

First off THANK YOU for being a part of the 'BREW CREW' and for your support with Peak to Brew. We appreciate your time and support. The following will provide you with an overview and steps for the following: Event/Expo Check-In, Getting Setup, Tips on Promoting P2B, Post Event Items

STEP 1: GETTING CHECKED IN AND LOCATING SETUP AREA

1. Confirm the following with the Peak to Brew Staff prior to showing up to an Event/Expo:
 - a. Location/Address, Time, Point of Contact for Event, Specific Details/Instructions, etc.
 - b. Have contact information for Peak to Brew Staff:
 - i. Tim Skjellerup: 315-272-6890; Jason Croniser: 315-525-7371
 - c. Have names and contact numbers for others attending the Event/Expo with you
2. When you arrive at the Event/Expo check in with the POC for the Event and confirm booth location or desired area to setup Tent.

STEP 2: SETTING UP P2B BOOTH/TENT SETUP

1. BOOTH SETUP (INSIDE WHERE TENT IS NOT ALLOWED):
 - a. Setup Table and place P2B Tablecloth on table
 - b. Secure 4'x8' Banner to back drop draping or wall positioned just above the table
 - i. Secure to draping or wall with bungee straps, zip-ties, or tape in Kit Box
 - c. Setup Flag Banner near side of Table (If height is available inside)



2. TENT SETUP INSTRUCTIONS (INSIDE OR OUTSIDE):

- a. Open 10'x10' Pop-up Tent. **NOTE:** If outside secure weight bags to each leg
- b. Open Table and locate towards back of tent (allows others to come under tent)
- c. Secure 4'x8' Banner to back of tent so it is positioned just above the table
 - i. Secure to tent with bungee straps or zip-ties in Kit Box
- d. Place P2B Tablecloth on table. **NOTE:** If outside and windy use tablecloth clips
- e. Setup Flag Banner near front side of tent. **NOTE:** Use Stake or Weight Bag if outside



3. TABLE SETUP (INSIDE OR OUTSIDE):

- a. Locate Pint Glasses, Coasters, Medals, and Bibs near top center of table
- b. Place Leg Distance Chart & Course Map Laminated sheets in front center of table
- c. Place Newsletter Signup Sheet Clipboards & Pens on both side of Laminated sheets
- d. Locate Postcards, Stickers, & Magnets on both sides of Clipboards



STEP 3: KEY TIPS FOR MARKETING/PROMOTING P2B

1. Objective:
 - a. SIGNUP FOR NEWSLETTER SHEET TO STAY INFORMED WITH UPDATES ON P2B
 - b. Giveaway Postcard, Sticker, Magnet
 - c. Inform of any registration deadlines
2. Questions to Ask:
 - a. “Have you heard of Peak to Brew Relay before?”, “If so from where?”
 - b. “Have you done a Relay Race before?”, “If so which ones?”
 - c. “Are you familiar with the Relay Race concept?”
3. Information to Provide:
 - a. Overview of concept of Relay race if unfamiliar
 - i. ex: 220+ mile race with 12 runners in 2 vans, where each runner runs 3-4 legs averaging ~5-6 miles in length per leg with ~6-8 hour break between legs
 - b. Your personal experience with P2B and love for Relay Races :)
 - c. What is unique about P2B:
 - i. LOCAL: Local Relay Race; Founders from & live in CNY
 - ii. COURSE: High Peaks, Heart of Adirondacks, Tug Hill Region, etc.
 - iii. START: Epic Start at Top of Whiteface Mt Veterans Memorial Hwy under Castle
 - iv. FINISH: Finish at Saranac Brewery for P2B Fest (Live Music, Free Beer, etc.)
 - v. CHALLENGE: 220+ miles, challenging elevation gains, 4 Legs for Van #1, etc.
 - vi. DIVERSITY: Van #1 → 4 legs & Van #2 → 3 Legs, Total Distance 14-22 miles

STEP 4: POST EVENT/EXPO ITEMS

1. Clean up P2B Setup and store everything back in designated containers
2. Return P2B Setup Kit to P2B Staff or VIP Brew Crew Regional Leader
3. Email ‘NEWSLETTER SIGNUP SHEETS’ to Volunteer@P2Brelay.com

Thank You For Your Support Brew Crew,

Peak to Brew Relay Team



Event Setup Overview



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