



SAN DIEGO INTERNATIONAL BEER FESTIVAL INFO

The SDIBF will take place over three days and five sessions, June 15-17 at the San Diego County Fair. Festival sessions are as follows:

Friday, June 15	Session 1	noon to 4:00pm
	Session 2	5:00pm to 9:00pm
Saturday, June 16	Session 3	11:00am to 3:00pm
	Session 4	4:00pm to 8:00pm
Sunday, June 17	Session 5	noon to 4:00pm

Each session also features a VIP session (additional ticket required) that begins 30 minutes early.

Top performing beers will be invited to participate in the festival.

Beer Order: You must enter the competition to participate in the festival. We understand that competition entries might not be available at the time of order, so you are not required to send the exact beers that were entered. In addition, competition breweries may be invited to participate in additional festivals held during the Live Thoroughbred Race Meet.

Beer Serving and Representative: We will provide set up of the beer stations and pourers to serve the beer though we encourage you to send a representative to help promote your products.

Beer Sell Sheet: If you cannot send a rep, please email a sell sheet or fact sheet on each beer to be showcased at the festival by Friday, June 1st to entry@sandiegobeerfestival.com. It will be laminated and set by your beer at the festival free of charge.

Kegs vs. Bottles: Draft beers will be tapped on a refrigerated truck and jockey boxes may be requested on a case by case basis, if needed. Kegs will be available for pick up when they are **empty** as Premier Food Services is purchasing and owns the beer. Kegs that do not get emptied at the festival will continue to be poured during the San Diego County Fair and/or at the beer festivals during the Live Thoroughbred Race Meet. If you are worried about getting your kegs back immediately, please consider sending bottled product instead of draft. Please note, the maximum keg deposit is \$30 per keg.

Tap Handles: We *will not* accept tap handles. If you have purchased a 10x10 booth, bring your tap handles with you during set up and take them home when you pack up your space.

FESTIVAL BOOTHS

If you would like to set up a 10 x 10 space, bring a mobile beer station or other display, a limited number of booth spaces are available for purchase *starting* at \$200. Brewery booth spaces are the most popular destinations for festival goers. Therefore, we will purchase extra product from those who purchase a booth space. We also have sponsorships and custom display areas available during the Festival.

Booths are available to purchase in January at www.sandiegobeerfestival.com and will sell out by May.

For information please contact Nicola Martinez at nmartinez@sdfair.com | p: 858.755.1161 EXT.2404.

Example of Paid Brewery Booth:



Example of Paid Special Brewery Set Up:



*Only premium spaces will allow pop-up's.

Example of Non-Purchased Booth with Keg Product:



Example of Non-Purchased Booth with Bottle Product:

