



**BREWERY
INFORMATIONAL PACKET**

SATURDAY, MAY 11, 2024

12:00 P.M. - 5:00 P.M.

📍 BEAVER STADIUM (STATE COLLEGE, PA)

HOPPYVALLEYBREWERSFEST.COM

ABOUT THE FESTIVAL

WHAT: Hoppy Valley Brewers Festival

WHEN: Saturday, May 11, 2024 - 12:00 p.m. -5:00 p.m.
(5 hours serve time)

WHERE: Beaver Stadium (State College, PA)

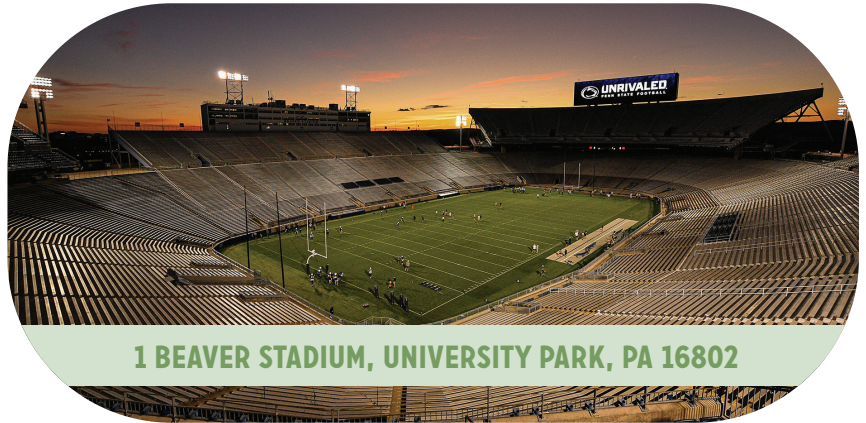
Antifragile Brewing Company, in collaboration with Breweries of Pennsylvania, The Central PA Tasting Trail, The Happy Valley Adventure Bureau, and Happy Valley Sports & Entertainment Alliance, is joining forces to host a **historic event at the fourth-largest stadium in the world – Beaver Stadium!**

Beaver Stadium is nestled on **Penn State's University Park campus**, near the lively downtown State College. The surrounding area boasts **diverse restaurants, small businesses, and captivating entertainment, offering a scenic backdrop with views of Mount Nittany.**

This prime location ensures a welcoming atmosphere to showcase your craft.

Leave your indelible mark by becoming a part of this exceptional inaugural event.

Join the company of thousands of eager festival-goers for an unforgettable day in Happy Valley, set against the iconic backdrop of one of football's most historic stadiums!



1 BEAVER STADIUM, UNIVERSITY PARK, PA 16802

HOSPITALITY

MARKETING/PROMOTION

Your brewery's logo will proudly be featured on the official event page, with a link to your website, showcasing your participation.

Hoppy Valley Brewers Fest has partnered with **Hello Social** for extended exposure in the East Coast market. Learn more about Hello Social: hellosocialco.com

Accepted exhibitors will receive an additional press kit, and we invite your involvement in elevating this extraordinary event.

ACCOMMODATIONS

PARKING: Free on-site parking for easy equipment transportation

HOTELS: Reserved rooms at local hotels with discounted rates.

Group codes available upon registration. Visit Festival Accommodations for lodging details.

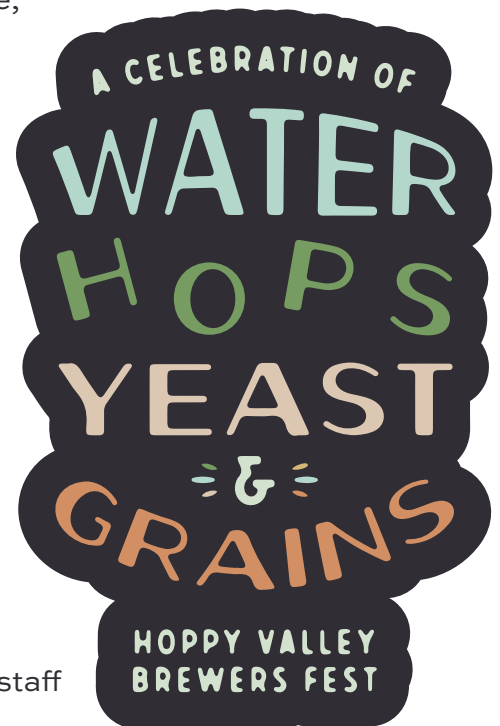
WELCOME RECEPTION:

o Friday, May 10th, 2024, 6:00-8:00 p.m.

o Location: Athletic Administration Building, 800 E Park Ave, State College, PA 16803.

o Enjoy the evening with breweries and sponsors, featuring great food, conversations, and phenomenal beverages.

Grab-and-go breakfast and lunch items will be available for brewery staff throughout the day of the event.



LOGISTICS AND ESSENTIAL INFORMATION

CHECK-IN AND SET UP

- Breweries must check in for a packet and instructions before entering
- Gate C on the north end of Beaver Stadium for load-in and setup
- Breweries will also be able to set up on Friday (5/10/2024)
- Stadium opens at 9 a.m. for setup. VIPs enter at 12 p.m., with setup completion by 11:30 a.m.
- Alcohol exhibitors will have a mandatory meeting at 11:30 a.m.
- The event ends at 5 p.m. All belongings must be removed, leaving a clean space

REQUIRED PAPERWORK

- Certificate of Insurance (COI) due by Wednesday, May 1, at 5:00 p.m.
- W-9 Form
- Submission of RAMP certifications (or equivalent certifications for breweries outside of Pennsylvania) for all serving staff
- Submission of the official application form

WEATHER

Beaver Stadium is open; be prepared for rain or shine.

SAFETY GUIDE

ADMISSION includes a sample vessel for attendees.

Patrons must be 21 with wristbands.

RESPONSIBLE CONSUMPTION

- One sample per presentation.
- **Serve ONLY to designated Hoppy Valley Brewers Fest sampling vessels.**
- Sample sizes should **not exceed 3-ounce pours.**
- Designated drivers cannot sample alcoholic beverages.

As a responsible purveyor, ensure intoxicated patrons are not served. All personnel will be monitoring the crowd to ensure a safe and positive environment.

HELPFUL RESOURCES

- Free water stations for hydration breaks.

STAY UPDATED AT [HOPPYVALLEYBREWERSFEST.COM/BREWRIES-ONLY](https://hoppyvalleybrewersfest.com/breweries-only)

QUESTIONS?

Contact John Schaffer at antifragilebrewing@icloud.com.

WHAT WE PROVIDE

- 10'x10' exhibit space
- Sampling vessels
- Ice
- Refrigeration storage

WHAT YOU SHOULD BRING

SERVING STAFF: Each booth, max 4 staff. Contact us with concerns.

BEER: Beers selected for service in 1/6 kegs, with 3-ounce pours. The maximum number of 1/6 kegs permitted is currently TBD. Please serve responsibly. (Chairs optional)

PROMOTIONAL ITEMS: Bring stickers, magnets, merchandise (if applicable). **No glass items permitted whatsoever.**

BOOTH SET UP: Tent, chairs, tables, serving supplies, and promotional items. Water keg for rinsing sample vessels. **Stake a minimum of 10 pounds to support each leg (40 pounds total) of your exhibition tent, as per Penn State policy.** It is advisable to bring additional weight to err on the side of caution.

WHAT YOU SHOULD NOT BRING

PROMOTIONAL DRINKING VESSELS

BOTTLED BEVERAGES: Draft and canned beer only to minimize waste.





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