

**PARTICIPANT  
PACKET  
2023**



**BIÈRE  
DE FEMME**



# THE VENUE



## SouthEnd Brewing Co.

Located at 117 W Lewis St Greensboro, NC 27406. The festival will be in the parking lot behind the brewery which is accessible via Bain St. (Use 111 Bain St. in a GPS)

We will provide a map of the festival layout on event day as you check in. We will have options for event staff parking for one vehicle per beverage vendor. Please encourage other staff members to utilize ridesharing apps or carpool.





# FRIDAY DROP OFF

Oden Brewing has graciously offered overnight cold storage for out-of-town breweries (YAY! Thanks, Oden!). Oden is approximately 1 mile from SouthEnd.

The drop off time is TBD. As we get closer to the event date, please keep an eye out for more details as that information will be released at that time.

**Important:** make sure your kegs are clearly labeled!

Hanna Watson will be the contact for dropping off your kegs and can be reached on her cell at (704) 996-4484.





# WELCOME PARTY!

Oden Brewing Co., Pink Boots Society N.C., and the Bière de Femme committee invite you to join us on Friday night for a Welcome Party sponsored by TBD!

We hope you'll join us for light bites and drinks to celebrate SIX years of Bière de Femme Festival! We're so appreciative of you for supporting us through the years and cannot wait to welcome you.

**Date & Time:** Friday, September 1, 2023 from 7-10 PM.

**Location:** Oden Brewing Co., 804 W Gate City Blvd,  
Greensboro, NC 27403.

**Parking:** Located in the gravel lot directly behind the Brewery. There is an overflow lot located next to brewery if the gravel lot is full. Ride-sharing (Uber/Lyft) is highly encouraged!

**Note:** Tickets are provided for up to two representatives from all participating beverage businesses.



# BREWERY CHECK-IN

Check-in will take place from 11 AM-12 PM on event day (Saturday, September 2).

You may arrive at 11am for set-up.

Please proceed to the festival set-up entrance. There will be a table for brewery check-in and we will guide you to your assigned space.

Please unload your materials into your space but move your vehicle BEFORE starting to set up to allow others space to unload.

Hanna Watson will be your contact for day of needs and she can be reached on her cell at (704) 996-4484.

As a reminder per ALE rules, all volunteers are unable to consume alcohol. There will be a mandatory pre-festival meeting at 12:30 PM that must be attended by at least one representative from each beverage business.



# HOURS & LOAD OUT



## Event Hours:

The festival will be hosted from 1-6 PM with VIP beginning at 1 PM and General Admission beginning at 2 PM.

Last call will take place at 5:30 PM and breakdown will be immediately after.

Please break down your station at 6 PM sharp. We will use the same set up for load out, please break down your materials before bringing your vehicle back to Bain St.





# VOLUNTEERS & COMPANY REPS

We have a limited number of volunteers that will be helping out as support staff throughout the festival. Please be sure your staff is prepared to pour for the duration of the event (1-6 PM) without interruption.

Please understand we can only accommodate two reps per Company, all other attendees will need to purchase a ticket.

## IMPORTANT:

The safety of event staff and attendees is our top priority! We also do not want to make N.C. ALE mad. Volunteers cannot consume alcohol while working the event no matter the role. If you are caught with alcohol on your breath while volunteering you could be fined \$1,500.00. This fine will be the direct responsibility of the volunteer and not Pink Boots Society. Please participate responsibly!



# DONATED BEVERAGES

Please bring one sixtel of each beverage, or a comparable amount of packaged product to sample (you can bring up to three different styles).

All invoices can be sent to Megan at [megan@southendbrewing.com](mailto:megan@southendbrewing.com). The cost of all beverages will be taken out of ticket sales. Pink Boots Society will then send a donation invoice for the same amount.

In order to maximize all possible donations for PBS NC we will need to receive these donations from the sale of the beverages.







# DON'T FORGET!

Be sure to reference the following list of items to pack with you. We will unfortunately be unable to provide the following:

- Buckets for kegs
- Towels
- \*Table
- \*Table cloth (you will have a 10 x 10 space)
- \*Tent
- Tap handles
- CO2
- Jockey Box
- Tools
- Merch (if selling). Feel free to sell your brewery's merchandise. We will not be able to provide change or methods of payment.

We will have ice available for purchase at the event. If you would like to pre-order the amount you need please contact Megan at [megan@southendbrewing.com](mailto:megan@southendbrewing.com) with the quantity (6lb bags).





