



***The City of Merrill Parks and Recreation Department***

***Request the pleasure of your company at the***

***Fourth Annual Lincoln Lager Barleyfest***

***Presented by:***



*The event will be held on Saturday, the First of October 2011 from 2:00 p.m. until 6:00 p.m. at the Smith Center Arena, 1100 Marc Drive, Merrill, WI 54452*

*To reserve a booth, please fill out the enclosed registration form and return it to the Smith Center address above. Once your registration form is received, your Brewery will be listed on our website ([www.lbarleyfest.com](http://www.lbarleyfest.com)) and Facebook with a direct link to your website as a confirmed attendee on the Fourth Annual Lincoln Lager Barleyfest. Early registration is encouraged so that we can maximize your exposure to our market.*

*Also, you are invited to attend a reception for all attending Brewery's and sponsors of the event after the festival from 6:00 p.m. - 8:00 p.m. in the reception room at the Smith Center. Food and beverages will be provided. We look forward to seeing you there.*

*Camping is available on site as well as at Council Grounds State Park, whose property adjoins the Smith Center Complex. Also, the Americinn motel of Merrill has Barleyfest packages available for your convenience. Simply mention that you are a participant of the Barleyfest to receive special rates.*

***\*\* The Smith Center and Merrill Parks & Recreation Department reserve the right to restrict exhibits which, because of noise, method of operation, material or any reason are objectionable; also to prohibit or evict parties which may detract from the general character of the show as a whole.***

***\*\* The Smith Center and Merrill Park & Recreation Department assume no responsibility for lost, stolen or damaged merchandise. We are not liable for any injuries that may occur on site.***

***\*\* Proceeds will benefit a local charity yet to be determined.***



## ***4th ANNUAL Lincoln Lager Barleyfest***

Saturday, October 1, 2011

2:00 p.m. - 6:00 p.m.

Smith Center

1100 Marc Drive

Merrill, WI 54452

BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_

NUMBER OF BOOTHS: \_\_\_\_\_ POWER REQUIRED: YES NO

TYPE OF PRODUCT:

NUMBER OF PEOPLE AT YOUR BOOTH: \_\_\_\_\_

In appreciation for your generosity in helping make the Lincoln Lager Barleyfest a success, we would like to cordially invite you and a guest to attend a reception immediately following the Barleyfest on October 1. The reception will run from 6:00 - 8:00 p.m. You will have the opportunity to mingle with other brewers and sponsors on a more personal level. We look forward to seeing you there.

NUMBER OF PEOPLE ATTENDING RECEPTION: \_\_\_\_\_



Each vendor/brewery will be given:

- ❖ One 10 X 10 booth with curtains - if additional space is needed let us know.
- ❖ Each booth will be furnished with one 8 foot table and two chairs
- ❖ We will provide electricity to each booth at the request of each vendor/brewer
- ❖ Rinse buckets & pitchers of water
- ❖ Ice to keep the beer cold
- ❖ Garbage cans

The Smith Center Multi-Purpose Arena is an indoor venue which is why we will provide the rinse buckets. Our staff will assist throughout the entire event with emptying garbage, re-stocking your ice supply, re-filling water, and whatever assistance you may need. It is our mission to ensure that vendors/breweries and event participants thoroughly enjoy their experience.

If you should have any additional questions or needs, please do not hesitate to contact Dan Wendorf at (715)536-7313, fax (715)539-2790, or email [Dan.Wendorf@ci.merrill.wi.us](mailto:Dan.Wendorf@ci.merrill.wi.us)

We look forward to seeing everyone on October 1, 2011!

