

Vendor Management by EWMedia Group
6606 FM 1488, Ste 148-116, Magnolia, TX 77354
832-413-2217, 866-875-8960 - Toll-Free Phone/FAX
don@ewmediagroup.com * www.ewmediagroup.com



Sat, Nov. 5, 2016 — Noon to 10:00PM
Sam Houston Park
1000 Bagby St, Houston, TX 77002

Houston's 5th Annual Margarita Festival takes place Sat, Nov. 5, 2016 from Noon - 10 PM at Sam Houston Park in Downtown Houston. The Festival is a celebration of Houston's #1 mixed beverage, the margarita, and is the largest of its kind in the United States!

Margaritas are not the only great thing about the festival; it also features a "Best Margarita Competition" where Houston's top margarita makers (restaurant/bars & mixologists) compete for bragging rights and prizes, a salsa dance competition with \$1,500 in cash prizes, live entertainment, a limbo competition, great food, arts & crafts and more. In 4 years Houston Margarita Festival has become one the hottest festivals in the city totaling over 65,000 attendees. Celebrating its 5th anniversary, this year's festival will be the best ever!

Fans will also want to attend the **Beaumont Margarita Festival on Sat, Sept. 10, 2016** and **The 2nd Woodlands Margarita Festival** slated for March 11, 2017.

Vendor space for this Festival does sell-out due to the limited space at.

Booths are sold on a first-come, first-serve basis.

HOW TO APPLY FOR THIS FESTIVAL

The 3-page Vendor Application is included in this packet.

Apply online or view a schedule of upcoming shows: www.ewmediagroup.com

Application begins on next page...

5th Annual Houston Margarita Festival - Vendor Application

Sat, Nov. 5, 2016, Noon-10 PM @ Sam Houston Park, 1000 Bagby St, Houston, 77002

Contact: Don Schwarzkopf, 832-413-2217 * 866-875-8960 - toll-free phone/fax * don@ewmediagroup.com

Company: _____ Contact Name: _____

Business Phone: _____ Home: _____ Alternate: _____

Fax: _____ Email: _____ Web: _____

Address: _____ City _____ State _____ Zip _____

Items Sold: _____

1-DAY BOOTH RENTAL FEES

This application can be filled out and paid online at: www.ewmediagroup.com

Your Fees	10x10	10x15*	10x20	10x25*	Type of Booth (Space Rental Only – No Tents Provided)
	\$350	\$430	\$650	\$700	COMMERCIAL see Page #3, #20 for larger booth sizes
	\$230	\$285	\$390	\$425	ARTS & CRAFTS / NON-FOOD SALES
	\$185	\$225	N/A	N/A	JURIED ARTS & CRAFTS – Approval Needed to Apply
	\$185	\$225	N/A	N/A	NONPROFIT BOOTH (Sales)
	\$113	\$113	\$113	\$113	ELECTRICITY (110v/20a)- see page 3, #22 - #25
	\$50	\$50	\$50	\$50	PARKING FEE – Inside Festival Gates
	\$200	N/A	\$200	N/A	CITY REQUIRED PROPANE FEES see p2, #7
	\$525*	N/A	\$850*	N/A	FOOD - limit of 3 pre-approved items – NO Beverages
	\$525*	N/A	\$525*	N/A	FOOD TRUCKS
	\$400*	N/A	\$600*	N/A	DESSERT / SPECIALTY
\$25	\$25	\$25	\$25	\$25	DEPOSIT - returned day of event upon check-out
	\$50	\$50	\$50	\$50	LATE FEE - Applications Postmarked after 10/1/2015
\$	TOTAL			NOTE	* 5 exterior feet creates 2 selling sides - see Page 2 #2

APPLICATION & PAYMENT: Make checks & money orders payable to: EWMedia

1. After 10/1/2016 - only credit cards, cash, cashier's checks or money orders accepted.
2. Online registration & credit card payments may be made at: www.ewmediagroup.com
3. Include deposit & late fee with payment along with:

A	1. Application & payment - sign all pages	due 10/1/2016
P	2. List of items you sell	due 10/1/2016
P	3. List of personnel	due 10/1/2016
L	4. Electrical Needs Worksheet – page 3	due 10/1/2016
Y	5. Food Vendors Insurance Binder (see #9)	due 10/1/2016

