



## Summary Instructions and Deadlines for rum festival exhibitors



Trade Day - Friday, May 15, 2020 - 2 to 8pm

Grand Tasting - Saturday, May 16, 2020 - 2 to 8pm

Coral Gables Woman's Club

1001 East Ponce • Coral Gables, FL 33134

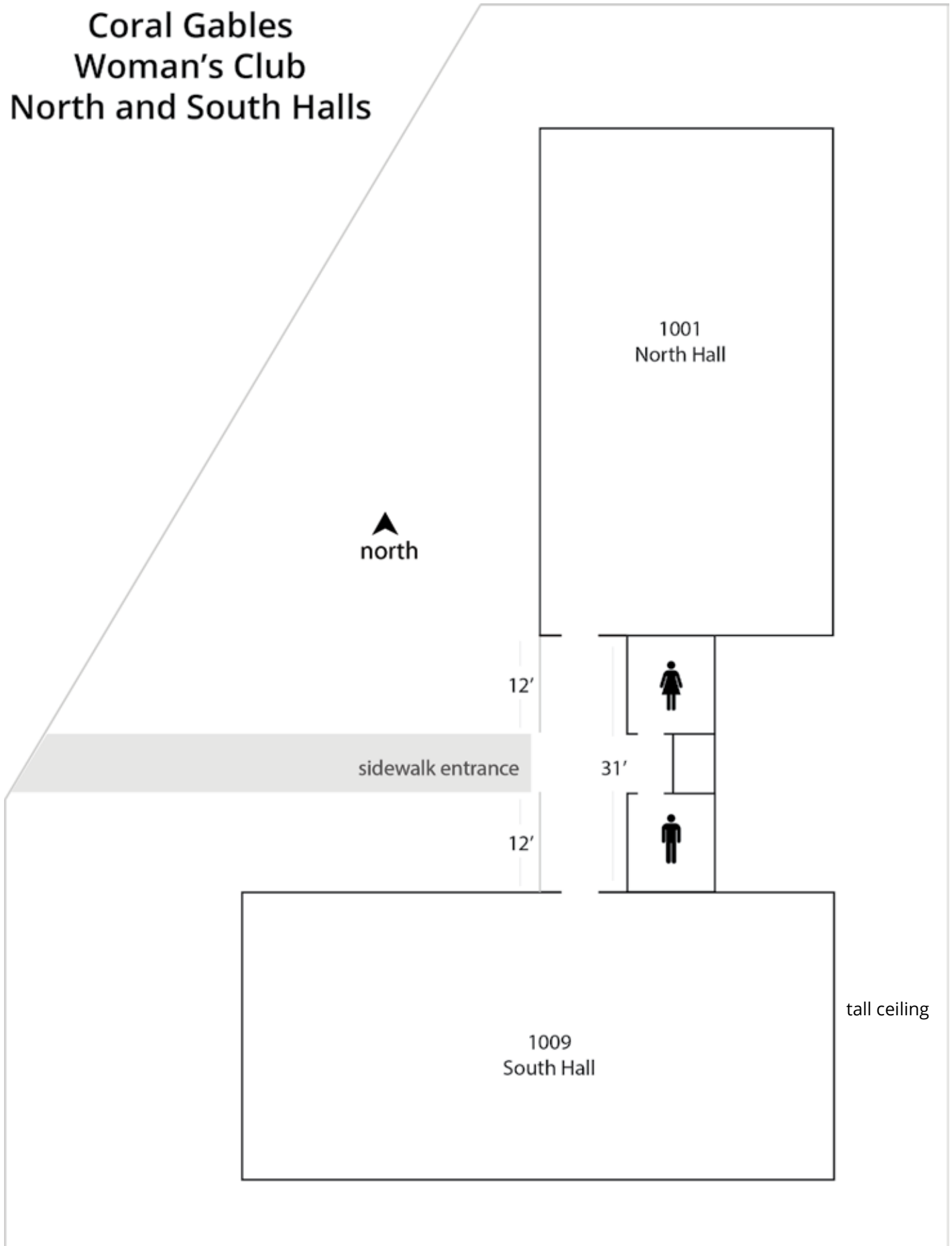
Here's a simple list of instructions and deadlines regarding exhibiting at the rum fest.

