

REGISTRATION GUIDELINES



KEY DATES

REGISTRATIONS OPEN

REGISTRATIONS CLOSE

***payments must be received by October 31 2016**

EVENT REGISTRATIONS REVIEWED BY THE PROGRAMMING COMMITTEE

EVENT HOSTS NOTIFIED OF THEIR PLACEMENT IN THE 2016 PROGRAM

***All successful events accepted into the 2017 program are embargoed until the program launch March 2017.**

ALL EVENT INFORMATION DUE FOR PRINT

ALL EVENT INFORMATION FINALISED FOR WEB

PROGRAMS DELIVERED TO PARTICIPATING VENUES

2017 OFFICIAL PROGRAM LAUNCH AT THE GOOD BEER SHOWCASE

ALL TICKETS AVAILABLE FOR SALE VIA www.goodbeerweek.com.au

GOOD BEER WEEK OPENING NIGHT PARTY

GOOD BEER WEEK FESTIVAL DATES

EVENT HOSTS PAID OUT TICKETING INCOME

1ST OCTOBER 16

31ST OCTOBER 16

7TH - 9TH NOVEMBER 16

10TH NOVEMBER 16

31ST JANUARY 17

10TH MARCH 17

15TH MARCH 17

16TH - 17TH MARCH 17

16TH MARCH 17 9AM

12TH MARCH 17

13TH - 21ST MAY 17

24TH - 26TH MAY 17



WHAT IS IT?

GOOD BEER WEEK IS “THE BEST BEER WEEK IN THE WORLD”, ACCORDING TO MANY OF THE WORLD’S LEADING CRAFT BREWERS.

In just six years, it has grown from the spark of an idea to a global festival made up of 280 diverse and innovative events across Melbourne and Victoria that attracts 75,000 attendees from across Australia and overseas.

Run by an independent, not-for-profit association, the program has grown almost 500 percent in size since launching in May 2011, and in 2016 it celebrated its sixth anniversary with a lineup that featured guests from five continents, big name chefs, masterclasses, sublime degustations, opera, live music and a fashion show.

It is Australia’s preeminent beer event, one that has inspired smaller imitators interstate, New Zealand and Japan, and is well placed to achieve its founders’ stated goal of establishing the leading beer festival in the Asia Pacific region. It is the biggest single platform for local brewers and beer businesses to showcase themselves to a broad audience and also plays host to the Australian International Beer Awards (AIBA) and the three-day GABS Beer, Cider, Food Festival at the Royal Exhibition Building.

“

GOOD BEER WEEK IS A FANTASTIC EXAMPLE OF A GRASS ROOTS CONSUMER DRIVEN FESTIVAL. IT BRINGS TOGETHER BREWERS, VENUES AND CONSUMERS FOR THEIR COMMON PASSION - BEER!

”

BEN KRAUS BRIDGE ROAD BREWERS 2016



WHAT'S GOOD BEER?

THE DEFINITION OF “GOOD BEER” IS ULTIMATELY A SUBJECTIVE ONE, JUST LIKE THE NOTION OF “FINE WINE”. AS WITH FINE WINE, GOOD BEER CAN ORIGINATE FROM BOTH SMALL AND LARGE OPERATORS.

As defined by the festival's Charter, to be considered “Good Beer”, a beer should have at least three of the following attributes:

- Artisanal.
- Innovative, for example, creating a new style or using unusual ingredients or techniques.
- Creative, for example, giving a traditional style a new twist.
- Celebrate beer's tradition or history.
- Complements the Slow Food Movement.

For more information on Good Beer Week's charter please refer to <https://www.goodbeerweek.com.au/charter>



FESTIVAL SNAPSHOT

75,000 ATTENDEES

45% TICKETED EVENTS SOLD OUT

35.8% EVENTS WERE FREE

2.06M TOURISM ECONOMIC IMPACT

19.8M IN PR AUDIENCE

96.7% RATE IT AS EXCELLENT

45% FEMALE ATTENDEES

DIGITAL REACH OF **31.8K**

473% INCREASE IN EVENTS

15K VISITORS TO THE FESTIVAL HUB

10 DAYS

180 VENUES

280 EVENTS

ONE COMMUNITY

YOUR TIME TO BE PART OF IT



CRYER MALT TRADE HUB EVENT REGISTRATION GUIDELINES

Cryer Malt is offering the good beer community the opportunity to apply for venue hire sponsorship to host your own events at the Cryer Malt TradeHub space upstairs at the Good Beer Week Festival Hub, Beer DeLuxe Fed Square between May 13 and 21, 2017.