Mail Application & Payment To: Don Schwarzkopf – EWMedia Group
6606 FM 1488, Ste 148-116, Magnolia, TX 77354

RELEASE: Applicant's signature on this application releases and forever discharges the Houston Margarita Festival, EWMedia, the City of Houston, Texas, all sponsoring organizations, their elected officials, directors, employees, and volunteers from any responsibility, personal liability, or claims of loss or damage arising out of, or in conjunction with participation in the Houston Margarita Festival. The Festival is not responsible for any injury sustained by exhibitors, patrons or guests. Applicant stores and exhibits, their goods at their own risk. In addition, I/we have read and agree to abide by all festival regulations stated in this packet or risk removal from Festival site without refund.

Print Name _____ Signature _____ Date: _____, 2016

1. **CONFIRMATION & BOOTH ASSIGNMENT:** Booth space (No tents provided) is limited and vendors are selected on first-come/first-serve basis. Acceptance and booth location are determined by the date application & full payment are postmarked. We will send a payment receipt immediately & a **Load-In Information Packet** approximately 3-days before the Festival.
2. **BOOTH SPACE:** Spaces are 10'x10' or 10'x20' (see #20 for larger sizes). For an additional fee, you may be able to rent 5 feet of space external to your booth, allowing you to sell out of 2 sides of your booth. See the 10'x15' & 10'x25' columns on the Rental Fee chart page 1 of this application. Food and Dessert vendors receive this 5 foot of space external to their booth at no cost when space allows.
3. **SALES / SUBLEASING:** Sales must take place within your booth space. No subleasing of booths allowed. Festival only provides the space; Vendors must provide their own booths, tents, tables, chairs, etc.
4. **EQUIPMENT RENTAL:** Festival does not renting equipment. For referrals, contact us.
5. **EXCLUSIVITY** – Types of merchandise sold must be included in application and approved by festival. For an exclusive on any product call 832-413-2217 or email don@ewmediagroup.com
6. **DEPOSITS, DISCOUNTS, LATE FEES** – Applications paid after 10/1/2016 incur a \$50 late fee. Deposits are returned on the day of event. If you cancel within 30 days of Festival, your deposit will not be returned.
7. **ELECTRICITY/PROPANE:** Propane can be used but requires a \$200 deposit. This does not pay for propane, but for City required permits and fees. This cost of which is split evenly among the food vendors using propane. We estimate this cost but if it is lower, you will be refunded the difference at the Festival. For electricity, see See #'s 22 - 26 on page 3.
8. **FOOD VENDORS:** Vendors may sell **3 pre-approved items, No Beverages. Food Vendors must have a Temporary Health Permit** – purchase 1 more than 1 week before festival to avoid late fee - City of Houston Health Dept, 8000 N. Stadium Dr., Houston, TX 77054; 832-393-5100 or Mon – Fri, 8 AM – 3 PM. **Propane** is allowed. You must have a **Fire Extinguisher** (Rated 2-A, 10-B:C or better or Rated K if cooking in oil) with **current inspection sticker**. Fire Marshal will inspect booths. Your booth will be located on asphalt so you do not need flooring.
9. **Required Food Vendor Insurance:** We require that you have a \$1 million per occurrence, \$2 million aggregate liability policy naming Houston Margarita Festival, EWMedia & the City of Houston as **Additional Insured**.
10. **WASTE DISPOSAL:** it is responsibility of each vendor to keep the booth and the surrounding area clean. Vendors must provide their own garbage receptacles and garbage bags. Double-bag food waste. Vendors failing to abide by waste disposal guidelines may lose their deposit.
11. **EVENT DAY SETUP:** Vendors will not set up until fees are paid. **Vendor Check-in** will begin Fri, Nov. 4. You will be assigned to one of 3 load-in times. The **Day-of Information Packet** you receive 3 days before the Festival will give you specific instructions and override information contained here. You may not be able to pull up to your booth, so **bring a dolly**. Bring your receipt as only paid vendors will be allowed into the unloading area. Vendors who have not pre-applied and paid are not guaranteed space. **Vehicles:** Not allowed on festival grounds. Vendors requiring restocking of supplies may re-enter the festival with a dolly. **Parking:** Surface parking is metered and costs on Saturdays. There is extensive parking in garages close to the festival site. For more information, see **Day-Of Info Packet**. **Business Hours:** Vendors must be ready for business by 11AM Sat. **Tear Down** may not begin until 10 PM.
12. **BEVERAGE SALES:** The Festival sells all beverages at the event. Vendors may not sell beverages.
13. **PROHIBITED:** Vendors may not sell drug paraphernalia, guns & weapons or fireworks.
14. **SALES TAX:** You must comply with city and state sales tax guidelines. The Texas Sales Tax Info Line is: 800-252-5555 Free publication that will answer your questions: Fairs, Festivals, Markets & Shows: http://comptroller.texas.gov/taxinfo/taxpubs/tx96_211.pdf
15. **ONLY ITEMS** listed in your vendor application and approved by the festival may be sold.
16. **SECURITY:** The site is fenced & the Festival has security. Vendors are solely responsible for the security of their cash, coupons, equipment, goods, inventory, supplies or any other property.
17. **FESTIVAL GUIDELINES** will be strictly monitored. If violations occur, two warnings will be issued. Additional violations will result in removal from the Festival site by Police without refund.
18. **SOUND LEVELS:** Vendors may not play their own music at this event.

