



2024
Edition

East Coast Beverage Convention

Participant Guide

VENDOR BOOTHS

Each booth is 10 x 10 feet and comes equipped with a 6-foot skirted table, a power outlet and one extension cord. Should participants require additional power for refrigeration or signage, please email us your requests eastcoastbevcon@gmail.com and we will do our best to accommodate you. Should you desire more booth space to sample your products we will be happy to accommodate if space is available. The first 10 x 10 space is free of charge. Each additional 10 x 10 booth space, if available, can be purchased for an additional \$250.

LIQUOR LICENSE

All vendors are required by New Brunswick Public Safety to have a special event trade show liquor license to sample products. As part of your participation, the ECBC will secure and provide liquor licenses on your behalf at no extra cost

SET UP TIMES

The set-up time for participants can begin as early as Friday, May 24th at 12 noon. For participants arriving on the day of the event, access to the Agrena complex is available starting at 9am. Please have booths and products ready no later than 1:00pm on Saturday (1.5 hours before the 1st session).

TEAR DOWN

Tear down will commence immediately following the completion of the Saturday evening session at 10:00pm. Participants are required to remove all equipment after the show. Any remaining large items that require transport must be picked up from the Agrena on Sunday, May 26th between the hours of 10:00am and 4:00pm.



SECURITY

The ECBC organizing committee will provide security personnel to guard your equipment and products overnight on both Friday and Saturday.

Security will also be on hand throughout the event to ensure an enjoyable and safe time for all attendees and participants.

VOLUNTEERS

ECBC Volunteers will be wearing brightly coloured T-shirts and will be responsible for many tasks to support you including, bussing your booths (keeping your glassware and ice replenished and recycling empties during and after each session).

GLASSWARE

All patrons will receive a commemorative 4-oz glass upon entry. This glass is to be used for all sampling. Please fill the glass to a maximum of 3/4 full.

Each booth will have a stock of clean glasses for patrons to exchange should they desire. Please do not pour samples into any other glass other than the official ECBC glasses. Failure to adhere to this could jeopardize your liquor license for this event.

ICE

The ECBC committee will provide a generous quantity of ice to keep your products cold. Volunteers will be on hand to bring you some as needed.

PRODUCT QUANTITIES

As mandated by the ANBL, the maximum amount of product allowed for sampling is as follows:

- **1 to 5 products to be sampled (Maximum 100 litres in kegs or 80 litres in packaged product per brand)**
- **6 or more products to be sampled (Maximum of 60 litres in kegs or 60 litres in packaged product per brand)**

We recommend that you split your supply of products equally for the two sessions between Saturday afternoon and evening.

MERCHANDISE

The ECBC would request that all participants to please bring along one or two pieces of beer paraphernalia that will be raffled off during the tastings. A great way to get your brand out there!

There will also be an event merchandise booth set-up and manned by volunteers to sell any and all of your merchandise that you may wish to offer for sale.

Please feel free to give away any promotional items in order to promote your products (bar towels, hats, T-shirts, openers, or whatever; just NO GLASSWARE PLEASE).

PATIO

A patio area will be set up outside the ECBC patrons to enjoy the great weather (fingers crossed). With that in mind, all participants are encouraged to bring along any promotional material and feel free to use it to help decorate the patio area.

ECBC EVENT GUIDE

A mobile-based digital program will be available to all ECBC attendees with general information and listings of all participating companies. Please send your logos, tasting notes and pertinent information to eastcoastbevcon@gmail.com

BUS SERVICE

For the convenience and safety of all our attendees, complimentary bus service is being generously provided by the **ANBL Safe Ride** program. These buses will provide transportation to various locations throughout the greater Moncton area following each tasting session.

CONTACT INFO

If you have any further questions, please feel free to contact us:

East Coast Beverage Convention

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