You are eligible to apply if you are passionate about growing the good beer community through education, discussions, competitions or showcases. We are open to all suggestions, you simply need to respond to this question when pitching your idea:

**“HOW DO YOU PROPOSE TO
UTILISE THE CRYER MALT
TRADE HUB TO FURTHER
GROW THE GOOD BEER
COMMUNITY?”**

Cryer Malt takes great pride in standing shoulder to shoulder with the brewers who have been at the forefront of the modern craft beer movement in Australasia. We've witnessed the astounding growth of craft brewing over the last couple of decades, which has exceeded all expectations. We're honoured to have been able to turn our hand to the wheel in support of the fine people who are dedicated to making fine beer and not afraid to push the boundaries. Supporting the Good Beer Week community is one of the ways we are pleased to be able to help grow and sustain the Australian beer industry, as it continues to forge its place as a leader in the global craft phenomenon.

We pride ourselves on sourcing and supplying the World's best ingredients for the Australasian Craft and Premium Brewing Industry. From Australia, New Zealand, Germany, United Kingdom, Belgium, USA. we supply the best ingredients so you can craft the perfect premium beer. After years of searching for excellence Cryer Malt remains committed to finding the best to create the very best. We love beer just like you do!



BENEFITS

- Venue hire waived
- Exclusive access to the Cryer Malt Trade Hub
- Access to the tap system
- Event listing on www.goodbeerweek.com.au and the Good Beer Week App.
- Double Page spread in the Good Beer Week Official Program listing all participating events under the Cryer Malt Trade Hub events calendar.
- Promotion in Beer and Brewer Magazine
- Promotion through Good Beer Week and Cryer Malt's social media channels
- Promotion through Good Beer Week and Cryer Malt's electronic newsletters
- Dedicated landing page on www.goodbeerweek.com.au promoting all participating events under the Cryer Malt Trade Hub events calendar.

DETAILS ABOUT THE SPACE

- 70 capacity seated
- 100 standing
- Bar staff included
- AV support included (TV screen, PA)
- Private entrance from Fed Square main square and through the Beer DeLuxe downstairs bar.

TRADE INDUSTRY ENQUIRIES ARE ENCOURAGED AS WELL PLEASE CONTACT EVENTS@GOODBEERWEEK.COM WITH YOUR IDEAS.

Cryer Malt ingredients are available for sponsorship, please contact Stephanie.Howard@cryermalt.co.nz for ingredients options.

INTERESTED? THEN HEAD TO WWW.GOODBEERWEEK.COM.AU AND APPLY NOW.

Event registrations open October 1st until 31st. Successful sponsorships will be announced in November. Please note you are required to pay for the event registration fee upfront to be considered for venue hire sponsorship. If your event is not successful in securing venue hire sponsorship you can still host the event (pending Cryer Malt's decision). If your event is not successful you will be refunded your event registrations fee minus 10% administration costs

If your event is ticketed, all tickets must be sold through Good Beer Week's ticketing system.

CHEERS AND WE LOOK FORWARD TO CELEBRATING BEER EXCELLENCE WITH YOU IN MAY 2017!

1800 119622 SALES@CRYERMALT.COM.AU CRYERMALT.COM.AU



CRYER MALT
THE GRAIN OF TRUTH IN EVERY BEER

EVENT CRITERIA

Events can only be approved for the inclusion in the 2017 Good Beer Week program if they support the purpose of Good Beer and its charter.

When planning your event keep in mind the values of the festival below:

- Events must centrally feature the appreciation of good beer and also actively practice and promote the responsible service and use of alcohol. *No beer pong!
- During Good Beer Week, venues must feature programming distinct from their normal operation throughout the year. For example, special offerings or activities.
- Good Beer Week values creativity and innovation, so events that offer unique or “Australian first” experiences will be favoured.
- Events should ideally offer educational forums for attendees to discuss, debate or learn about “Good Beer”.
- Participating venues MUST support “Good Beer” year round, not just as a marketing tool during GBW.

