RUM RENAISSANCE TASTINGS

Summary Instructions and Deadlines for rum festival exhibitors

MIAMI RUM FESTIVAL

Grand Tasting
Sunday, November 9, 2025 - 2 to 5pm • setup at 9am

VIP and Trade
Early admission — 12:30pm to 5pm • breakdown at 6pm

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 47 tables — assigned on a first-come, first-served basis.

Please make special note of the
September 10 deadline
60 days in advance of the event

1. Choose your preferred exhibit space(s) using the included exhibit space diagram. Make sure to indicate if you need electricity. 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 50% deposit of your total at the time of executing the contract. Final payment is due in full on or before September 10 — 60 days prior to the event.

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 products must be registered before final deadline - September 10.

4. Submit your publication-quality advertisement for the printing of the Rum Festival Show Program by September 10.

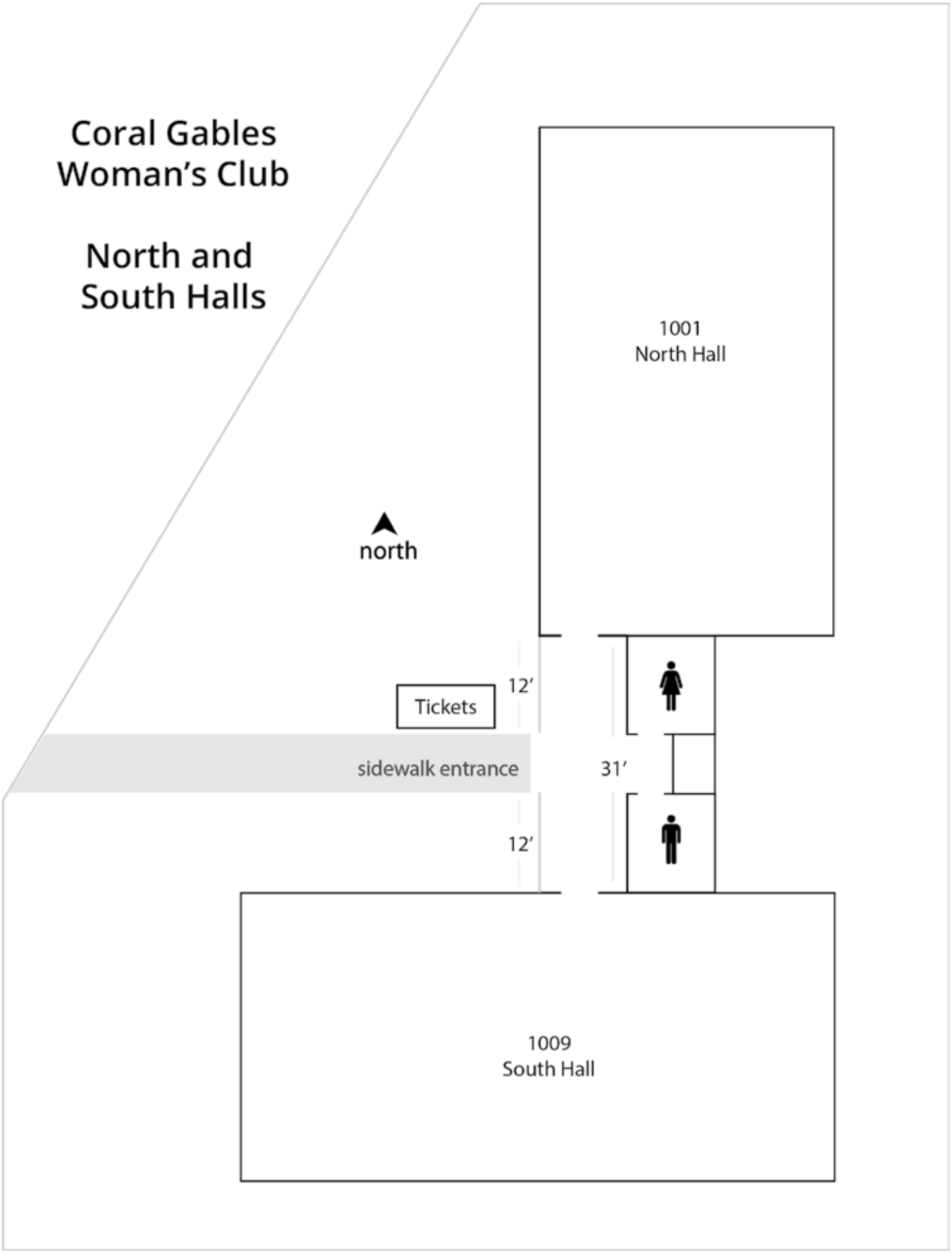
5. Submit publication-quality photos of all your registered bottles for the Rum Festival Show Program before September 10.

