



Great American Beer Festival®
Colorado Convention Center - Denver, Colorado
GreatAmericanBeerFestival.com

Great American Beer Festival Sponsor/Exhibitor Terms & Conditions

All Sponsors and Exhibitors are subject to review and approval by the Brewers Association (the Organizer, or BA). The BA reserves the right to reject and cancel any advertisement at any time and for any reason (for example, if an ad is deemed inappropriate, offensive, in bad taste, incompatible with our mission, or potentially harmful to the image or reputation of BA).

The Organizer does not accept Sponsors or Exhibitors that promote, mention or suggest the following: tobacco, marijuana, firearms/weapons, pornography, distilled spirits, wine, and/or flavored malt beverages.

Sponsor or Exhibitor acknowledges that the Organizer is the sole owner of the name and trademark of the Great American Beer Festival (Festival) and all uses thereof by Sponsor or Exhibitor will inure to the sole benefit of the Organizer. Sponsor or Exhibitor shall ensure that all its uses of the name and trademark of the Festival conform to all guidelines established by the Organizer.

Each party represents and warrants that it is free to enter into an Agreement without violating the rights of any person, that its trademarks do not infringe the trademarks or trade names of any person and that it will comply with all laws and regulations pertinent to its business.

Sponsor or Exhibitor shall be entirely responsible for all advertising and promotional materials that it provides for display or use at or in connection with the Festival and shall defend, indemnify and hold harmless the Organizer and its officers, directors, employees, agents and representatives from and against any and all third-party claims arising from such materials.

An Agreement does not constitute a partnership or joint venture or principal-agent relationship between the Organizer and the Sponsor or Exhibitor. An Agreement may not be assigned by either party. An Agreement shall be governed by the laws of the State of Colorado, without regard to its conflict of laws provisions.

The policy above is intended to provide general guidance and is not meant to be inclusive or exhaustive. The Organizer reserves the right to modify this policy at any time, in its sole discretion.

Sponsorship and Exhibitor revenue is used to support the Brewers Association organization and its properties. The Brewers Association is a not-for-profit association whose purpose is to promote and protect small and independent American brewers, their craft beers and the community of brewing enthusiasts.

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