

January 21, 2010

Dear Brewers and Projected Vendors:

We'd like to take this opportunity to wish you a happy and most prosperous New Year. And particularly, we would like to thank you for your participation in our most successful and well attended November 14th Great International Beer Festival – our 16th with over 6,000 attendees.

We are again inviting you to participate in our 4th Annual Great International Spring Beer Festival, to be held on Saturday, May 1st, 2010 at the Rhode Island Convention Center. Our 3rd 2009 Spring Beer Festival was also a success, with over 4,500 attendees, few problems and an overall positive response from the consumers and the vendors.

Our plans for the May 1st Festival includes over 30,000 sq. ft. of floor space, and no booth charges for all brewers and distributors, provided we receive registration forms by April 1st. In adding considerable extra space over the past several years and not charging for brewer's booth spaces, we have significantly decreased the length of the pouring lines – thereby making the Event less crowded and more pleasant for all.

Our registration form is enclosed and we hope to see you on May 1st. If you have any questions, please call or email us. And if your logo is not already on our website, kindly email it to us along with your completed registration form, your website and email address.

Very truly yours,

A handwritten signature in cursive script that reads "Maury A. Ryan".

Maury A. Ryan, Director

Enclosure



4th GREAT INTERNATIONAL SPRING BEER FESTIVAL

May 1, 2010

1:00 P.M. to 4:30 P.M. 6:30 P.M. to 10:00 P.M.

Rhode Island Convention Center
Providence, RI

EXHIBITOR'S REGISTRATION & CONTRACT

Information required for signage and website

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____ Website: _____

E-Mail: _____ Type of Business: _____

Services or Product: _____

Name and Position of Company Contact Representative: _____

*Attendees' Name (3 free bracelets per table) - Please print names:

1) _____ 2) _____ 3) _____

Number of additional bracelets (\$20 per bracelet at the Show): _____

The Festival will add your web site, with linkage, to our site and we suggest that you do similarly to your web page.

IMPORTANT!

PLEASE ATTACH A BRIEF DESCRIPTION OF YOUR COMPANY FOR OUR WEB SITE.

EXHIBITOR'S BOOTH FEES:

(Full payment required upon registration)

___ \$ Micro-Brewers - no charge, if registered by April 1st. After April 1st - \$75

___ \$ Large Brewers and Distributors - by April 1st After April 1st - \$100

___ * \$550 Manufacturer, Supplier, Retailer

___ * \$700 Other

The above includes one 10' x 10' booth. Additional Booths, \$75 each

Total booth fees above: \$ _____

Total additional bracelet fee: \$ _____

Total amount above, enclosed with Application Form: \$ _____

PLEASE MAKE CHECK PAYABLE TO:

FESTIVALS OF AMERICA LLC

130 GANO STREET

PROVIDENCE, RI 02906

For more information, call Maury Ryan @ (401) 272-0980, FAX (401) 223-0160

Visit our web site at www.beerfestamerica.com or email mryan@beerfestamerica.com

See page 2 on reverse side for Liability and Insurance conditions.

**Great International Spring Beer Festival
Saturday, May 1, 2010
1:00 pm to 4:30 pm – 6:30 pm to 10:00 pm
Rhode Island Convention Center
Providence, RI**

LIMITATION OF LIABILITY

- a) Vendor agrees to indemnify and hold harmless Show Management, Sponsors, Owners, Convention Center, and their officers, agents, employees and assignees against all claims, of any kind, losses, suits, damages, judgments, costs, attorney fees and charges resulting from its participation in the Show, due to personal injuries, death, property damages or loss of services of any kind. Show Management shall not be responsible for loss of or damage to property of Vendor, resulting from fire, water, storms, acts of God, theft, disappearance, bomb threats or other causes. All Vendor property is brought to the exhibition and displayed at the Vendor's risk and should be protected by the Vendor at all times.
- b) Show Management will provide a guard overnight while the Show is closed. Vendor agrees that the provision of a guard constitutes adequate discharge of all obligations of Show Management to supervise and protect Vendor's property within the exhibition.

DAMAGE TO PROPERTY

Vendor is liable for any necessary clean up and/or damage caused by it to building floors, walls, ceiling or columns, or to standard booth equipment or to other exhibitors' property. **VENDOR'S LIABILITY INSURANCE POLICY TO BE PROVIDED TO SHOW MANAGEMENT AS ADDITIONAL INSURED PROTECTING IT AGAINST CLAIMS DUE TO VENDOR'S ACTIVITIES AT SHOW.**