



BREWER EVENT INFORMATION

Saturday, June 1, 2024

Bayshore

5800 N. Bayshore Drive, Glendale, WI

Set-up Hours: 9:00 AM - 11:30 AM

Festival Hours: 12:00 PM - 5:00 PM

ALL BREWERS MUST PICK UP THEIR CHECK-IN PACKETS/WRISTBANDS UPON ARRIVAL

at the Main Festival Entrance at [Bayshore](#).

General Info

- Set up begins at 9:00 AM, and the streets **must be cleared** by 11:30 AM when set up ends.

WHAT TO BRING:

- 10x10 branded tent!
- Plastic tablecloths for your table if possible
- Specialty beers for VIPs
- Non-Alcoholic options for Designated Drivers
- We anticipate up to 500-800 attendees for this event. Pre-event ticket sales updates will be emailed on Wednesday and Friday before the event. Each vendor is responsible for having the appropriate amount of beer and should either bring their beer on Saturday or work with their distributor to deliver Saturday morning during set-up hours.

WHERE TO ENTER AND UNLOAD ON SATURDAY:

- Booth assignments will be determined in May and emailed out to you with a final map
- You may drive right up to your designated table for setup and breakdown. See map.
 - Enter the grounds from the South on the street you are assigned (either Bayshore Dr. or Centerpark Way). One way traffic only.
 - A volunteer will be stationed at the entrance to greet you and provide directions, if needed.

WHERE TO PARK:

- Once you have unloaded, you may park in the northeast corner of the Kohl's parking lot.
- Volunteers should park in the Lydell Parking structure behind Target.

ELECTRICITY:

- There is limited electricity available; it is located in the curbside trees.

ICE:

- Volunteers will deliver throughout the festival, beginning at 10:00 AM.
- We will have limited ice, so we recommend bringing cans if possible.

FESTIVAL HOURS:

- The festival starts at 12:00 PM sharp. **No pouring before that time.**
- All attendees, including vendors, must be 21 or older to attend. Children and animals are prohibited.
- 12:00 PM - Gates open for VIP Ticket holders only
- 1:00 PM - General Admission is allowed in
- 5:00 PM – **STOP POURING**-the festival ends. Do not begin to tear down until this time.

WRISTBANDS:

- 4 blue wristbands are provided in your check-in packet for your staff working the event.
 - These must be worn to come and go from the event, including set up.
- Attendees will have either a **RED** (Designated Driver), **YELLOW** (VIP), **GREEN** (General Admission) or **BLUE** (Vendor) wristband. BLUE, GREEN, and YELLOW wristbands may be served.
 - **RED** (means stop) wristbands are designated drivers and **may not be served alcohol.**
- **It is incumbent that Brewers DO NOT SERVE anyone without a wristband!**

FOOD

- All Brewers also bringing food are responsible for providing their own wares for samples to patrons, including napkins, plates, utensils, platters, pots, or kitchen and serving wares for your event station.
 - The Boelter Superstore is conveniently located just up the road at 4200 N. Port Washington Rd. Milwaukee, WI 53212. Phone: 414 967-4333.

INVOICES

- Brewers may invoice up to \$300. All invoices need to be received by June 5th, 2024.
- If we do not receive an invoice by June 5th we will conclude you do not wish to receive the stipend.
- Invoices for your stipend can be made out to: Wisconsin Brewers Guild, 1502 West Broadway, Suite 102, Madison, WI 53713
- Email invoices to event@wibrewersguild.com

VOLUNTEERS:

- All equipment must be removed from the property after the event ends. Waste buckets will be removed by volunteers. **DO NOT DUMP WASTE BUCKETS! WE WILL PICK THEM UP FROM YOUR BOOTH.** *To accommodate everyone please be courteous to others while you unload. Remove your vehicle immediately. A lane must remain open at all times. Please do not block traffic.*