



## Summary Instructions and **deadlines** for rum festival exhibitors

Here's a simple list of instructions and deadlines regarding all the elements involved in exhibiting at Rum Renaissance Festival.

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, extra tables, 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 April 6.**
- 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 RumXP international blind tasting completion if received before the deadline. All products must be registered before **April 6.**
- 4. Submit your publication-quality advertisement** for the printing of the Rum Festival Show Program by **April 6.**
- 5. Submit publication-quality photos of all your registered bottles** for the Rum Festival Show Program by **April 6.**
- 6. Sponsored Seminars** are available on a limited first-come first serve basis. The deadline for submitting all details and confirming your seminar is **April 13.**
- 7. Reserve your RumXP Fam Meeting.** A limited number of private breakfast and lunch meetings with the RumXP 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 Friday, **April 13.**
- 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 **May 4.**
- 9. Ship two bottles of each registered expression** for the international rum tasting competition, arriving on or before Friday, **May 4.**
- 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, **May 11.**
- 11. Get your Trade passes.** Exhibitors are entitled to a discount on 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, **May 11.**
- 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.



## Rum Renaissance 2018 Exhibit Space

Exhibit space is assigned on a first-come, first-served basis

*Space assignments are not confirmed until the deposit is received and approved in writing by the duly authorized representative of Rum Renaissance Festival.*



**2018 Rum Renaissance Festival**

June 9-10, 2018 from 1 to 7pm

**Application for Exhibit Space**

at the Fort Lauderdale Convention Center  
1950 Eisenhower Blvd, Fort Lauderdale, FL 33316

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 Festival 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 Festival, 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 April 6, 2018** \$ \_\_\_\_\_

**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: \_\_\_\_\_

## Prime Exhibit Space - One 10x10 floor space: \$1495

plus \$100 registration fee per product. Standard exhibit space is a single exhibit space (10 x 10). The cost includes bottle photo(s) in show program for all registered expressions, one skirted 8 x 2.5 foot table rental, ice, trash removal and other services and amenities, plus four Exhibitor Badges.

## Small Table Stand - One 6 foot table: \$495

plus \$100 registration fee per product. 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, plus two Exhibitor Badges.

## Grand Tasting Bar Samples - \$100 per bottle

plus \$100 registration fee per product. The cost includes bottle photo(s) in show program for all registered expressions, inclusion in Grand Tasting Bar and pouring service for those that request a taste of your product.

## Calculate Your Exhibitor Fees and Options

Exhibit Space(s), Tables Stand or Grand Tasting Sample(s)	\$ _____
\$100 per expression to register your products for the festival. Number of Expressions: _____	\$ _____
Trade Tickets at discounted price of \$25: _____	\$ _____
Standard exhibitor space includes one skirted table. Additional tables at \$75 each: _____	\$ _____
Celebrity VIP seminar, 40 minutes - Saturday or Sunday (\$795)	\$ _____
RumXP Familiarization Session - private meeting with judges (\$995), does not include catering	\$ _____
Ad in Show Program (Quarter, Half, Full, Inside Cover, Back Cover, Center Spread)	_____
<i>If you need electricity, please let us know well in advance to arrange with the convention center.</i>	
<b>Total Exhibitor Fees and Options</b>	<b>\$ _____</b>

## Ask About Sponsorship Opportunities

Opportunities are available for high-visibility sponsorship of special events.

## Exhibitor Liability Release

Rum Renaissance Festival 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 Fort Lauderdale Convention Center, Rum Renaissance Festival, 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 Fort Lauderdale Convention Center 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.

## 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 Festival LLC and Fort Lauderdale Convention Center 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 Festival, LLC and the Fort Lauderdale Convention Center 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 Fort Lauderdale Convention Center 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.

## 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 \_\_\_\_\_

## Deadline April 6 - Final Payment due

All exhibitor space must be paid in full by April 6.

## Deadline April 6 - 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 RumXP international 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 Saturday and Sunday must be listed below. There is no limit to the number of products/expressions you may have available at the Rum Renaissance Festival. 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 April 6 - 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 April 6.

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

## Deadline April 6 - 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.

Quarter Page - 2.4 x 3.875 inches - \$125

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

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

Half Page - 5 x 3,74 inches - \$195

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

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

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

## Deadline April 13 - Sponsor a Celebrity Seminar or Master Class

Exhibitors are entitled to schedule their own 40 minute seminar during the show hours for a fee of \$795. Rum Renaissance will provide the room with classroom seating. If you need audio visual equipment, sound system, powerpoint projector, laptop or any additional equipment, let us know in advance and we can connect you with the inhouse vendors that provide these services.

## Deadline April 13 - Reserve Private RumXP Familiarization Meeting

Perhaps the greatest value to rum brands is the ability to host a private breakfast or lunch meeting with the RumXP judges on Wednesday, Thursday or Friday. Your presentation to these leading rum experts and key influencers from around the world 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 cost is \$995 for a private session with the judges, plus food and beverages for 15 RumXPs plus guest judges.



On Friday, participants also include the Consumer Rum Jury members for a total of 35 persons.

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

With service fees, gratuities and tax, catering is estimated at \$40 to \$60 per person. 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 May 4 - Reserve Hilton Ft. Lauderdale Marina Hotel Room Discounted Rates

The Hilton is offering discounted room rates for exhibitors. Guests may make their reservations anytime 24 hours a day, 7 days a week on-line by going to <http://www.rumrenaissance.com/hotel-accommodations/>

## Deadline May 4 - Ship RumXP International Tasting Competition Samples

Each product/expression listed above which is offered for sampling at the Rum Renaissance Festival will be eligible to be entered in the annual International Rum Expert Panel (RumXP) tasting competition. Two bottles of each product must be delivered to: Robin Burr, 18500 SW 244 Street, Homestead, FL 33031 no later than May 4, 2018.

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

## Deadline May 11 - Confirm Exhibitor Name Badges

Exhibitors are allowed a certain number of badges per paid exhibit space. A standard 10x10 exhibit space is allocated four exhibitor badges. A 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: May 11 - 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 10x10 (100 square feet) with one 8 foot draped table, ice and trash service. Additional Prime 10x10 spaces are available as you desire.

### Exhibit Fees

Exhibit fees are based on the size space at \$15 per square foot. Final payment for booth is required by April 6. Failure to meet the payment schedule can result in forfeiture of booth space and your deposit. **Please make all checks payable to Rum Renaissance Festival, LLC.**

### Booth 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 Rum Renaissance 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 Saturday, 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 Broward County. 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 Fort Lauderdale Convention Center and Broward County.

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 at 7pm

The end of the show event is 7pm each day. Exhibitors must stop serving at 7pm. All attendees must exit the building by 7:30pm and **NO EXHIBITS WILL BEGIN BREAKING DOWN BEFORE 7PM.**

### Frequently Asked Questions

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

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