



# Registration Form 15th Annual Thirsty Troll Brew Fest

Saturday, September 9, 2017, 1-5pm

Complete the information below and mail/email/fax your application to: **Mount Horeb Area Chamber of Commerce - Attn: Thirsty Troll Brew Fest, 300 E. Main Street, Mount Horeb, WI 53572 info@trollway.com FAX 608-437-1427.**

**DEADLINE:** Submit application no later than **August 1, 2017.**

Registrants will receive notice of acceptance beginning August 15, 2017 until full.

Contact: \_\_\_\_\_ Brewery Name: \_\_\_\_\_

Brew Master: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

BREW NAME	TYPE	DESCRIPTION

I understand that the Mount Horeb Area Chamber of Commerce will not be liable for loss or damage of materials; or for any personal damage or injury incurred during the Brew Fest. I also agree to follow all festival rules as outlined in the registration form. I will receive reimbursement of up to three 1/2 half barrels or equivalent (Maximum reimbursement of \$375).

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I would like to participate in VIP by bringing a specialty reserve beer/tap room release/seasonal. Accepting 15 participants. Brewers will be contact directly to confirm. (Maximum reimbursement of \$75).

SPECIALTY BEER/RESERVE FOR VIP: \_\_\_\_\_

**DEADLINE:** Submit application no later than **August 1, 2017. You may fax this form to 608-437-1427.**

**Notifications:** Registrants will receive notice of acceptance beginning August 15, 2017 until full.

### GENERAL INFORMATION

- Back by popular demand from your friends in Troll Town and the Mount Horeb Area Chamber of Commerce - the 15th Annual Thirsty Troll Brew Fest! Attracting over 1200 attendees, the Thirsty Troll Brew Fest has grown in size and popularity every year since 2003! This is a special opportunity where brewers and their representatives can meet interested beer drinkers, and beer drinkers can sample a variety of specialty beers.
- Brewers will be provided a Brew Fest poster and any other material that will help promote the event. Brewers are encouraged to mail additional promotional material, host date on website or email customers announcing their attendance at the Thirsty Troll Brew Fest to their clientele.
- **Brewer's lunch** will be served at 11:30am. Additional food, water and soda will be available for purchase on festival grounds.

### LOCATION

Grundahl Park, Mount Horeb WI. (Located just south of Main Street at 401 Blue Mounds Street.)

### SCHEDULE

**Saturday, September 9**

**Set-up:** 9:30-11:30am (please arrange to be set-up before the festival begins)

**Brewer's lunch:** noon

**Early Participant Entry for VIP/Staff/Brewers only:** noon

**Festival:** 1-5pm

**Voting Best Beer/Troll's Gold Collection:** 4pm

**Tear-down/Clean-Up:** 5pm-6pm-Absolutely **NO** early tear-down

## POLICIES

The Brew Fest committee reserves the right to refuse exhibition of brewers not consistent with submitted registration and these guidelines. Brewers are to exhibit for the full length of the Brew Fest. Please do not start breakdown of your display before the Brew Fest ends. The Brew Fest committee reserves the right to ban from future shows, brewers who disregard this request.

## ELIGIBILITY

Participation is open to all brewers, 21 years of age or older, who feature brews of original concept.

## NOTIFICATION

Up to 25 brewers will be included, on a first come first served basis. Brewers will be notified via an "Information Packet" including specific space arrangements in advance of the Brew Fest. Space assignments will be final. No registrations the day of the show! Submit application no later than August 1, 2017. Registrants will receive notice of acceptance by August 15, 2017. **Brewers that do not provide a representative may be bumped from the festival.**

## DISPLAY SPACES

Display spaces are approximately 6' wide. Electricity is not provided.

## BREWER RESPONSIBILITIES

- Keep your display area neat and clear of all debris.
- Provide your own display materials. Brewer reps must park away from the Brew Fest so as to maximize parking available to Brew Fest attendees.
- All out of state breweries must possess an out of state shippers permit to bring beer into the state. A shipper's permit can be obtained through the Wisconsin Department of Revenue at 608-266-8772.
- Banners, signage, and any other marketing aids are welcome.
- We will arrange for security for the event, but brewers have the responsibility of checking admission bracelets prior to pouring samples.
- If bottled beer is used, please take empty bottles for recycle at your disposal.
- Remind participants to vote for your beer by 4pm. (Troll's Gold)

## BREWERS WILL PROVIDE

- Three 1/2 half barrels or the equivalent. Beer sufficient for sampling a 2oz serving. (eg. 1/2 keg). Sodas are also welcomed and encouraged.
- Your own tapping equipment, including tap boxes, tubs, CO2, etc.
- Keg beer preferred.
- Two representatives on site, manning their booths and pouring beer at all times.
- Donated promotional item(s) to be given away at Brew Fest.
- Any merchandise you wish to sell.

## WE WILL PROVIDE

- Reimbursement to brewer -\$125/barrel (Maximum reimbursement of \$375)
- Reimbursement to brewer for VIP specialty reserve (Maximum reimbursement of \$75).
- Covered area (Tent or Shelter).
- Tables (tables are approx 46" high)
- Ice (four 20lb bags)
- Complimentary Listing in Festival Guide
- Complimentary tickets for 2 Brewer representatives. Two additional tickets can be purchased at \$25 each. Only available in advance.
- Website, Smartphone App, Social Media, & Email Newsletter marketing prior to the event

## HOTEL ACCOMODATIONS

Deer Valley Lodge  
401 W. Industrial Dr., Barneveld  
888-924-1601 [www.deervalleylodgewi.com](http://www.deervalleylodgewi.com)

Fairfield Inn & Suites  
613 W. Verona Ave., Verona  
608-845-3000 [www.fairfieldinn.com](http://www.fairfieldinn.com)

Gonstead Guest Cottage  
602 S. Second Street, Mount Horeb  
608-437-4374 [www.mthoreb.com/gonstead](http://www.mthoreb.com/gonstead)

Grand Stay Hotel & Suites  
175 Lillehammer Lane, Mount Horeb  
855.455.7829 [www.grandstayhospitality.com](http://www.grandstayhospitality.com)

Holiday Inn Express-Verona  
515 W. Verona Ave, Verona  
608-497-4500  
[www.hiexpress.com/verona](http://www.hiexpress.com/verona)

Karakahl Country Inn  
101 Perimeter Road, Mount Horeb  
608-437-5545, [www.karakahl.com](http://www.karakahl.com)

Prevailing Winds Lodge  
2195 County Rd. Z, Blue Mounds  
608-437-2195, [www.prevalingwindslodge.com](http://www.prevalingwindslodge.com)

Springdale Inn  
2160 Erb Road, Verona,  
608-843-6707 [www.springdaleinn.com](http://www.springdaleinn.com)

Super 8-Verona  
131 Horizon Dr, Verona  
608-484-7829  
[www.super8verona.com](http://www.super8verona.com)

Village Inn Motel  
701 Springdale Street, Mount Horeb  
608-437-3350  
[www.littlebedder.com](http://www.littlebedder.com)