PLEASE NOTE Only venues / event hosts running events as part of the approved Good Beer Week program can use the trademarked term Good Beer Week and any associated marketing materials and IP. The Good Beer Week committee reserves the right to prevent use of its trademarked name for any unauthorised events and / or associated materials.

EVENT STREAMS

Due to the vast array of events programmed during Good Beer Week, in 2013 the committee split events into five categories to make searching for the right event that much easier for punters and to improve the experience further and better reflect the breadth of the festival.

The event streams are listed over the next page.



FOODIE

THE FOODIE STREAM AT GOOD BEER FEATURES EVENTS AT SOME OF THE FINEST RESTAURANTS AND EATERIES IN MELBOURNE. ITS AIM IS TO ELEVATE THE CONCEPT OF BEER AND FOOD PAIRING TO A LEVEL COMMENSURATE WITH THAT COMMONLY ASSOCIATED WITH WINE.

This stream appeals to beer lovers keen to enhance their knowledge of beer and food matching, but also, crucially, to foodies who may not previously have considered placing beer on the dining table. The aim is to show this audience that good beer, presented in the right manner, is the match for any other beverage in any establishment.

Examples of successful events within the Foodie stream.

NOSE TO TAIL WITH LA SIRENE AT STRAY NEIGHBOUR: \$70.00

Stray Neighbour was a new addition to Preston's fast changing landscape. They offered a well priced, Euro-influenced menu with a emphasis on sharing as well as a craft beer focused bar boasting 12 taps and exciting bottle list.

In 2016 Stray Neighbour teamed up with La Sirene to provide attendees with a nose to tail pork dinner with a menu designed by chef Romina Gagliardi (ex Bistro Gitan). The four course whole hog feast incorporated beautiful produce with all the trimmings and perfectly matched La Sirene Belgium and French farmhouse ales. Brewers, chefs and beer lovers came together for this amazing dinner. Tickets were limited and sold out due to their detailed event listing and offering for the ticket price.

CHEESE AND BEER: A PERFECT MATCH AT MILK THE COW: \$41.00

Milk to Cow utilised their talented cheesemongers and beer experts for a guided tasting of four artisan cheeses and four distinct beers in one of their signature Perfect Match events.

They matched each pairing carefully to enhance the earthy, yeasty flavours that cheese and beer share as they spun stories about the heritage, production methods and taste profiles, including the secrets to matching beers and cheeses for a winning combination every time.



GOOD TIMES

THE SCOPE OF GOOD BEER WEEK EVENTS HAS EXPANDED; SOME OF THE MOST ENJOYABLE EVENTS HAVE BEEN THOSE AT WHICH GREAT BEER WAS AN ACCOMPANIMENT TO THE MAIN ATTRACTION. BLUES BROTHERS AT THE CATFISH, BREWERY CINEMA AT HAWKERS BREWERY, THE HUGE ANNUAL SCAVENGER HUNT RUN BY THE FOX HOTEL, OR EVENTS FEATURING ARCADE LOCK INS WITH BREWERS, A FASHION SHOWCASE AND EVEN OPERA.

The Good Beer Week committee believes these events are not only fun but are hugely appealing to a broad cross-section of people. And, with the festival's key aim being to spread the love of good beer to new faces, we have a stream dedicated to such events: Good Times.

Examples of successful events within the Good Times stream.

