



# PA FLAVOR

*the ultimate beer & food pairing*

## **BREWERY APPLICATION**

*Savor the flavors of Pennsylvania by joining us, the Brewers of Pennsylvania, PA Restaurant & Lodging Association, and the American Culinary Federation, at PA FLAVOR. At this event you will experience the freshness and flavor of PA's best craft beers and artisan food products paired under one roof for your enjoyment.*

# PA FLAVOR

## ABOUT THE SHOW

PA FLAVOR is presented jointly by the Brewers of Pennsylvania, Pennsylvania Restaurant & Lodging Association, and the American Culinary Federation and is designed to showcase the many unique beer and food offerings in Pennsylvania.

This event brings together Pennsylvania breweries, Pennsylvania food producers and Pennsylvania restaurants in a unique sampling event with all vendors intermingled in a 45,000 square foot space.

About 1,500 food and beer aficionados from the Mid-Atlantic region will be in attendance at PA FLAVOR. Attendees will be able to sample the numerous beers brewed from around the state and partake in restaurant samples featuring Pennsylvania beer and food items.

This event will be promoted state-wide via all participating breweries, the Brewers of Pennsylvania and PRLA websites, and [www.paflavor.com](http://www.paflavor.com) along with numerous online sites.

## EVENT DETAILS

**Date:** Saturday, April 26, 2025

**Event Time:** 1-2 p.m. - VIP Reception including butler passed hors d'oeuvres and **extra specialty cask and craft beers**

2-5 p.m. - **General Admission**

**Set-up Time:** 10 a.m. the day of the show only.

**Location:** The Main Hall of the Pennsylvania Farm Show Complex (Parking Lot Entrance)

**Site Details:** A 45,000 square foot open site plan with sampling stations each featuring breweries, food producers and restaurants.

## SPECIAL BREWERY INFORMATION

Each participating brewery will receive a \$150 stipend toward two (2) half barrels for this event. We ask each participating brewery supply one (1) case or one (1) sixtel of specialty beer for the VIP Reception.

Beer samples will be served from your booth with brewery representatives on hand to answer any questions attendees might have.

## BOOTH SPACE INCLUDES

8' table

2 chairs

Electricity (Optional: \$45)



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**BREWERY INFORMATION**

Brewery Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Website Address: \_\_\_\_\_ Email \_\_\_\_\_  
Contact Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

*By signing above, the individual signing this contract represents and warrants that she/he is duly authorized to execute this binding contract.*

**YOUR PRODUCT DESCRIPTION (PLEASE LIST THE BEER YOU WILL BE SERVING)**

*Bring one case or sixtel of special beer for the VIP Reception.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**BREWERY STIPEND \_\_\_\_\_ \$150.00**

We require electricity at our booth for \$45.00 to be withdrawn from our stipend. *(extension cords not included)*  
*Please indicate the address and who the check should be made payable to below:*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Please donate my stipend to Brewers of PA.
- Do you require overnight accommodations for Friday or Saturday night?  
*An event representative will contact with information regarding overnight accommodations.*

**HOLD HARMLESS CLAUSE**

The exhibitor indemnifies and agrees to hold harmless both the promoter(s) and sponsor(s) of the events and the operating association/facility working in conjunction with the promoter(s) and sponsor(s), and the legal entities which own, lease, and/or operate the operating association/facility, their members, officers, directors, and employees against any or all damage to property or personal injury or loss caused by the exhibitor or his agents, representatives, employees or any other person. If the Expo premises are destroyed by fire or any other cause, whatever makes it impossible to conduct PA Flavor, the exhibitor contract will terminate and the exhibitor will waive any claim for damages or refunds.

YOUR SIGNATURE DENOTES YOUR UNDERSTANDING OF THIS CLAUSE **X** \_\_\_\_\_

**FOR MORE INFORMATION PLEASE CONTACT**

**Heidi Howard** Phone: 717.232.4433 • Email: hhoward@prla.org  
*Please fax this sheet to 717.236.1202 or mail to:*  
*ATTN: Heidi Howard, Pennsylvania Restaurant & Lodging Association*  
*100 State Street, Harrisburg, PA 17101*



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