



Sweetwater Merchants and Property Owners Association
Sweetwater, Tennessee 37874

National Muscadine Festival
September 22-24, 2017

VENDORS, FOOD AND CONCESSIONS RULES AND REGULATIONS

Dear Prospective Vendor,

Thank you for your interest in our festival! We are looking forward to another great year. Completing the application does not guarantee acceptance. If you have additional questions, please do not hesitate to contact us, and be sure to view our website at www.nationalmuscadinefestival.com and follow us on Facebook at <https://www.facebook.com/pages/National-Muscadine-Festival-Sweetwater-Tennessee/113451725417739>.

Best Regards,

*Jessica Morgan
Vendor Coordinator
423-337-6979*

Selection Criteria

The National Muscadine Festival strives to provide its guests with the most variety, uniqueness and value in the Southeast throughout the Festival. Our vendor selections reflect this goal as well. We also give consideration to factors that will maximize the potential for your profits, including limiting the number of vendors selling like products, matching your price points to our audience and others.

Vendors who have participated in prior festivals and meet all festival criteria will be given priority consideration. The remaining spaces will be filled based on a variety of criteria, including variety and uniqueness of menu, quality of presentation and food, experience with large events, and value.

Location and Placement

Each vendor space will be in downtown Sweetwater, along Main Street, and other open spaces in the downtown area.

You will be notified of the area you have been selected for in your acceptance letter. Applications received after the August 29, 2017 deadline will receive a phone call if accepted. Final spot location will not be determined until the day of the festival and is subject to change to meet the needs of the event.

Fees

The fee is \$75.00 per space. Artisans and crafters fee is \$50.00 per space (no power). Non-profit groups with a 501 (c) 3 status or local presence of at least 3 years have a reduced rate of \$25.00 and will be placed in a specific section. Agricultural products (apples, muscadines, etc.) have booth fees available at \$25.00. Non-power spaces are available for \$50.00. Space is limited and a set number of non-profit booths will be allowed! The fee for each space includes the following:

- Vendor Space
- Electricity (except non-power spaces)
- Trash Fee
- Sweetwater City Vendor Fee

No refunds will be issued unless the Festival is cancelled.

Menu Choices and Sales Items

On your application, please fill out your top three menu choices (including additional items you would like to serve in case of cold weather). Please choose unique items that have less chance for duplication. We will do our best to give selected vendors their first choice but cannot guarantee they will receive it. We do not want numerous duplications of products at the Festival since it is not in the vendors' best interests for profit and not in the guests' best interest for variety, but we will duplicate some items in order to meet crowd demands. Very unique items have always been the subject of special stories with our local news media. This is a great way to get the word out about your product. You are encouraged to be creative with your menu and sales items.

Once the Festival has approved items, there are to be no substitutes or changes in products. Changes or substitutes may void the vendor agreement with SMPOA, and violations will result in dismissal from the Festival as well as forfeiture of all vendor fees.

SMPOA will be the only organization allowed to sell bottled water. All proceeds will benefit the Festival fund.

Quality and Presentation

- We ask that you send a photo of your booth setup. The look of your booth and your unique menu is important to us and is a major factor in our selection process.
- All signs must be clean, professional and in good taste. Absolutely NO poster board, cardboard or handwritten signage. You will be asked to remove it.
- All prices must be marked prior to inspection and at all times during the event.
- Uniforms, language and gestures of staff as well as booth displays and signage must be suitable to a family-oriented event. Inappropriate content or conduct in any booth will result in dismissal.
- NO ALCOHOL OR TOBACCO PRODUCT OR THE USE OF ANY OF THESE IS PERMITTED AT ANY TIME IN YOUR BOOTH.
- No vehicles may remain at the booth site. You may not vend from a vehicle unless you have a specialty trailer with prior permission. NO EXCEPTIONS!