Space is limited to 40 tables — assigned on a first-come, first-served basis.

Please make special note of the DEADLINES in RED.

1. Choose your preferred exhibit space(s) using the included exhibit space diagram. Make sure to indicate if you need electricity, chairs, etc. Please verify that you have carefully read the exhibitor rules, regulations and limitations. Be sure to sign the contract on page 5.
2. Calculate your exhibit space and number of expressions using the included forms. Return these to Robin Burr with a 25% deposit of your total at the time of executing the contract. Final payment is due in full on or before March 16.
3. Register all your expressions to be exhibited at the rum festival. All registered products will have their bottle photos included in the show program. All registered products can be entered in the blind tasting completion if received before the deadline. All products must be registered before March 16.
4. Submit your publication-quality advertisement for the printing of the Rum Festival Show Program by March 16.
5. Submit publication-quality photos of all your registered bottles for the Rum Festival Show Program by March 16.
6. Sponsored Seminars are available on a limited first-come first serve basis. The deadline for submitting all details and confirming your seminar is March 23.
7. Reserve your Rum Jury Fam Meeting. A limited number of private breakfast and lunch meetings with the rum judges are available to exhibitors for the purpose of presenting new products, briefings, etc. Reserve early to guarantee this opportunity. Arrangements for fam meetings must be completed before Monday, March 23.
8. Reserve Hotel rooms. Discounted rooms will be sold out in advance of the show. Reserve well in advance to ensure success. The final deadline for the discounted rate is April 20.
9. Ship two bottles of each registered expression for the rum tasting competition, arriving on or before Monday, April 20.
10. Provide the names of persons that will be working in your exhibit space. Badges will be provided for these persons at the event. The deadline for providing exhibitor names is on or before Friday, April 24.
11. Get your Trade passes. Exhibitors are entitled to Trade passes for their associates in the spirits industry for \$25 each. All registered exhibitors must order their discounted trade tickets via email before Friday, April 24.
12. Portion Control and Security details are listed at the end of this document. Please advise all exhibit staff of these details to ensure compliance with exhibitor rules and regulations.

# Coral Gables Woman's Club North and South Halls





**Application for Exhibit Space**  
**2020 Miami Rum Renaissance Festival**  
May 15-16, 2020



Coral Gables Woman's Club  
1001 East Ponce • Coral Gables, FL 33134

Trade Day - Friday, May 15, 2020 - 2 to 8pm  
Grand Tasting - Saturday, May 16, 2020 - 2 to 8pm

Exhibitor \_\_\_\_\_ Firm Name \_\_\_\_\_

Brand Name \_\_\_\_\_ Principal Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Email Address \_\_\_\_\_

Fax \_\_\_\_\_ Website \_\_\_\_\_

Mail application and payment to: Rum Renaissance, LLC, P.O. Box 144353, Coral Gables, FL 33114-4353

Fax this Form to: 305-447-0745 or email to: [robin@rumrenaissance.com](mailto:robin@rumrenaissance.com)

Please make all checks payable to Rum Renaissance, LLC.

**Booth Number(s) Requested (in order of preference)**

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

**Total Cost** calculated from Exhibitor Specification Worksheet (page 4) \$ \_\_\_\_\_

25% deposit due at signing \$ \_\_\_\_\_

**Balance due before March 16, 2020** \$ \_\_\_\_\_

**Credit Card Payment (we accept Mastercard, VISA and American Express)**

Name exactly as it appears on the card:

Credit Card Number \_\_\_\_\_ Expiration \_\_\_\_\_ CCV \_\_\_\_\_

Billing Address for the credit card being used \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Authorized Signature of Card Holder \_\_\_\_\_

# Exhibitor Specifications Worksheet

Exhibitor: \_\_\_\_\_

## Standard Exhibit floor space: \$1495

plus \$100 registration fee per product. Standard exhibit space is a single exhibit space table. The cost includes bottle photo(s) in show program for all registered expressions, one skirted 6 x 2.5 foot table rental, ice, trash removal and other services and amenities, entry in the blind tasting competition, plus two Exhibitor Badges.