Print Name _____ Signature _____ Date: _____, 2016

- 19. **ACTS OF GOD:** The festival producers, promoters, sponsors, staff/employees, volunteers, etc. are in no way responsible or liable for personal adversity or acts of God.
- 20. **RAIN OUT POLICY:** If a date is cancelled due to rain, technical problems or any other act of God beyond the control of the festival the following shall apply: If a rain date for the Festival is scheduled, Vendor may set up and the basic booth fee only will be waived. Other fees will still apply.
- 21. **OVERSIZE COMMERCIAL** – Booths with an internal volume greater than 10’ x 20’ shall include a 5 foot external to tent perimeter on the 2 sides adjacent to the front of the booth. **Pricing:** (tent not provided)

10X30	\$900		10X60	\$1800		20X20	\$1200		20X40	\$2400
10X40	\$1200		10X70	\$2100		20X25	\$1500		20X50	\$3000
10X50	\$1500		10X80	\$2400		20X30	\$1800		20X60	\$3600

Tents larger than 1200 sq. ft require permits, the presence of a Fire Marshal, fire extinguishers and signage. Contact don@ewmediagroup.com for assistance and sourcing of these tents.

- 22. **ELECTRICITY:** We provide (1) 20-amp, 110-volt circuit for \$103. Vendors must provide their own lighting fixtures and enough grounded heavy-duty outdoor cable to reach service. No light-duty cords. **NOTE: If you are requesting a 30 or 50 amp circuit, send us a picture of your plug.**
- 23. **GENERATORS** are not allowed. If you have a Whisper-Quiet or Honda Silent Generator, an exception may be possible. Contact us.
- 24. **ELECTRICAL NEEDS WORKSHEET:** Vendors whose electrical needs exceed (1) 20-amp, 110-volt circuit must submit this information for each piece of equipment 1 week before the Festival. If you do not submit this form, we won’t be able to incorporate your needs into the Festival’s electrical design and you will not be supplied with electricity. An electrician will be available (at your expense) on-site during the Festival if you have a problem. Summary: Vendor Coordinator must be notified in advance of your needs.

_____ **Total pieces of electrical equipment you use.** (Example: fryers, warmers, heat lamps, etc...)

List each piece of equipment: *The amps, watts, and volts are stamped on the name plate on each piece of electrical equipment. Each major appliance, cooler, grill, deep fat fryer, etc. must have its own circuit.*

- 1. Type of Equipment: _____
 Voltage _____ Amps _____ Watts _____ Phase _____
- 2. Type of Equipment: _____
 Voltage _____ Amps _____ Watts _____ Phase _____
- 3. Type of Equipment: _____
 Voltage _____ Amps _____ Watts _____ Phase _____

25. Electrical Pricing

- \$ 113.00 - 20-amp, 110-volt circuit - Vendor must have 100' cable or more to reach power supply
- \$ 216.00 - 30-amp, 208 volt circuit - Vendor must have 150' cable or more to reach power supply
- \$ 319.00 - 50-amp, 208 volt circuit - Vendor must have 150' cable or more to reach power supply

Print Name _____ **Signature** _____ **Date:** _____, 2016