BRIEFCASE FULL OF BEERS AT THE CATFISH: \$30.00

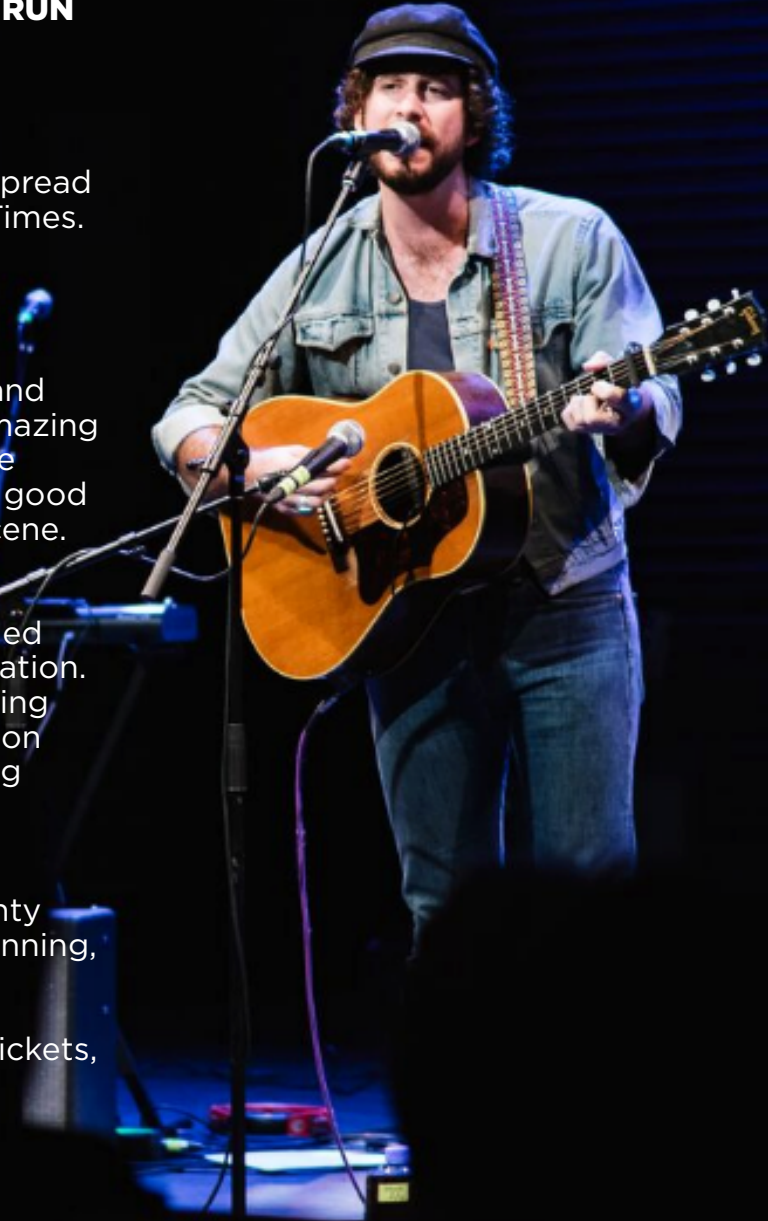
The Catfish & Cavalier roped in the help of their friends to put the band back together and present 'A Briefcase full of Beers'. Musicians James Grimm & Paul Slattery fronted an amazing group of Melbourne's best blues musicians, along with special brews and classic 'Orange Whips' brewed by Cavalier. It was a fantastic sold out night of beers, blues and rawhide good times. It was one night only and really embraced the local beer and Melbourne music scene.

BEER VS BEAST AT ORMOND HALL: \$49.95

Brewmanity and Balter Brewing Co teamed up to create a beast of an event that launched their collaborative brew, 'The Beast Tamer' and raise funds for the Cure For MND Foundation. The boys challenged beer lovers to tame the beast of a disease, known as MND, by getting along to an epic Sunday session of great beers, music, and story telling at Ormond Hall on Sunday May 15 from 1pm. 'Beer vs Beast' was Good Beer Week's biggest ever fundraising event, and 100% of funds raised went towards helping to find a cure for Motor Neurone Disease.

In between sets of great Australian music from the likes of Mark Seymour from the mighty Hunters and Collectors, guests heard from the boys behind the beers, including Mick Fanning, Bede Durbridge, David Neitz, and a few of their sporting mates.

Tickets included 3 free beers, a few nibbles, great entertainment, and having sold 600 tickets, it was a brilliant addition to the program and reach of good beer for the better.



BEER GEEK

THE TERM BEER GEEK IS BY NO MEANS DEROGATORY TOWARDS THE BEER FAITHFUL TO WHOM IT APPLIES. A BEER GEEK IS PERHAPS BETTER THOUGHT OF AS A DEVOTEE OF ALL BEVERAGES, WHETHER THEY BE GRAIN OR GRAPE. IN FACT, THIS DEMOGRAPHIC IS WHAT GIVES GOOD BEER WEEK THE PLATFORM TO BE DARING WITH ITS PROGRAMMING. WITHOUT THEM, THIS FESTIVAL PROBABLY WOULDN'T HAVE STARTED.