## Double Exhibit floor space: \$2990

plus \$100 registration fee per product. The cost includes bottle photo(s) in show program for all registered expressions, two skirted 6 x 2.5 foot table rental, ice, trash removal and other services and amenities, entry in the blind tasting competition, plus four Exhibitor Badges.

## Calculate Your Exhibitor Fees and Options

Exhibit Space (or Grand Tasting Samples)		\$ _____
\$100 registration per expression.	Number of Expressions: _____	\$ _____
Trade Tickets at discounted price of \$25:	Number of Trade Tickets: _____	\$ _____
Celebrity VIP seminar, 40 minutes (\$795 to sponsor)		\$ _____
Familiarization Session - private meeting with judges (\$995 to sponsor), does not include catering		\$ _____
Ad in Show Program (Quarter, Half, Full, Inside Cover, Back Cover, Center Spread)		\$ _____
<i>(see print advertisements and costs for show program on page 6)</i>		

Total Exhibitor Fees and Options \$ \_\_\_\_\_

## Ask About Additional Sponsorship Opportunities

Opportunities are available for high-visibility sponsorship of special events or VIP bags, wrist bands, etc.

## Exhibitor Liability Release

Rum Renaissance, LLC and show management will not be liable for any loss of damage to the property of exhibitors or its employee(s) due to fire, robbery, accidents or any cause whatsoever that may arise from use and occupancy of leased space. Exhibitor hereby releases and agrees to indemnify, defend and hold harmless the Coral Gables Woman's Club, Rum Renaissance, LLC, show management, officers, members, sponsors, employees, agents, successors, signs or guest for any loss or injuries to exhibitors or their employee(s) or guests or for any loss or property damage or loss of property or personal injury by whosoever sustained on or about exhibitor's display space or arising out of exhibitor's participation in Rum Renaissance Festival.

## Show Management and Venue Liability

In the event of war, fire, strike, government regulation, public catastrophe, act of God or the public enemy or any other cause beyond our control, or if the show or any part thereof is prevented from being held or canceled by the Coral Gables Woman's Club and show management, or the exhibit space applied for herein becomes unavailable, Rum Renaissance Festival will not be liable to make any refunds whatsoever to the applicant. Exhibitors shall care for and keep in good order space occupied by them and surrender such space at the close of Rum Renaissance Festival in the same condition as it was when taken over.

If the space occupied shall be damaged by the participant, their employees, patrons or guests, they shall pay such claims as are necessary to restore the space to its original condition. Show management will arrange for sweeping and cleaning of general walkways, but exhibitors must keep their own exhibits clean and constantly in first-class condition.

No exhibitor shall be allowed to remove any of their booth's display until the show is officially closed. Exhibitors violating this policy will lose all priority and may be excluded from next year's show.

This agreement contains the entire agreement of the parties hereto with respect to matters embraced herein. Nothing in this provision, however shall preclude show management from adopting additional rules and regulations, orally or in writing as show management deems necessary.

## Exhibitor Acceptance

The undersigned exhibitor hereby submits application for exhibit space at Rum Renaissance Festival and agrees to abide by the rules and regulations as stated on this application. Upon acceptance, a duly executed copy of the application will be returned to you for your records.

