

Dear Supplier Partner:

Thank you for your commitment to participate in the Third Annual Pittsburgh Whiskey and Fine Spirits Festival scheduled for Friday November 13, 2009. 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 at info@pittsburghwhiskeyfestival.com or call Max Miller at (724) 799-3542 with any questions or concerns.

Cheers!

The Pittsburgh Whiskey and Fine Spirits Festival



FESTIVAL LOCATION: HEINZ FIELD WEST CLUB LOUNGE

FESTIVAL DATE: NOVEMBER 13, 2009

FESTIVAL TIME: 6:30PM – 9:30PM

PRODUCT DELIVERY

All products should be delivered to the Heinz Field/Aramark Warehouse located at the North Service Tunnel, Gate 5 beginning on the day of the event at 7:00am Friday November 13, 2009.

**North Service Tunnel, Gate 5
500 Art Rooney Avenue
Pittsburgh, PA 15212**

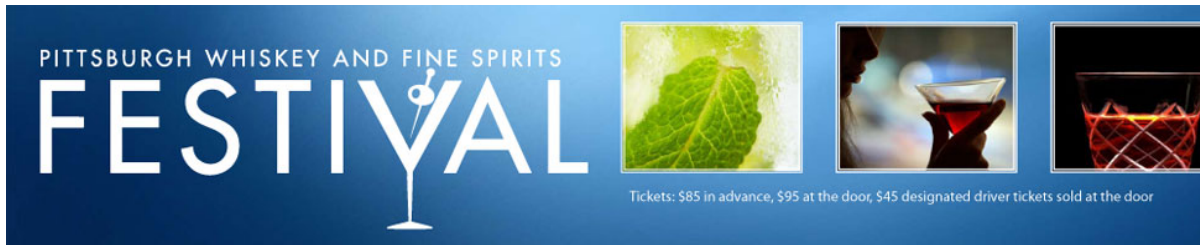


TABLE SET UP

Signage: We will have signage available to designate your brand name and table number, but we encourage you to bring signage to decorate your space. The tables are standard six foot tables. Signage should not exceed seven (7) feet in height. As usual the Heinz Field staff will deliver all of your products that you send in advance to your table.

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

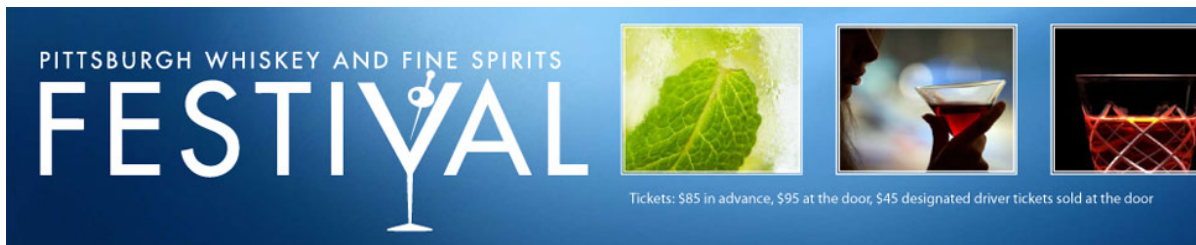
Parking will be available at the Science Center North and West Parking Lots across from the West Club Lounge. Please pay \$5 upon entry. Suppliers with any materials to be carried on the day of the event should enter via the North Service Gate.

SUPPLIER LOUNGE

A courtesy lounge will be available for suppliers at the far end of the West Club Lounge. A buffet will be served from 5:00pm – 6:00pm.

CHECK-IN ON FESTIVAL DAY

Suppliers should check in at the Press Entrance. The lounge will be open to suppliers beginning at 2:00 p.m. Each standard table purchased is allowed three exhibitors and one expert attendee. Any additional tickets needed for vendor partner personnel can be purchased at half price by contacting us at info@pittsburghwhiskeyfestival.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

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

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

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

Hilton Pittsburgh
600 Commonwealth Place
Pittsburgh, PA 15222
Tel: (412) 391-4600

Westin Convention Center Hotel
1000 Penn Avenue
Pittsburgh, PA 15222
Phone: (412) 281-370

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.





REGISTRATION AND REQUIREMENTS
Please complete and Fax to 866-370-4966

CONTACT INFORMATION

NAME: _____ PHONE: _____

EMAIL ADDRESS: _____

PAYMENT INFORMATION

*In order to guarantee your participation in the festival, all payments must be received by **October 19, 2009.***

Credit:

NAME ON CARD: _____ SECURITY CODE: _____

CREDIT CARD #: _____ EXPIRATION: _____

AMOUNT: _____ CARDHOLDER SIGNATURE: _____

Check:

PLEASE MAKE ALL CHECKS PAYABLE TO: **THE PITTSBURGH WINE FESTIVAL** AND SEND TO:

THE PITTSBURGH WHISKEY AND FINE SPIRITS FESTIVAL
1 RIVERFRONT 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: _____

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