



Greetings!

We are excited to announce that **City Weekly's** 7th annual Utah Beer Festival will take place on **Saturday, August 27th** at **The Utah State Fair Grounds**. It will feature Utah Craft Brewers, Regional Brewers, and international beers. The expected attendance of the 2016 Festival is 10,000+ people.

We're currently looking for food vendor applicants for this event. Please read the following guidelines to see if you will be a great candidate for the Utah Beer Festival:

- Must provide your own cart/booth/truck set-up with any equipment you will need to prepare, cook and cool your food.
- Must be able to obtain a Temporary Event Permit for the Utah Beer Festival.
(Visit slhealth.org/programs/foodprotection/tempfoodbooths.html for guidelines)
- Temp food permit, 801-535-6644 • Food handlers permit, 801-313-6620

If you meet the guidelines above, we'd love you to submit the application to become a food vendor at the Utah Beer Festival. Each vendor will be provided with 4 badges to staff their area. You may purchase up to 4 additional badges for \$10 until July 27. After July 27, you will be required to purchase a full price ticket. Vendor badges do not come with any beer tokens. There are three options to choose from:

Option 1: \$625

Food vendor booth at City Weekly's 2016 Utah Beer Festival.

Featured ad in the Utah Beer Festival program that will be distributed to the 10,000 attendees at the Utah Beer Festival. General pricing for a guide ad is \$600.

1/16 page ad in City Weekly's Beer Festival issue. General pricing for 1/16 ad is \$225.

Vendors receive special pricing. A great advertising bundle!

Option 2: \$550

Food vendor booth at City Weekly's 2016 Utah Beer Festival.

Featured ad in the Utah Beer Festival program that will be distributed to the 10,000 attendees at the Utah Beer Festival. A great way to let the attendees know who you are!

General pricing for a guide ad is \$600. *Vendors receive special pricing.*

Option 3: \$400

Food vendor booth at City Weekly's 2016 Utah Beer Festival.

Please fax: (801) 747-6841 or email: nenright@cityweekly.net a sample menu and the option you would like to select. You will be notified no later than **July 23** if your business has been accepted. Payment for booth space/ advertising is due within a week of being accepted. This year we are expanding from 6,500 people to 10,000. For that reason, we will be allowing up to two food vendors per food type to meet the demand. Your temporary event permit or a copy of truck permit must be received no later than **August 12**.

Best Wishes,

Nicole Enright
Festival Coordinator/Vendor Director
Salt Lake City Weekly
248 S. Main Street, SLC, UT 84101
(801) 413-0941



UTAH BEER FESTIVAL 2016 FOOD VENDOR FEES APPLICATION

BUSINESS NAME: _____ CONTACT NAME: _____

CONTACT NUMBER: _____ EMAIL ADDRESS: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

DO YOU NEED ACCESS TO ELECTRICITY? YES NO

(ACCESS TO ELECTRICITY MAY BE LIMITED. PROVIDING YOUR OWN POWER GENERATOR MAY BE THE BEST SOLUTION.)

COMMENTS/SPECIAL CONDITIONS _____

OPTION 1
\$625

FOOD VENDOR BOOTH AT
CITY WEEKLY'S UTAH BEER FESTIVAL.
FEATURED AD IN THE UTAH BEER
FESTIVAL PROGRAM.
(GUIDE AD VALUED AT \$600)
1/16 AD IN CITY WEEKLY'S BEER
FESTIVAL ISSUE
(1/16 AD VALUED AT \$225)

OPTION 2
\$550

FOOD VENDOR BOOTH AT
CITY WEEKLY'S UTAH BEER FESTIVAL.
FEATURED AD IN THE UTAH BEER
FESTIVAL PROGRAM.
(GUIDE AD VALUED AT \$600)

OPTION 3
\$400

FOOD VENDOR BOOTH AT
CITY WEEKLY'S UTAH BEER FESTIVAL.

**YOU WILL BE INVOICED, ONCE ACCEPTED
PAYMENT MUST BE RECEIVED WITHIN 5 DAYS OF ACCEPTANCE**