



BRADENTON BEER FESTIVAL



Business Participation Information

Date: Saturday, March 12, 2011
Time: 4:00PM - 8:00PM

Place: Old Main Street
Downtown Bradenton

Projected Attendance: 1,500+

Benefits to Participating Companies:

The **Bradenton Beer Festival** will receive multi-media exposure, publicity and advertising, including:

- > Newsprint: Creative Loafing
- > Radio (minimum of 100 commercials)
- > Promotional announcements / ticket giveaways on radio stations
- > Flyers, posters, etc. at participating restaurants, pubs, etc.

Entry Requirements:

- > The enclosed registration form must be completed and returned to AIM ASAP!
- > **Entry Fee:** Booth prices vary depending on size needed, sponsorship level, etc.

Event Regulations:

- > Participating vendors must arrive on Saturday, March 12th to be set up and ready to greet the public by 4:00 p.m.
- > Minimum of one staff person to remain at your booth for the entire event.

AIM will provide:

- > One 8' table with table cloth
- > Volunteer assistants to help staff booths
- > Security
- > Entertainment and decorations to insure an exciting & festive atmosphere

Registered participants will receive a confirmation letter, layout map and set up schedule.

PLEASE RETURN YOUR REGISTRATION FORM A.S.A.P.!!

ADVERTISING & INNOVATIVE MARKETING
501 N. Orlando Avenue #313-128, Winter Park, Florida 32789
voice 407.383.2331 - 407.834.1664 fax

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