6. Provide the name of person that will be working in your exhibit space. One badge will be provided for this person at the event. The deadline for providing exhibitor name is on or before September 10.

7. 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



RUM RENAISSANCE TASTINGS

Application for Exhibit Space
2025 Miami Rum Renaissance Festival
Sunday, November 9, 2025

General Admission - 2 to 5pm
VIP and Trade admission at 12:30pm

MIAMI RUM FESTIVAL

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

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 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) $ _____

50% deposit due at signing $ _____

Balance due before September 10, 2025 $ _____

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: _____

Basic Exhibit floor space: $795

plus $100 registration fee per product. A single six foot exhibit space is provided. The cost includes social media promotion for all registered expressions. Ice and trash service is provided - bring your own cooler.

- One Six Foot Space
- Table Is Not Included
- One Exhibitor Badge

Deluxe Exhibit floor space: $895

plus $100 registration fee per product. A single six foot exhibit space is provided. The cost includes social media promotion for all registered expressions. Ice and trash service is provided - bring your own cooler.

- One Six Foot Space
- Table Is Included
- Two Exhibitor Badges
- Two VIP Trade Tickets

Double Basic Exhibit floor space: $1590

plus $100 registration fee per product. A twelve foot exhibit space is provided. The cost includes social media promotion for all registered expressions. Ice and trash service is provided - bring your own cooler.

- One Twelve Foot Space
- Table Is Not Included
- Two Exhibitor Badges

Double Deluxe Exhibit floor space: $1790

plus $100 registration fee per product. A twelve foot exhibit space is provided. The cost includes social media promotion for all registered expressions. Ice and trash service is provided - bring your own cooler.

- One Twelve Foot Space
- Two Tables Are Included
- Four Exhibitor Badges
- Four VIP Trade Tickets

Calculate Your Exhibitor Fees and Options

Exhibit Space $ _____

$100 registration per expression. Number of Expressions: _____ $ _____

Advertisement in Printed Show Program Ad Size Requested: _____ $ _____
(Quarter, Half, Full, Inside Cover, Back Cover, Center Spread)
(see print advertisements and costs for show program on page 7)

Total Exhibitor Fees and Options

$ _____

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, pandemic, 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 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, 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:
a) intoxication and/or alcohol poisoning from the alcohol that attendee/ticket holder consumes whether voluntarily or through coercion;
b) 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;
c) 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.

Exhibitor Acceptance

The undersigned exhibitor hereby submits application for exhibit space at Rum Renaissance event 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.

Exhibiting Company _____ Contact Name _____

Title _____ Date _____

Signature _____

Product Registration

Deadline September 10 - 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). Exhibitors are prohibited from showing expressions not registered in advance.

All of your products which will be available for tasting during show hours on Sunday 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 added to the cost of your exhibit package. If you have more than ten expressions, please email your list to robin@rumrenaissance.com.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Deadline September 10 - Confirm Exhibitor Name Badge Identity

Exhibitors are allowed one badge per paid exhibit space. A standard 6 foot table space receives one exhibitor badge. Deluxe exhibit spaces qualify for two badges.

Additional badges can be purchased for $25 each — strictly for those actually working in the exhibit space.
Email the list of your exhibitor participants to robin@rumrenaissance.com

Rum Show Printed Program and Social Media Campaign

Deadline September 10 - Submit bottle photos for the Social Media Campaign

A high resolution photo of each registered product bottle — on a white, blank or clear background — needs to be sent to the show producers before the deadline in order to be included in the **Social Media Campaign**.

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 September 10. Email bottle photos to: robin@rumrenaissance.com

Note: Bottle photos cannot be guaranteed to be included in the social media campaign if received after the deadline.

Deadline September 10 - Submit print advertisements for the Show Program

An advertisement in the show program provides a high-visibility message targeted to a thousand 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 3.875 inches tall - $195
Full Page - 5 wide x 8 inches tall - $360
Full Page With Bleed - 5.75 wide by 8.75 tall (1/8 inch bleed all sides) - $360
Inside Cover (front or back) - (see full page specs above) - $495
Back Cover - (see full page specs above) - $595
Center Spread Two Pages - 11.25 wide x 8.75 tall full bleed $995
Note: ad placements cannot be guaranteed to be included in the printed program if received after the deadline.

Email ads to: robin@rumrenaissance.com

Final Deadline for Complete Payment

Deadline September 10 - Final Payment due

All exhibitor space must be paid in full by September 10.