This stream allows the program to push the limits of what good beer is, through new beer recipes, products, collaboration brews and truly out there events. It is a program that delivered the amazing and unexpected with an audience that isn't shy with its opinions! This stream also includes events for home brewers - another group that tends not to be shy with its opinions. That means it will be home to events such as live brews, brewing demonstrations and opportunities to meet professional brewers who began as home brewers to learn about their transition from amateur to professional.

Examples of successful events within the Beer Geek stream.

TOP SECRETS FROM BROOKLYN AT WHISKY AND ALEMENT: \$75.00

In 2016 Whisky and Alement teamed up with Brooklyn Brewery for their headline act of the year. Andrew Bombard, Brooklyn's in house microbiologist visited Melbourne purely to present some of the most sought after barrel aged and sour beers in the world. They delved deep into what makes these beers tick and match them up with some of the most interesting and rare spirits the world has to offer. Bar owner Julian White cracked out some of the rarest whiskies in the collection to compliment these most avant garde beers.

More than four beers and four whiskies were included with this event with some complimentary bar food as well.

BREW YOUR OWN AT BAD SHEPHERD BREWING CO: \$45.00

This DIY workshop took guests through tips and techniques for brewing at home - all while enjoying delicious smoked meats paired with a selection of their finest brews. Home brewer turned pro brewer Dereck Hales shared his in depth knowledge of how to make great homebrew. Open to guests whom were just getting started or looking to improve the quality of their beer, find out what's really important and what's not when it comes to making great homebrew on any budget.

BEER LOVER

A BEER LOVER IS SOMEONE WHO HAS ALREADY EMBRACED GOOD BEER. THEY HAVE MOVED ENTIRELY AWAY FROM DRINKING MAINSTREAM LAGERS INTO THE WORLD OF MICROBREWS AND/OR QUALITY IMPORTED BEERS. THEY ARE LIKELY TO BE FAMILIAR WITH A NUMBER OF LOCAL BREWERIES AND CRAFT BEER-FOCUSED PUBS AND BARS. THEIR CHOICE OF BEER IS IMPORTANT TO THEM AND THEY ARE LIKELY TO ENCOURAGE OTHERS TO TRY THE BEERS THEY ENJOY.

Events within this stream typically require some prior understanding of the beers on offer. Many feature guest brewers from around Australia and overseas talking about their beers and breweries. This stream also includes a number of beer and food matching events, those that explore the relationship between beer and spirits and guided tastings of beers from around the world.

Examples of successful events within the Beer Lover stream.

NO GIMMICKS. JUST GOOD BEER. AT TWO BIRDS BREWING: \$30.00

Two Birds got together with their mates from Feral WA and ParrotDog NZ, to showcase some of their best.

This was a chilled out, sold out session where beer was king and food and tunes were secondary. No Gimmicks. Just Good Beer.

FIX ME UP - FIXATION BREWING CO. & UP IN SMOKE COME TOGETHER \$19.00

Fixation Brewing Co. is Australia's only brewing company solely dedicated to making the best & freshest US style IPAs. Up In Smoke is all about taking the time to create amazing flavours through their 'low and slow' approach to cooking.

This event included owners Shayne & Tom explaining their approach, passion and the techniques they apply to their respective crafts. There were several Up In Smoke dishes to taste plus two fresh and hop-driven Fixation brews included with every ticket. Vegetarians were totally welcome.



BEER 101

THE BEER 101 STREAM IS FOR PEOPLE WHO EMBRACE THE OPPORTUNITY TO LEARN MORE ABOUT BEER. WHETHER THAT BE STARTING AT THE VERY BEGINNING AND TAKING THEIR VERY FIRST STEPS OUTSIDE OF THE WORLD OF MAINSTREAM LAGERS, OR EDUCATING THEMSELVES ON AN ELEMENT THEY MIGHT NOT HAVE EXPLORED BEFORE, SUCH AS BEER HISTORY OR WILD BEERS.

Events in this stream are intended to be fun, approachable, and informative, and offer something new for people, whether they are at the start of their beer journey, or looking to expand their knowledge. This also includes events such as tap takeovers, which offer the opportunity for people to sample a wide range of beer styles in a relaxed and social setting.