Exhibitor \_\_\_\_\_ Print Name \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

## ACCIDENT WAIVER AND RELEASE OF LIABILITY FORM

### EXHIBITOR HEREBY ASSUMES ALL OF THE RISKS OF PARTICIPATING AND/OR VOLUNTEERING IN THIS ACTIVITY OR EVENT FOR THEIR EXHIBIT

Including by way of example and not limitation, any risks that may arise from negligence or carelessness on the part of the persons or entities being released, from serving liquor controlled and served by them, or because of their possible liability without fault. I, as a Vendors/Exhibitor, and my employees/volunteers, agree to understand the risks of serving alcoholic beverages to patrons and assure all my personnel have been trained through alcohol awareness server training (i.e. TIPS, TOPS) and are licensed to serve alcohol. As a Vendor/Exhibitor I am required to hold my own liability insurance policy effective at the place and time of this event, naming Rum Renaissance, LLC and Coral Gables Woman's Club as Additional Insureds on my policy for the duration of this event. Proof of the additional insureds to be provided at least two weeks prior to the festival dates.

These risks include but are not limited to the following:

- intoxication and/or alcohol poisoning from the alcohol that attendee/ticket holder consumes whether voluntarily or through coercion;
- the possibility of any type of bodily injury (broken bones, soft tissue damage, dental damages) from falling down, being knocked down or being involved in a physical confrontation whether caused by attendee/ticket holder or someone else;
- the risks associated with returning to attendee/ticket holder's residence or traveling to any destination after Rum Renaissance Festival, especially the risks of operating a motor vehicle after consuming alcohol. I acknowledge that this Accident Waiver and Release of Liability Form will be used by the event holders, sponsors, and organizers of this activity or event in which I may participate, and that it will govern my actions and responsibilities at said activity or event. In consideration of my application and permitting me to participate in this event, I hereby take action for myself, my executors, administrators, heirs, next of kin, successors, and assigns as follows:

(A) I WAIVE, RELEASE, AND DISCHARGE from any and all liability, including the risks mentioned above but not limited to, liability arising from the negligence or fault of the entities or persons released, for death, disability, personal injury, property damage, property theft, or actions of any kind which may hereafter occur including traveling to and from this event, THE FOLLOWING ENTITIES OR PERSONS: Rum Renaissance, LLC and the Coral Gables Woman's Club and/or their directors, officers, employees, volunteers, representatives, and agents, the activity or event holders, activity or event sponsors, activity or event volunteers; and (B) I INDEMNIFY, HOLD HARMLESS, AND PROMISE NOT TO SUE the entities or persons mentioned in this paragraph, from any and all liabilities or claims made as a result of participation in this activity or event, whether caused by the negligence of release or otherwise. I acknowledge that Renaissance Festival, LLC and the Coral Gables Woman's Club and their directors, officers, volunteers, representatives, and agents are NOT responsible for the errors, omissions, acts, or failures to act of any party or entity conducting a specific event or activity on behalf of the Rum Renaissance Festival.

These risks are not only inherent to participants, but are also present for volunteers.

I hereby consent for anyone working/volunteering under my Exhibit/Vendor space to receive medical treatment which may be deemed advisable in the event of injury, accident, and/or illness during this activity or event.

I understand that at this event or related activities, I may be photographed. I agree to allow my photo, video, or film likeness to be used for any legitimate purpose by the event holders, producers, sponsors, organizers, and assigns.

The accident waiver and release of liability shall be construed broadly to provide a release and waiver to the maximum extent permissible under applicable law.

## Deadline March 16 - Register Your Expressions/Products

There is a fee of \$100 per expression to register your products for the festival. Each expression will be included in the show program printed guide (a photograph of the bottle). Each registered expression is eligible for entry in the blind tasting competition. Exhibitors are prohibited from showing expressions not registered in advance.

All of your products which will be available for tasting during show hours on Friday and Saturday must be listed below. There is no limit to the number of products/expressions you may have available at the tasting sessions. Expressions registered after the deadline cannot be included in the show guide.

Each of your product expressions requires a registration fee of \$100 and must be added to the cost of your exhibit package. If you have more than nine expressions, please email your list to [robin@rumrenaissance.com](mailto:robin@rumrenaissance.com).