Exhibitor Rules and Regulations

Please take the time to read this carefully - it contains all the info you need regarding submitting your ad, bottle photos, and expressions to be exhibited and your exhibit floor space.

Exhibit Space

Standard six foot space. Table not included. Trash service is provided. Ice is available; please bring your own cooler.

Exhibit Fees

Exhibit fees are based on the standard space. Final payment for booth is required by September 10. 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.

Ice Service

Ice is available throughout the show on site. You must have your own cooler or some type of container to store your ice under your table.

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 11am on the 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 another person or entity, 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.

Glassware

We provide ticket holders with a 4 oz tasting glass to reduce waste. You are allowed to use your own branded plastic serving cups. For 1 oz clear plastic shot cups we recommend:
apartysource.com/ss-01.html

Dump Buckets are provided for every exhibit space to encourage re-use of the official tasting glass.

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.

Official Service Time Ends at 5pm

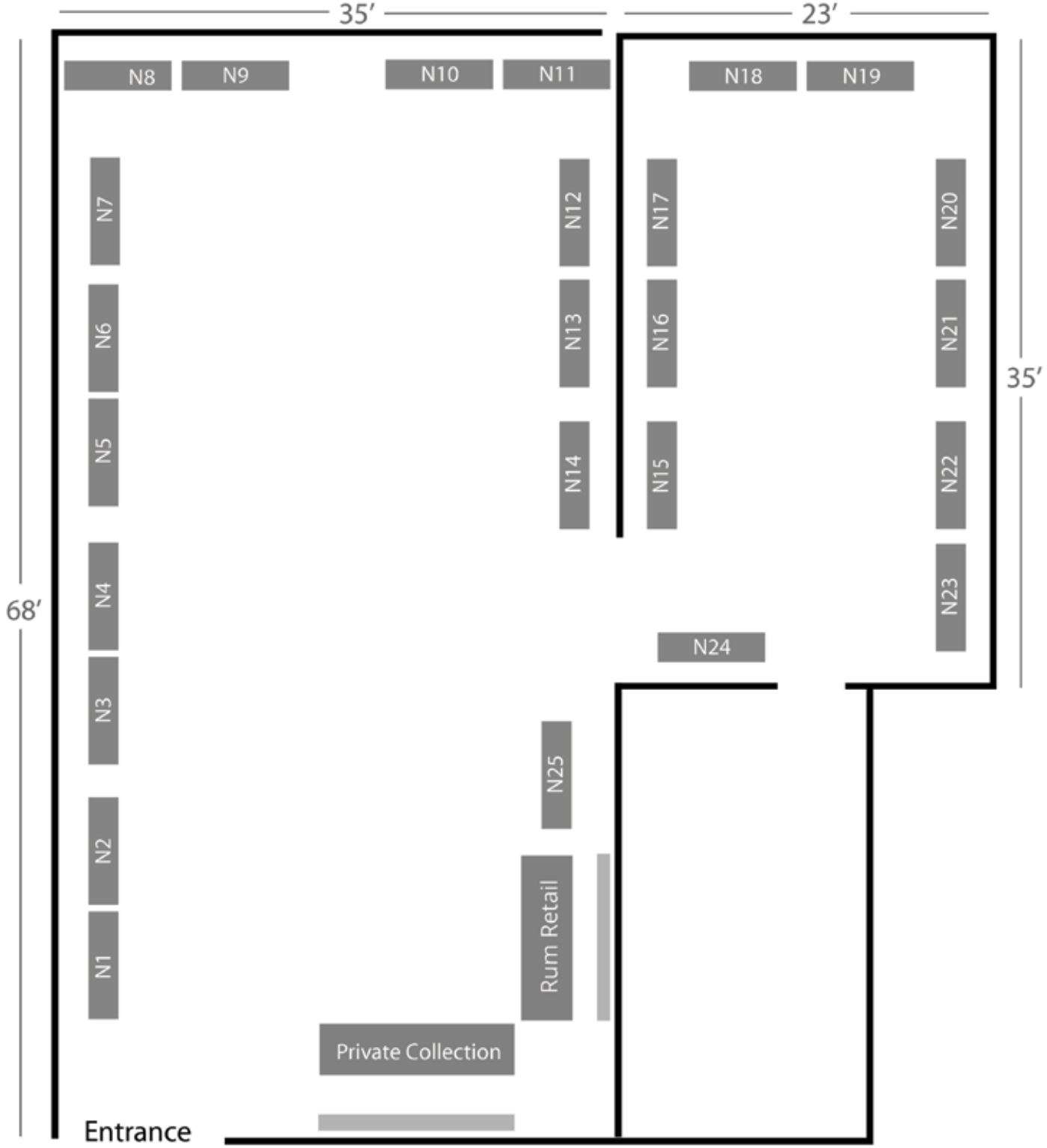
Exhibitors cannot break down before 5pm and all must be finished before 6pm. NO EXHIBITS WILL BEGIN BREAKING DOWN BEFORE 6PM, even if you run out of product. Breaking down early is disruptive to others.