Examples of successful events within the Beer 101 stream.

LITTLE CREATURES AND FRIENDS GOOD BEER COLLEGE: FREE BY REGISTRATION AT THE FESTIVAL HUB

Little Creatures and friends took you through that first learning curve at Good Beer College at the Festival Hub in 2016. Good Beer College peeled back the mystery of beer, leading guests through the importance of freshness, the impact of ingredients like malt, what techniques such as barrel ageing can achieve, and the background of styles such as the IPA.

These entertaining and info-packed sessions were perfect for those new to the beer world, or if they had a few mates that were keen to learn more about a particular element of beer tasting.

As well as presenters from Little Creatures, local and international guest speakers joined the classes to showcase the beauty of beer and demonstrate how to unlock attendees tastebuds when sampling their next glass.

These small sessions sold out quickly with guests emailing us to be on a waiting list.



WHAT YOU GET

YOUR OWN EVENT REGISTRATION PORTAL ONLINE

- Register multiple events at once through our online event registration and payment portal.
- Receive automated emails to remind you when print and web content is due.
- Live previews of your event listing online and in print format for you to review and approve prior to publication.
- Live access to your event listings to update event images, venue opening times, menus, tap lists and special event updates.
- Track live event views for each of your events.

MARKETING THROUGH GOODBEERWEEK.COM.AU

- Event listing with 100 words of copy, venue address coded to our geotagged Google Maps integration, event running times, dates, your logo and supporting partners, social sharing options.
- Official “Good Beer Week” event webtile for you to publish on your own website to hyperlink to your unique URL promoting your event.
- Option to purchase the Good Beer Week “**Bumper Pack**” to further promote your event. See page 19 for details.

PRINT PROMOTION AND SUPPORT

- Event listing with 50 words of copy, support image and event running times and dates.
- A3 official “Good Beer Week” venue poster to display on premise and window decals.
- Official “Good Beer Week” beer coasters.
- Official “Good Beer Week” print programs delivered to your venue for further in store promotion.

ONLINE TICKETING SUPPORT

- Good Beer Week manages all ticket sales for events through goodbeerweek.com.au. This streamlines the process for the festival, event hosts and attendees.
- Good Beer Week DOES NOT take a percentage of your nominated ticket price. Instead we add a small fee to each ticket to cover bank fees and administration costs. (See ticketing booking fee structure on page 16)
- You are relieved of the duty of the administrative task of selling and monitoring ticket sales.
- You retain complete control to cease ticket sales when you need to.
- Track ticket sales live.



WHAT YOU GET

ONLINE TICKETING SUPPORT> CONTINUED

- Printable door list(s) to use for front of house at your event(s).
- Instant emails sent to you when a ticket purchaser has specific dietary requirements.
- Automated email notification when your event has sold out.
- Regular updates on your private online portal dashboard in which Good Beer Week will post new notification and information to keep you up to date with new announcements and features on the website as well as tips and hints on how to sell out your event.
- Phone support.

PLEASE NOTE: *The arrangement with our financial institution will see all income from ticket sales held until after the festival. All funds collected through ticket sales will be passed on to event hosts a week after the completion of the festival on 21 May 2017. *By agreeing to allow Good Beer Week to sell tickets on your behalf, please be 100 per cent clear on the ticketing process.*

- Tickets will go on sale to the public from 9AM, March 16, 2017. Booking fees are included in the advertised ticket price and are calculated on a sliding scale. Please note booking fees are not charged for free events that require registration to attend, but we have increased the registration fee for 2017 to reflect this.
- It is a requirement for event hosts to allocate two tickets for each event you run during Good Beer Week to the festival organisers for marketing, sponsorship and media purposes. Please do NOT include these two tickets in the total number of tickets available for sale to the public when you register your event(s) online.
- You cannot advertise more tickets for sale than your selected event allows. See Event Registration Fee guidelines for clarification on page 19.
- When multiple parties take part in an event, it is the event host's responsibility to distribute ticketing income to each party appropriately. Good Beer Week will only accept the payment and invoice details for the person/venue who registers the event online and will only pay ticketing income to that payee at the end of the festival. No split bills!



