

Lincoln Lager Barleyfest

Presented by:



The City of Merrill Parks and Recreation Department Request the pleasure of your company at the Thirteenth Annual Lincoln Lager Barleyfest.

The event will be held on Saturday, the Second of October 2021 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) and facebook with a direct link to your website as a confirmed attendee of the Thirteenth 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, **AmeriInn** of Merrill, **715-536-7979**, 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.



lbarleyfest.com



Lincoln Lager Barleyfest

13th ANNUAL
Saturday, October 2, 2021
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 5. 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: _____



Lincoln Lager Barleyfest

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, or email Dan.Wendorf@ci.merrill.wi.us

I look forward to seeing everyone on October 2, 2021!

13th Annual Lincoln Lager Barleyfest - Vendor/Brewery Information Sheet

The Lincoln Lager Barleyfest intends to comply with all regulations as set forth by the Wisconsin Brewers Guild. Each attending vendor will receive a payment of \$200, in exchange for product(s) and expertise. Please take a moment to fill out the following questionnaire and return it along with your registration form to the Smith Center, 1100 Marc Drive, Merrill, WI 54452 or fax it to (715)539-2790. Should you have any further questions do not hesitate to contact us directly at (715)536-7313.

Our commitment to you is to do everything we can to accommodate your needs. Feel free to periodically check our website lbarleyfest.com to obtain directions to the event as well as available hotel packages for all vendors. We look forward to your attendance.

In order to print a guide for the Barleyfest please provide a brief description of each type of beer you intend to showcase by September 19.

***If you need additional space for product description, please feel free to use another sheet of paper.

****We are requesting that any usable left over “product” be credited back to us.****

Thank you,

Dan Wendorf

Dan Wendorf
Parks & Recreation Director
City of Merrill