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

## Deadline March 16 - Submit bottle photos for the Show Program

Please note: a high resolution photo of each registered product bottle needs to be sent to the show producers in order to be included in the Show Program before the deadline. Bottle photos must be submitted as a digital file via email or other electronic means available to the publisher. The deadline for product bottle photo submission is March 15. Email bottle photos to: [robin@rumrenaissance.com](mailto:robin@rumrenaissance.com)

## Deadline March 16 - Submit print advertisements for the Show Program

An advertisement in the show program provides a high-visibility message targeted to thousands of qualified attendees, many of whom will keep the program for future reference. It's 5.5 inches wide by 8.5 inches tall.

Quarter Page - 2.4 wide x 3.875 inches tall - \$125

Half Page - 5 wide x 3.75 inches tall - \$195

Full Page - 5 wide x 8 inches tall or 5.625 x 8.75 full bleed - \$360

Inside Cover (front or back) - 5 wide x 8 inches - \$495

Back Cover - 5 wide x 8 inches tall or 5.625 x 8.75 full bleed - \$595

Center Spread Two Pages - 11.25 wide x 8.75 tall full bleed \$995

Email ads to: [robin@rumrenaissance.com](mailto:robin@rumrenaissance.com)

## Deadline March 16 - Final Payment due

All exhibitor space must be paid in full by March 16.

## Deadline March 23 - Sponsor a Celebrity Seminar or Master Class

Exhibitors are entitled to schedule their own 40 minute seminar during the show hours for a sponsorship fee of \$795. Rum Renaissance will provide the room with classroom seating, screen and projector. If you need additional audio visual equipment, laptop or any additional items, it will up to presenter to provide these items.

## Deadline March 23 - Reserve Private Familiarization Meeting

Perhaps the greatest value to rum brands is the ability to host a private breakfast or lunch meeting with the rum judges on Wednesday or Thursday. Your presentation to these key influencers offers an opportunity to discuss new products in development, new expressions coming to market, offer in-depth presentations on your distillery, a meeting with your master blender, etc. The sponsorship cost is \$995 for a private session with the judges, plus food and beverages for 20 members of the rum jury.



Wednesday: Brunch 9:30–10:30am                      Lunch 1:00–2:00pm

Thursday: Brunch 9:30–10:30am                      Lunch 1:00–2:00pm

Catering is estimated at \$25 per person, plus tax and gratuity. These limited, exclusive meetings fill quickly. To schedule your private meeting with the RumXP judges, contact Robin Burr: [robin@rumrenaissance.com](mailto:robin@rumrenaissance.com)

## Deadline April 20 - Reserve Hotel Room Discounted Rates

The hotels are offering discounted room rates for exhibitors. Check the rum fest web site for details.

## Deadline April 20 - Ship Tasting Competition Samples

Each product/expression listed above which is offered for sampling at the rum fest will be eligible to be entered in the annual blind tasting competition. Two bottles of each product must be delivered to: Robin Burr, 18500 SW 244 Street, Homestead, FL 33031 no later than April 19.

Products destined for the tasting competition which arrive after the due date listed above cannot be guaranteed participation in the competition.

## Deadline April 24 - Confirm Exhibitor Name Badges

Exhibitors are allowed a certain number of badges per paid exhibit space. A standard 6 foot table space receives two exhibitor badges. Additional badges can be purchased for \$25 each. Email the list of your exhibitor participants to [robin@rumrenaissance.com](mailto:robin@rumrenaissance.com)

## Deadline April 24 - Purchase Trade Tickets

This is an opportunity for spirit professionals and members of the trade to attend the festival as your guest. Trade Tickets are strictly for persons working in the beverage and spirits trade, including F&B managers, liquor store employees, bar and restaurant employees, spirit distributors and retailers, brands, importers, press and related professionals.

Exhibitors can purchase one day Trade Tickets for \$25 each during show hours. Contact Robin Burr at [robin@rumrenaissance.com](mailto:robin@rumrenaissance.com)

**Complete Ticket Solutions will email your Trade Tickets directly to the email address designated on your contract.** Please note these are "print at home tickets" which you may distribute accordingly.

## Exhibitor Rules and Regulations

Take the time to read this carefully - it contains all the info you need regarding submitting your ad, bottle photos, expressions for the judging competition and exhibit space.

