

A glass of beer with a thick head of foam is positioned next to a silver fork. The glass and fork are set against a dark blue circular background, which is itself centered on a larger, textured orange and yellow background. The text "PA FLAVOR" is overlaid on the glass and fork.

# PA FLAVOR

the ultimate beer & food pairing

## VENDOR APPLICATION

*Savor the flavors of Pennsylvania by joining us, the Brewers of Pennsylvania, the 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.

Around 1,500 food and beer aficionados from the Mid-Atlantic region will be in attendance at PA FLAVOR. Attendees will be able to sample from all vendors and be able to purchase take home items from all food producers, as well as 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 25, 2026

**Event Time:** 1-5 p.m.

**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.

## VENDOR PRICING

10' x 10' Booth — \$150 – No samples  
\$100 – If offering samples

## BOOTH SPACE INCLUDES

8' table  
2 chairs  
Electricity (Optional: \$45)

## APPLICATION PROCESS

Total cost is due with application.

All applications received before April 1 with full payment may choose to be placed next to a brewery of your choice. There are a limited number of these spaces available, so act quickly.

Exhibit Space contracted is subject to cancellation unless full payment is received by the deadline.



**PA FLAVOR**  
the ultimate beer & food pairing



## COMPANY INFORMATION

Company 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

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

## EXHIBIT FEES \_\_\_\_\_ \$150.00 PER 10' X 10' BOOTH

*The rental fee for the exhibit space includes a 10 x 10 floor space; standard pipe and drape. The fee also includes one 6 ft table and 2 chairs.*

We require \_\_\_\_\_ booths at \$150.00 per booth (no samples) = \$ \_\_\_\_\_

We require \_\_\_\_\_ booths at \$100.00 per booth (offering samples) = \$ \_\_\_\_\_

We require electricity at \$45.00 per booth (extension cords not included) = \$ \_\_\_\_\_

**Total Payment Due =** \$ \_\_\_\_\_

*Exhibit fees are non-refundable*

## 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** \_\_\_\_\_

## PAYMENT

☐ MasterCard ☐ Visa ☐ AmEx ☐ Discover ☐ Check (Made payable to PA Restaurant & Lodging Association.)

Name on Card: \_\_\_\_\_

Number on Card: \_\_\_\_\_ CVV2: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

## 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*