# EXPECTED BEHAVIOR POLICY

Pink Boots Society is committed to providing an environment that is safe and welcoming to all. We all deserve to work and meet in an environment where we are treated with dignity and respect. All members and event attendees will treat each other appropriately, Pink Boots Society will not tolerate discrimination or harassment in any form.

Therefore, all members and event attendees including sponsors, vendors, and guests will comply with the following:

- Treat all individuals respectfully, recognizing their human dignity, celebrating their diverse human characteristics, race, ethnicity, economic status, color, religion, national origin, age, gender identity, gender presentation, sexual orientation, body size, citizenship, marital status, apparent or hidden disability, or veteran status.
- Contribute to a positive, supportive environment that is free of intimidation, exploitation, shaming, bullying, hostility, alienation, or harassment of any kind.
- Speak out when the actions of others violate the rights of any individual.
- Respect the opinions of others and address conflicts in a positive and constructive manner.





# EXPECTED BEHAVIOR POLICY

Please note, if you register a guest for an event, you are responsible for the actions of the guest. Violations of this policy should be reported to event staff or through the anonymous reporting system. Pink Boots Society reserves the right to remove any individual from attendance or participation in any Pink Boots Society sponsored event without prior warning or refund, and to take additional action as determined necessary.

Members and guests are responsible for protecting attendees and the organization by taking steps to assure that all attendees follow all laws in the process of purchase, sharing, or consumption of alcoholic beverages. If any attendee consumes alcohol beyond the point of being able to function safely, appropriately, or legally, Pink Boots event organizers and their representatives may take any action they deem appropriate to keep those persons from breaking any laws and from harming themselves or others.



# EXPECTED BEHAVIOR POLICY

What to do if you witness or are subject to unacceptable behavior:

If you are subjected to unacceptable behavior, notice that someone else is being subjected to unacceptable behavior, or have any other concerns, please notify an event/conference organizer, or submit a report through the anonymous reporting system as soon as possible. All reports will remain completely confidential.

Event Staff will be available to help participants contact venue security or local law enforcement, to provide escorts, or to otherwise assist those experiencing unacceptable behavior to feel safe for the duration of the conference. You can report unacceptable behavior to any member of staff or through the anonymous reporting system.

## Scope:

We expect all festival participants (staff, sponsors, volunteers, vendors, attendees, and other guests) to abide by this event behavior policy at all conference venues and festival-related social events.

Review the Pink Boots Society Code of Conduct at <http://ow.ly/FPCa50JOcsB>.





# LIGHTHOUSE REPORTING

The Pink Boots Society is committed to providing safe and inclusive opportunities for interaction among members and attendees at our events.

If you are the recipient of inappropriate behavior or comments, or witness an event that made you uncomfortable, we strongly encourage you to submit an incident report.

You can choose to report anonymously, and it only takes a few minutes. Additionally, you can call 877-222-3011, or download the free Lighthouse Services app in the Apple or Google app store.





# LIGHTHOUSE REPORTING

Please note that the organization will investigate issues that involve their member in any setting, or an attendee at one of their events.

Upon receiving a report, PBS will investigate the complaint and attempt to resolve it, giving careful consideration to protecting the rights and dignity of all people involved to the extent that circumstances will permit.

No adverse or retaliatory action will be taken against an individual for filing a code of conduct violation complaint.

If you are currently in an unsafe situation, or experienced or witnessed illegal activity, please call 911 or your local emergency number.





# SPREAD THE WORD!


Help us promote the festival and sell some tickets!  
Please share the following Eventbrite page via your  
social media channels and tag Bière de Femme.

Copy and paste if needed:

[Business Name] is excited to participate in the 6th  
annual Bière de Femme Festival on Saturday,  
September 2nd in Greensboro, N.C.! Help us provide  
scholarships for women and non-binary individuals in  
the fermented and alcohol industry! Purchase tickets  
on Eventbrite here >> [bieredefemme6.eventbrite.com](https://www.bieredefemme6.eventbrite.com).

**Note:** Bière de Femme logos are attached to this email  
for sharing purposes. Additional information can be  
located at <https://www.bieredefemme.com/>.

[www.bieredefemme.com](https://www.bieredefemme.com)

  @bieredefemmefestival



# THANK YOU!

Thank you again for supporting the Pink Boots Society and women and non-binary folks in the fermented and alcohol beverage industry.

Please pass these details along to everyone in your organization that needs the information.

We look forward to seeing everyone in Greensboro on September 2nd!



[www.bieredefemme.com](http://www.bieredefemme.com)



@bieredefemmefestival