## Exhibit Space

Prime Space with one 6 foot draped table, ice and trash service. Additional spaces are available as you desire.

## Exhibit Fees

Exhibit fees are based on the standard space. Final payment for booth is required by March 16. Failure to meet the payment schedule can result in forfeiture of exhibit space and your deposit. Please make all checks payable to Rum Renaissance, LLC.

## Exhibit Space Selection

Every attempt will be made to accommodate each exhibitor's choices. Final booth placement is done by show management. With regard to priority: (a) flow and overall appearance of the show as judged by show management, (b) date of applications with deposits are received (first-come, first-served) and (c) the size of space requested. Show management reserves the right to alter locations of exhibits or booths as shown on the official floor plan, if deemed advisable, in the best interest of the rum festival. Show management reserves the right to fill space vacancies occurring for the reason of non-arrival or late arrival of the exhibitor's display. Further, should booth space remain empty at 1pm on the first day of the show, exhibitor will forfeit all space in question.

Requests for exhibit space will not be processed without proper payment and a completed signed application.

## Exhibit Limitations

Exhibitors decorations may not obstruct other displays nor project into the aisles. No portion of the display, including decorations, posters, signs, fliers or other promotional material may be attached to the structure in any way. All decorations must have been flame proofed and pass inspection by all designated authorities of the venue. Fire Marshall regulations are available upon request.

The exhibit activity of each exhibitor in the exhibit areas must be within the exhibitor's allocated exhibit space. Exhibitors may not use noise, lighting or other distractions judged by show management to be offensive to other exhibitors. Visual aid devices, tape recording equipments and similar mechanical devices shall not unduly interfere with or be disconcerting to other exhibitors. Exhibitor literature shall not be distributed outside the exhibitor's booth area. Exhibitors are subject to applicable laws and ordinances and the exhibitor agrees to abide by any rules and regulations or other instructions from the venue.

Show management reserves the right to restrict or refuse or expel at any time exhibits which in its judgment are not in keeping with the nature, character or appearance of other exhibits or of the exhibition as a whole.

## General Information

No exhibitor may, without written permission from show management, assign, sublet or apportion all or any part of the privileges or of the space assigned to him, nor permit any other party to exhibit herein, not to distribute any literature or advertising materials, for the purpose of promoting any business other than that of the exhibitor to whom the space is assigned.

## Refunds and Cancellations

Cancellations will not be accepted less than 60 days of the scheduled exhibition date. Cancellations with more than 60 days from the show date must be in writing. The exhibitor is responsible for the total booth rental, irrespective of the reason for cancellation, including cancellation by exhibitor because of failure of any exhibit to arrive for any reason.

## Exhibitor Portion Control – quarter ounce pours and two ounce cocktail samples

It's important for exhibitors to exercise prudent judgment in the serving of reasonable portions to participants at the rum festival. Rum samples may not exceed one quarter ounce. Cocktail samples may not exceed two ounces. Exhibitors exceeding these reasonable limits will be prohibited from serving for the duration of the event.

## Security Procedures and Rules of Conduct

Festival participants are advised of the prescribed rules of conduct upon entering to the venue. It is incumbent on exhibitor staff to advise security of any matters relating to rules of conduct. Rum festival security staff will be roaming the exhibit area to assist exhibitors in assuring that participants are observing good judgment in their enjoyment of the festival.

Exhibitors are instructed to immediately advise security of any irregularities observed in the rules of conduct. The phone number for reporting security concerns will be given to every exhibitor and all exhibitor staff. Please work with Festival Staff and volunteers to ensure all attendees have a safe and enjoyable experience.