TICKETING BOOKING FEES

TO BE ABLE TO PROVIDE YOU WITH THIS EXCEPTIONAL CUSTOM ONLINE EVENT MANAGEMENT PORTAL, GOOD BEER WEEK CHARGES BELOW MARKET RATE BOOKING FEES ON TICKETS TO COVER BANK CHARGES AND ADMINISTRATION COSTS.

We include the booking fee in the advertised price online and in print. In other words, the ticket price that buyers will see is the total cost, inclusive of all fees and GST.

To be competitive against other online ticketing systems we have a sliding scale fee structure.

TICKET PRICE

FREE

\$00.1 - \$24.99

\$25.00 - \$49.99

\$50.00 - \$74.99

\$75.00 +

BOOKING FEE

NONE* 2017 will see an increase of event registration fees for free events. See page 19 for more details.

\$2 FEE

\$3 FEE

\$4 FEE

\$5 FEE

If your event ticket price is \$24, it will be advertised as \$26.

You will receive the full \$24.

When registering an event and entering your ticket price the online portal will automatically add the booking fee on top.



SUPPORT FROM US

- Public relations support from the amazing team at Zilla and Brook: \$19.8million in PR audience reach in 2016.
- Regular social networking updates through Twitter, Facebook and Instagram. Digital reach of 31.8k.
- Support through Good Beer Week media partners.
- Media releases sent to beer, bar, brewing, and hospitality publications, and the wider media.
- Street poster campaigns throughout Melbourne.
- Access to targeted digital direct marketing to good beer lovers and enthusiasts through our mailing list.
- Phone support.

MARKETING

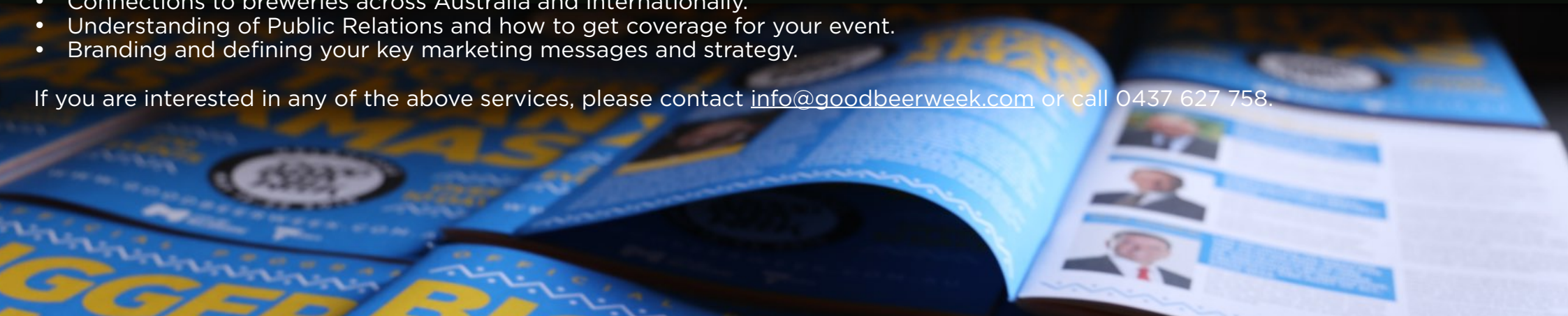
- Your own event landing page on goodbeerweek.com.au with a unique URL to promote your event through social media.
- 50 word event listing, with support page in the 2017 Good Beer Week print program guide of events. 60k distribution national.
- 100 word event listing with support page and partner(s) logos published on goodbeerweek.com.au
- Official Good Beer Week programs delivered to your venue / nominated address.
- Official Good Beer Week venue poster and window decal.
- Official Good Beer Week web tile and banner to be published on your website, with a hyperlink to your event landing page on goodbeerweek.com.au
- Good Beer Week logo to use with your own event promotion.
- Good Beer Week beer coasters.

INDUSTRY AND EVENT SUPPORT

The Good Beer Week Committee has some extraordinary and passionate members who have a fantastic range of skills that can assist you with any of the following:

- Advice on beer lists, beer and food matching.
- Staff training to get ready for Good Beer Week.
- Social media consultancy to get the best out of your public profile and promotion.
- Connections to breweries across Australia and Internationally.
- Understanding of Public Relations and how to get coverage for your event.
- Branding and defining your key marketing messages and strategy.

