



Badge Pickup Hours

Don't wait until the last minute! Get there early to beat the lines and allow time for metal detection screening.

Wednesday, Oct. 4	10:00 a.m.–7:00 p.m. (Trust us, get there early)
Thursday, Oct. 5	9:30 a.m.–9:00 p.m. (Again, get there early)
Friday, Oct. 6	2:00 p.m.–9:00 p.m.
Saturday, Oct. 7	9:00 a.m.–8:00 p.m.*

**Please note that brewers check in will close at 8:00 p.m. on Saturday night. If credentials have not been picked up by 8:00 p.m., they will be unavailable.*

Festival Hall Access Hours

On festival nights (Thursday–Saturday) brewers should be at their booths ready to go 30-45 minutes before the start of the festival.

	When YOU Can Get In	Festival Hours
Thursday, Oct. 5	10:00 a.m.–4:30 p.m.	5:30 p.m.–10:00 p.m.
Friday, Oct. 6	3:00 p.m.–4:30 p.m.	5:30 p.m.–10:00 p.m.
Saturday, Oct. 7	10:00 a.m.–11:00pm*	12:00 p.m.–4:00 p.m. & 5:30 p.m.–10:00 p.m.

*Featured brewery sponsors have earlier setup times found [here](#).

Metal Detectors

- Please allow extra time for metal detector screening at the brewers' entrance. These machines are similar to the units used at all major U.S. airports and professional stadiums and arenas—all items are subject to screening.



Festival Badge Information

- Brewers badges are valid for all four sessions of GABF. **Hang on to your badges for the entire festival and don't leave them lying around (your hotel, a beer bar, the streets of Denver, etc.) as lost badges won't be replaced (even for a fee).**
- **Brewers check in** is at 14th & Champa Street. If you're standing in front of the Colorado Convention Center, it's the entrance across the light rail tracks and right by Pizza Republica and to the right of the Big Blue Bear.
- **Bring a valid photo ID!** Each representative must be over the age of 21 to pick up a badge AND to enter the hall (read: ID checked twice). Share this information with all brewery representatives.
- **Who can pick up badges?** If a badge has been designated to a specific name, only that person will be allowed to pick up their individual badge. The designated main brewery contact (the person who's been handling the whole registration process) may pick up multiple badges and any "TBD" or "Unnamed" badges. Again, the designated contact is the ONLY person who can pick up multiple and/or unnamed badges.

Important Participation Information

- **Brewery reps at booths:** Please remember that all brewers are expected to be at their booth throughout the festival (starting at 4:45 p.m. for the Thursday, Friday and Saturday night sessions). Attendees are looking forward to talking with YOU, so make their day and be at your booth to talk with them about your beers!
- **Don't crowd the booth:** While we do want you to have reps at the booth, we recommend keeping it at a max of 4-5 people at a time for inline tables and 6-7 people at larger booths, so as to not crowd out our tirelessly working volunteers from keeping things running smoothly. Speaking of volunteers ...
- **Introduce yourself to your volunteer captain:** They are there to help you! And they coordinate your volunteer beer pourers. Meet them! Communicate with them! After you, the volunteers are the heroes of the whole dang festival. Dispense high fives liberally to volunteers.
- **Do not sell/give away brewery badges:** Seriously. When you sell or give your badge to someone not associated with your brewery, it jeopardizes potential future participation in the event. The guy you just sold it to comes to Brewers Check-In asking what to do and your brewery named will be noted.
- **Skip the lines with VIP badge-only restrooms:** There are more restrooms with the addition of Hall A (home of The Backyard). Brewers may use the "Badge Only" restrooms located in Hall E.



Saturday Awards Ceremony – Mile High Ballroom*

- Awards ceremony starts at 10:00 a.m. (doors open at 9:00 a.m.) in the Mile High Ballroom, in the Colorado Convention Center. A badge or “Awards Ceremony Only” wristband is required for admission. Coffee, light breakfast and craft beer will be served.
*Change in venue from previous years.

Conserve and Manage Your Beer Pouring

- **Please remember the one ounce rule:** That is for all attendees AND for brewery reps. There are sooo many beers to sample in the hall. AND we want your beer to last through all four sessions. Our Saturday night ticket buyers (the majority of whom are BA/AHA members, like you) want to taste your amazing beer. Please make sure you are pouring your beer at a rate that will leave enough beer for the Saturday night session. Feel free to stop pouring before the session ends, in order to save some for upcoming sessions.
- **Designated Driver Bright Pink Wristbands** – Some attendees have purchased Designated Driver tickets and will have bright pink wristbands that say "NO BEER SERVICE" and other color wristbands will also indicate No Beer Service - do what it says and do not serve them beer!
- **Careful, those small pours add up!** Every year there are brewery reps who over imbibe and end up acting like, well, idiots. Don't be that person!

Once the Festival Ends

- Collect or pack up any promotional materials or banners that you'd like to keep. Do not keep items of value at the booth overnight—there are hundreds of people tearing down the festival immediately after it ends, and the booth (as well as your stuff) will likely not be there in the morning, if left overnight.
- Breweries should not begin breaking down their booths before the session ends at 10:00 pm.
- If you plan to give a valuable, brewery-branded item to an attendee, include your business card and a note saying it's okay for that person to have said item. This is the only way security will allow that item to leave the building with an attendee.
- If you brought your own kegs to the festival (not MicroStar kegs)—be sure to get these out of the hall either at the end of the night on Saturday (AFTER ALL ATTENDEES HAVE EXITED THE HALL), or by 12:00 p.m. (noon) on Sunday, October 8.