

**PITTSBURGH
WHISKEY &
FINE SPIRITS
FESTIVAL**

FRIDAY, NOVEMBER 18, 2011
HEINZ FIELD EAST CLUB LOUNGE

Dear Supplier Partner:

Thank you for your commitment to participate in the Fifth Annual Pittsburgh Whiskey & Fine Spirits Festival scheduled for Friday November 18, 2011. As we prepare for another successful festival, we would like to you to be aware of several logistics and planning matters and ensure that we meet any special needs you may have. Please review the following and do not hesitate to contact us if you have any questions.

For On-site logistics at Heinz Field call Vickie Violi at:
412-877-0313
vickie.violi@gmail.com

For all other concerns contact Dale Markham at
412-281-2681
dmarkham@pittsburghwinefestival.com

Cheers!
The Pittsburgh Whiskey & Fine Spirits Festival

FESTIVAL LOCATION: HEINZ FIELD EAST CLUB LOUNGE
FESTIVAL DATE: FRIDAY, NOVEMBER 18, 2011
FESTIVAL TIME: 6:00PM – 9:00PM

PRODUCT DELIVERY

All product should be brought to Heinz Field on the day of the event. This includes any drink mixers, cocktail shakers, give-aways, promotion material and auction items. Please contact Vickie Violi for special delivery items.

TABLE SET UP

We encourage you to bring signage to brand your space. The tables are standard six foot tables. Signage should not exceed seven (7) feet in height. Table Requirements: Each table will be provided receptacles for disposing of spirits and ice. The Heinz Field service staff will be available to bus and replenish ice for your station. Please note: Please bring your own paper towels, extension cords, easels, tools and all materials needed for your table. Chairs will not be provided behind the tables.

SUPPLIER PARKING

Day-of-event parking will be \$5.00 (6\$ before 4 pm) in Gold Lot 1. Entrance to Gold Lot 1 off of General Robinson Street.

CHECK-IN ON EVENT DAY

Suppliers should check in at the Gate B entrance (East Side) beginning at 2:00 p.m. Each standard table purchased is allowed three exhibitors and one expert attendee. Credentials will be issued in advance of the event. All those working the event must have a credentials accessible for security reasons. Any additional tickets needed for vendor partner personnel can be purchased at half price (limited available) by contacting Dale Markham at 412-281-2681 or email at: dmarkham@pittsburghwinefestival.com.

LODGING

Several hotels are located in the vicinity of Heinz Field. The contact details are listed below for your convenience:

Sheraton Station Square

300 W. Station Square Drive Pittsburgh, PA 15219
Phone: (412) 261-2000

Spring Hill Suites

223 Federal Street Pittsburgh, PA 15212
Phone: (412) 323-9005

Residence Inn

574 West General Robinson Street
Pittsburgh, Pennsylvania 15212 USA
Phone: (412) 321-2099

Renaissance Pittsburgh Hotel

107 6th St Pittsburgh, PA 15222
Phone: (412) 562-1200

Omni William Penn Hotel

530 William Penn Place
Pittsburgh, PA 15219
Phone: (412) 281-7100

Westin Convention Center Hotel

1000 Penn Avenue
Pittsburgh, PA 15222
Phone: (412) 281-370

Hyatt Place Pittsburgh-North Shore

260 North Shore Drive
Pittsburgh, PA 15212
(412) 321-3000

SILENT AUCTION

The proceeds of the silent auction being conducted at the Festival will benefit the National Multiple Sclerosis Society. Please list the items you will be donating, their descriptions and values on the Registration and Requirements Form below. Your donations are greatly appreciated.

**PITTSBURGH
WHISKEY &
FINE SPIRITS
FESTIVAL**

FRIDAY, NOVEMBER 18, 2011
HEINZ FIELD EAST CLUB LOUNGE

REGISTRATION AND REQUIREMENTS

Please complete and Fax to 412-281-2683

Registration MUST be completed by November 1, 2011 or a late fee of \$50 will be assessed. If you require power at your table, please specify the brand names at each table below. Heinz Field charges \$150 per table for power. Please add it to your total below.

CONTACT INFORMATION

NAME: _____
PHONE: _____
EMAIL ADDRESS: _____
ORGANIZATION/BRANDS: _____

PAYMENT INFORMATION

In order to guarantee your participation in the festival, all payments must be received by November 1, 2011

Credit:

NAME ON CARD: _____ SECURITY CODE: _____
CREDIT CARD #: _____ EXPIRATION: _____
AMOUNT: _____ CARDHOLDER SIGNATURE: _____

Check:

PLEASE MAKE ALL CHECKS PAYABLE TO: **PITTSBURGH WINE FESTIVAL LLC**

SEND TO:

THE PITTSBURGH WHISKEY AND FINE SPIRITS FESTIVAL
1 PNC CENTER
20 STANWIX STREET, 9TH FLOOR
PITTSBURGH, PA 15222 USA

SILENT AUCTION

WE APPRECIATE YOUR PARTICIPATION IN THE AUCTION AND THANK YOU IN ADVANCE FOR SUPPORTING THE NATIONAL MULTIPLE SCLEROSIS SOCIETY.

ITEM DESCRIPTION: _____ EST. VALUE: _____
ITEM DESCRIPTION: _____ EST. VALUE: _____