they will be placed on the festival schedule. Its up to you to provide the artwork and details.

GET CREATIVE BREWERS!

Examples include:

- * Limited tasting sessions with head brewer
- * Games at the stand where winners can win merchandise or other prizes
- * Blind tasting competition
- * Food and beer matching
- * Beer Trivia

PROMO & MARKETING STRATEGY

- Social Media Ticket Giveaway – 2 complimentary tickets to each exhibitor to giveaway on their social media. (Must show they are running a competition to receive the tickets)
- Advertising with Hit 104.7
- Pitching for publicity, interviews, column inches, competitions and mentions in Visit Canberra, OutInCanberra, The Shout, The Canberra Times, Chronicle & Queanbeyan Age, Canberra Events, Crafty Pint, Craft Beer Australia, Craft Beer Crew, CanBEERra.
- Poster and Flyer distribution through ACT
- Increased social media activity
- Nominated charity marketing channels

YOU'LL BE EXPECTED TO PROVIDE

- Display materials & supporting signage suitable to dress your stall
- Beer dispensing systems.
- Display chillers
- Option to offer promotional giveaways
- Logo artwork for web site & advertising etc.
- Tasting and takeaway sale stock
- Listing of event on your social media outlets, display flyers, and e-dm out to your database.
- Posting/sharing of the festival on your own facebook page
- A donation of a 4-pack/6-pack to put towards the charity raffle for "Rise Above"
- Responsible staff and over 18years old with a ACT RSA certificate. This can be completed online with http://www.ahawa.asn.au/training/responsible_service_of_alcohol_rsa_.phtml
<https://www.hospitalityalliancetraining.edu.au/courses/act/rsa>

TAKEAWAY SALES

You are able to sell your own takeaway stock at your stall on the day, you must take all sales at stall. The consumer **MUST NOT** consume the alcohol on the premises.

We will provide sealable takeaway bags.

INCLUDED IN THE PRICE OF REGISTRATION:

- Wrist bands
- Tasting vouchers (beer/cider stalls only)
- Exhibitor lanyards
- Liquor Licensing laws
- Licensed security company during festival hours
- Toilet facilities and waste services
- Staging & Entertainment
- Discounted accommodation at Mercure Canberra
- Marquees, water, ice and power
- 1 trestle table (standard site) & 2 trestle tables (premium site)
- Cool room and storage space for your beer and equipment
- Brew crew staffing to assist with stock requirements and on day requirements
- Full event marketing and media exposure
- Opportunity to participate in 'Meet the Brewer' segments
- 50% rebate per tasting tickets
- Bags for takeaway sales

This is an opportunity to meet and fraternise with your peers, your competitors and put you in the box seat to meet new account and business leads

HOW TO REGISTER??

Please follow the below link to register

<https://www.outix.co/expos/CCBCF2018>



FOOD STALLS:

The Festival will feature a selection of beer and cider friendly food stalls, all using local produce.

Any food stall holders that are interested in having a stall please email lisa.doppler@ihg.com, we will be carefully selecting the right type of food stalls for our event and ensuring we do not have duplicate stalls. Once given approval you are able to register.

You are required to provide tastings for visitors and able to sell your own takeaway stock on the day

FOOD EXHIBITOR COSTS

\$300 + GST: Single 3x3m Marquee

\$500 + GST: Premium 6x3m Marquee (limited). Please note all premium stand will be located out in carpark.

IMPORTANT: Would be required to have a ACT market stall license. Please follow link to see costs and requirements

<http://www.health.act.gov.au/public-information/businesses/food-safety-regulation/food-safety-resources-businesses>

DISCOUNTED HOTEL ACCOMMODATION FOR EXHIBITORS

Mercure Canberra have set aside a limited number of rooms at a discounted price for our exhibitors. Get in quickly to book your room.

DATES:

Friday 23rd and/or Saturday 24th March 2018

RATE:

\$139 Bed and breakfast per night

ROOM:

Superior Room

CALL TO ACTION:

Reservations department

Phone: 02 6243 0000

Email: stay@mercurecanberra.com.au

Quote 'Beer Festival Exhibitor' when making the booking