If you are interested in any of the above services, please contact info@goodbeerweek.com or call 0437 627 758.



HOW TO TAKE PART

WHAT GOOD BEER WEEK NEEDS FROM YOU

- Sign up at www.goodbeerweek.com.au and click on the EVENT LOG IN in section.
- If you have registered online for previous festivals, you will need to sign up with a new log in.
- Please use a generic business email, for example info@ so all parties can access the emails we send to you. If a member of your team uses a personal email, or leaves the company important information may be missed.
- Fill in the online event submissions form. You must include a venue, date, time and event stream. You will be guided step-by-step through the process by our custom built registration process. If a venue participated in 2016, their venue details will already be in the system. You will simply need to select it from the drop down list. If your venue is not on the list then you can add a new one.

PLEASE NOTE: Please confirm with all participating parties that they agree to host/provide product for the event. We have had events cancelled at the 11th hour as not all parties have known about the event.

- You do not need to know 100% of the event details until your event has been approved by the Good Beer Week committee. Once approved, you have until January 31 to finalise all details. We need to know your vision and grand plans for 2017 so we can look at the wider programming and make sure there aren't clashes or similar events held on the same day.
- Make payment for your event as described online.
- Registration is NOT complete until payment is received.

WHEN SUBMITTING AN EVENT YOU AGREE TO PROVIDE GOOD BEER WEEK WITH THE FOLLOWING:

- Two tickets to each event submitted. These tickets will be used for publicity reasons, i.e media, bloggers/writers, photographers, or for competitions. If your tickets are not allocated by Good Beer Week we will release these at the beginning of May for you to on sell.

WHAT NEXT?

- Once event registrations close, events will be reviewed.
- You will be notified by the Good Beer Week committee if your event has been accepted into the program by November 10, 2016.
- Events not accepted into the 2017 program will be given feedback as to how the event can be improved or sit more closely within the Good Beer Week Charter for a second assessment round.
- If your event is not accepted into the 2017 program, you will be refunded your registration fee minus 10% administration fee.

REGO FEES

TYPE OF EVENT	CAPACITY	FEES (ALL EX GST)	FEES FOR FREE EVENTS
INTIMATE EVENT	0 - 30 ATTENDEES	\$315 + GST	\$365 + GST
REGIONAL EVENT	0 - 249+ ATTENDEES	\$315 + GST	\$365 + GST
REGIONAL EVENT LARGE	250+ ATTENDEES	\$525 + GST	\$625 + GST
BOTTLE SHOP EVENT	ANY CAPACITY	\$315 + GST	\$365 + GST
STANDARD METRO EVENT	31 - 500 ATTENDEES	\$525 + GST	\$625 + GST
LARGE EVENT	501 + ATTENDEES PER SESSION	\$1050 + GST	\$1550 + GST
WEEKLONG EVENT	ANY CAPACITY	\$785 + GST	\$938 + GST

*** PLEASE NOTE FOR WEEKLONG:** you must host the same style event each day to claim this fee. If you are running different events throughout the week, you must register each one separately. You will receive one listing in the print program, with the same event distributed throughout the week through your online listing at goodbeerweek.com.au

*** PLEASE NOTE FOR FREE EVENTS:** We have increased these registration fees to cover administration costs as there is no booking fee.

MARKETING BUMPER PACK: You can upgrade your event registration package to the Bumper Pack to include additional marketing benefits. The price for the below package is a doubling of your registration fee. Eg An intimate event marketing package would cost \$630 EX GST. You can select this option when you register online. If your event is not accepted in the program, this will be refunded.

1. Listed as featured event for one week on www.goodbeerweek.com.au

* Exclusive offer, can not be purchased at a later time.

2. Double section event page listing in the print program

3. Main editorial 100words + support image and hyperlink in Good Beer Week Electronic Newsletter.

* Good Beer Week will discuss with you publication dates.

Want more information? Contact info@goodbeerweek.com or phone 0437 627 758

Good Beer Week is managed and operated by the non for profit association Beer Love Inc.

CHEERS FROM THE GOOD BEER WEEK TEAM! BRING ON MAY 2017!