



Vendor Set-Up Info - 2021 Vegan Oktoberfest

Thank you in advance for participating in Vegan Oktoberfest! Below is all the information you'll need including what to bring, when to arrive, and set up times for the event. Any questions can be directed to our team members in black Vegan Oktoberfest T-shirts:

Char at charseferian@hotmail.com or (818) 422-3687

Crystal at socalveganevents@gmail.com or (562) 552-7461

Clark at socalveganevents@gmail.com or (562) 522 - 7618

Set-Up for All Vendors:

Time of Event: Saturday, October 16th from 12:00 pm - 5:00 pm (first hour VIP only, beer service ends at 4:30)

Set Up Time: Friday October 15th from 12:00 pm - 7:00pm / Saturday, October 16th from 8:00am to 10:30am

Location: Set-up entrance is through the gate located at 401 S. Boylston Street, Los Angeles 90017

Set Up Details: To set up for the event, please enter at the entrance located at 401 S. Boylston Street, Los Angeles 90017 (see load-in map). Tell the guard booth attendant that you are here for Vegan Oktoberfest. Check in at the vendor check-in tent. Vegan Oktoberfest staff will give you wristbands and show you your booth location. After setting up, you will be able to park in the studio's underground lot. Please note that all cars must be off the event space by 10:30am at the latest.

We Will Provide: 1 tent (if you are not bringing your own), 1 8-foot table, and 2 chairs.

You Must Provide: Please provide your own signage, decorations, and anything else you need that will not be provided for you.

Beer/Drink Vendors:

How much beer? We ask that every beer vendor bring a MINIMUM OF THREE HALF BARRELS. You definitely don't want to run out before 4:30pm and miss out on the opportunity to present your product to as many people as possible. We will provide 60lbs of ice (40 in the morning and 20 in the afternoon).

Pouring Rules:

We will have 14 oz steins with a 4 oz pour line on them. Your default is to give a 3 oz pour. If you are given a drink ticket by a guest with a blue ticket, give them a 12 oz pour. We will also have non-alcoholic ticket holders

with red drink tickets and red wristbands. DO NOT POUR BEER/ALCOHOLIC DRINKS FOR NON-ALCOHOLIC TICKET HOLDERS.

Gold wristbands + 3 blue drink tickets = VIP, unlimited 4 oz beer/drink samples and 3 full 12 oz pour.

Blue wristbands + 3 blue drink tickets = GA, unlimited 4 oz beer/drink samples and 3 full 12 oz pour.

Non-alcoholic drink vendors:

If you are a non-alcoholic drink vendor and you are given a red drink ticket, give them a sample pour.

Red wristbands + 3 red drink tickets = NA, limited 3 oz drink samples.