## Service Time Ends promptly

The end of the show event is the end of service. Exhibitors must stop serving at this time. All attendees must exit the building at the end time. **NO EXHIBITS WILL BEGIN BREAKING DOWN BEFORE THE END TIME.**

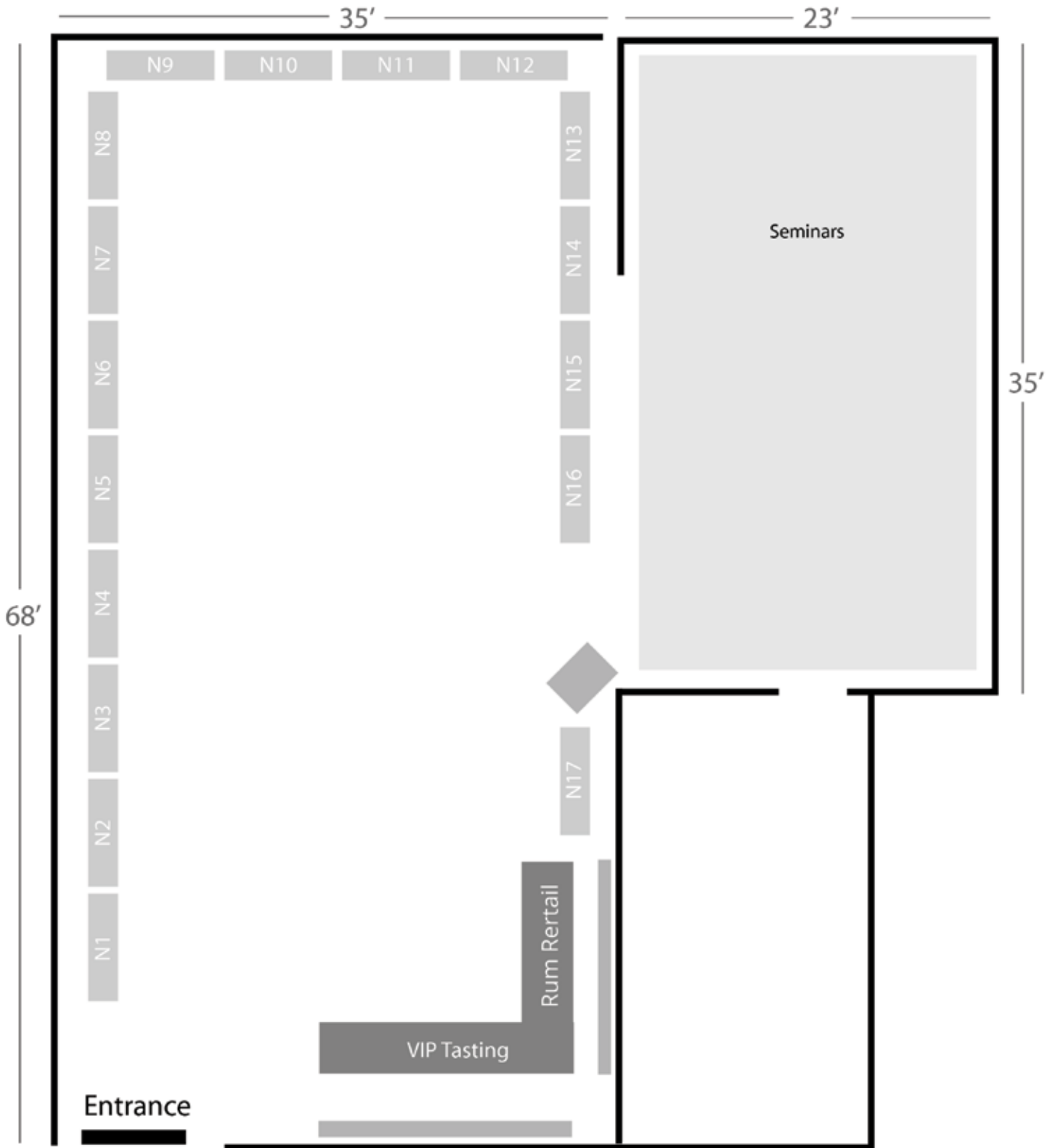
## Frequently Asked Questions

For more information, please visit the web site to read the Exhibitor FAQ page.

<http://www.rumrenaissance.com/exhibitor-faq/>



# 1001 - North Hall



# 1009 - South Hall

