



# **PRAGUE BEER FEST**

**Pražská tržnice, Hala 13** **31.3.-1.4. 2023**

## Prague Beer Fest 2023

***5th annual international beer festival in Prague. Expected number of participants approx. 30 breweries, with the assumption of participation of foreign breweries. In the previous year breweries from 5 countries (Poland, Germany, Hungary, Belgium, Estonia) and the Czech Republic participated. At the moment we have on the list more than 10 breweries from 8 countries.***

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**Organizer:** Consulting PR Ltd, address: Rybná 24, 110 00 Praha 1

**Term:** March 31<sup>st</sup> and April 1<sup>st</sup> 2023, Friday and Saturday

**Place of venue:** Prague Market Hall, Bubenské nábřeží, Hall No. 13 and surroundings

**Estimated number of visitors:** 3.000 – 5.000 visitors (attendance at the last 2022 festival was 4.500 visitors)

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### **Possible forms of participation:**

#### **Option 1:**

- The organizer will purchase the brewery's beer for the festival and will cover all costs associated with the sale of the beer at the festival, except for the costs listed below (travel, accommodation and staff costs)
- Beer sales at the festival are handled by the brewery staff
- The income from the sale of beer at the festival belongs to the festival organizer
- Travel and accommodation costs are paid by the brewery participants themselves

### **Option 2:**

- All costs of participation in the festival are covered by the brewery (the organizer provides the required technical, organizational matters including customs duty, the organizer provides accommodation for two representatives of the brewery in a minimum three-star hotel)
- Beer sales at the festival are handled directly by the festival representative
- All revenues from the sale of beers belong to the vendor
- The vendor pays the participation fee to the organizer (to be specified later)

### **Option 3:**

- Individual agreement with festival organizer

### **To confirm your participation:**

- Complete the application form (will be send later) and email it to [mira.brada@gmail.com](mailto:mira.brada@gmail.com) no later than December 18, 2022.
- Attach basic info about the brewery for promotional purposes
- Indicate the expected range of beers you will be presenting and their brief characteristics (if known at the time of application) for media presentation purposes.

### **The organizer provides:**

- 0,1 - 0,2 - 0,3 l calibrated tasting glasses
- Information materials for visitors incl. general information about the brewery, contact to the brewery, or/and contact to its importer of the beer for possible future cooperation
- Rinsing beer glass fountains
- Electricity supply
- Promotion in the media and on social networks
- Promotion on printed materials (flyiers, rollups, brochures, other POS)
- Promotion through ticket vendors

### **Miroslav Brada**

marketing director of Prague Beer Fest

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