Frequently Asked Questions

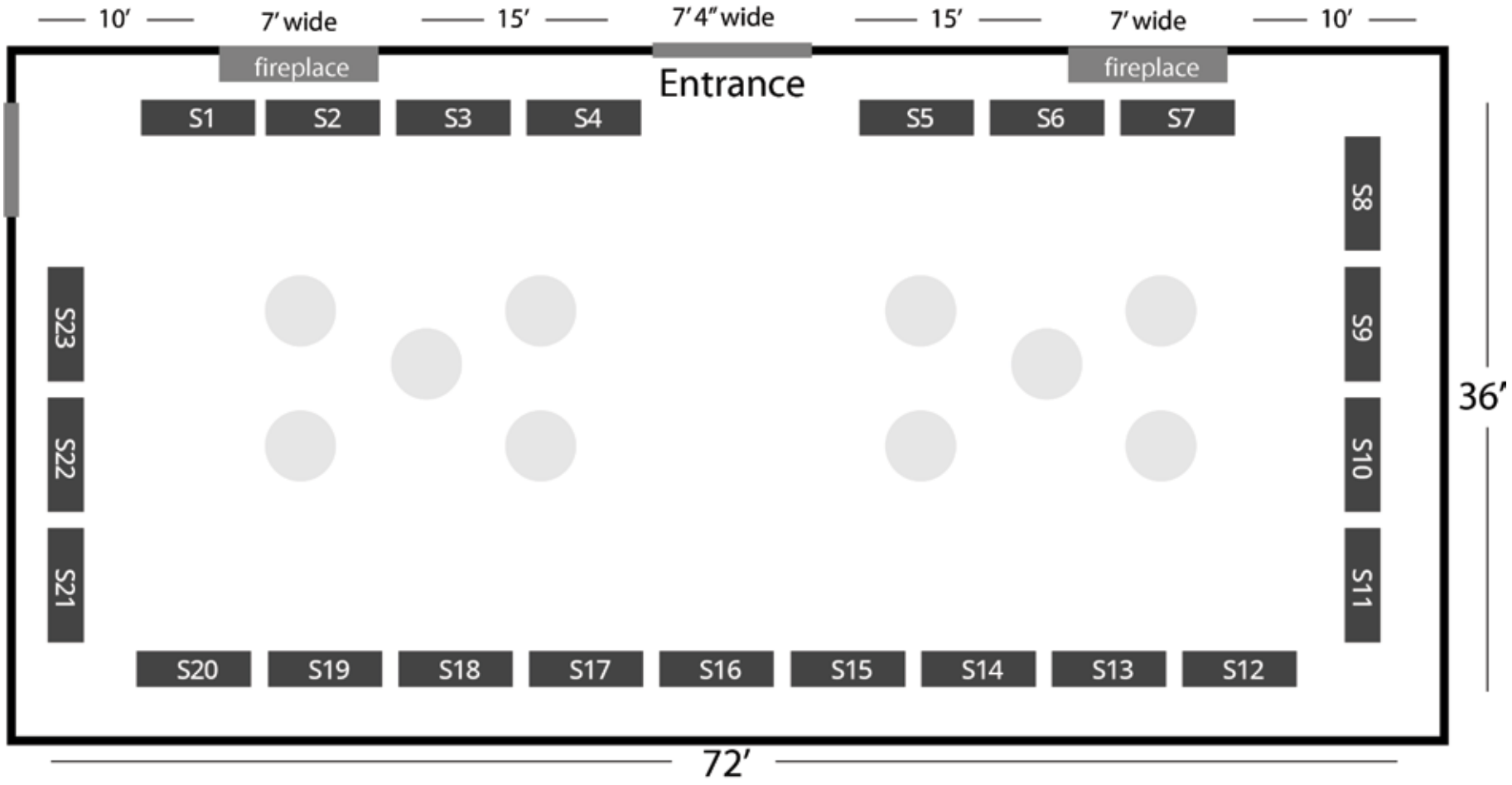
For more information, please visit the web site to read the Exhibitor FAQ page.

rumrenaissance.com/exhibitor-faq/

1001 - North Hall



1009 - South Hall



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robin@rumrenaissance.com • Phone: 707-278-6736 • Fax: 305-447-0745