OPERATING HOURS

Vendor must be set up and ready for business at the designated time for vendor's location and must remain open until the designated closing time for the vendor's location. Required operating hours are 10 a.m. to 5 p.m. on Saturday and 12 p.m. to 5 p.m. on Sunday. You may sell outside these hours if desired. Activities in downtown Sweetwater will begin at 7 p.m. on Friday September 22, 2017 and will include live music and the preparation for the BBQ contest. Your vendor fee includes Friday, Saturday and Sunday if you wish to utilize all days. Priority spots will be given to those vendors who agree to sell on all 3 days. If you choose to set up on Friday, set up may begin at 11 a.m. and must be complete by 5 p.m.

Safety and Public Health

Prior to opening and operation, vendors must be in compliance with the following. Any safety hazards must be resolved and corrected prior to opening.

- Each booth is required to have a 2A 10 BC fire extinguisher, have a flame resistant certification on tents and comply with Fire Marshal codes and regulations.
- An inspection may be done by the City Building Inspector and Fire Chief and Monroe County Health Department.
- Vendors must be in compliance with all safe operation procedures, rules and regulations prior to operation.
- Vendor must comply with State Health Department Regulations. Standard food service practices, including hand-washing buckets, hair containment and plastic gloves, are Festival policy.
- Vendor is responsible for covering and/or taping down all electrical cords, securing awnings, etc., according to safety code and eliminating any trip hazards or other hazards to Festival guests and staff as well as vendor's staff. A license will be required from the health department for food vendors, which is a separate fee.
- LP Gas containers must be anchored with chain to a post or other secure item.

Tax Liability

Vendor is responsible for all applicable state, federal and local taxes.

Application Deadline

Priority deadline is **August 29, 2017**

Include in your package:

- Application (signed and dated)
- A copy of your menu and pricing for the event (your specialty items)
- Photos of your display, including signage and any additional information
- A copy of your Certificate of Insurance
- A copy of your Health Department Certificate
- Fees

Setup, Breakdown and Waste Disposal

All vendors are responsible for their own setup, breakdown and all needed supplies (for example: tables, chairs, extension cords and fire extinguishers will not be provided by the Festival).

Vendors are required to have a garbage can and supply their own garbage bags. All vendors will be responsible for site cleanup and removal of surplus products, equipment, oil, etc.

Vendors are responsible for maintaining a clean, appealing site. Behind the booth is a Festival area and should be kept in proper order. Trash should be moved to receptacles and should not be left behind booth space or stacked around booth. Vendors should set up against the curb and ensure that other vendors down the row are not blocked.

Vendors may set up as early as 11 a.m. on Friday, September 22, 2017. Vendors operating in trailers **MUST** set up Friday by 5 pm. Booths may be left overnight, but vendors are responsible for the security of their booths. Police will patrol the area, but there is no guarantee of stationed overnight security. Vendors must be set up no later than 8:30 a.m. on Saturday morning and all vehicles removed. Every vendor is expected to accommodate the festival's needs, including adjustments made to spaces or locations.

Vendors will comply with all state and local Health Department issues.

Electricity

All extension cords should be of 12 gauge copper with no splices. There will no hard tail hookups allowed. All plugs must have OSHA approved ends. All electrical outlets are of the GFCI type. Due to limited power availability, we cannot allow the use of heaters. Due to concerns regarding overloading circuits as well as limited available power,

you will be asked to choose power requirements on the application. If your power requirements exceed these options, please indicate on the application so that we can determine if accommodations can be made.

HOLD HARMLESS AGREEMENT AND AGREEMENT TO TERMS AND CONDITIONS

The undersigned hereby releases and agrees to indemnify and hold harmless Sweetwater Merchants and Property Owners Association (SMPOA), Sweetwater Valley Citizens for the Arts (SVCA) and the City of Sweetwater; its employees, agents and assigns; and the volunteers for the same regarding any and all liability for damages or injuries to persons or property that the undersigned, his or her agents or employees may sustain while participating in the National Muscadine Festival or any events leading up to the Festival or related to the Festival except where such damages or injuries result from the gross negligence of SMPOA and the City of Sweetwater. Such indemnification shall include reasonable attorney's fees and costs.

I have read the application and agree to abide by the rules or regulations of the Festival as set forth herein and to be subject to the penalties provided for failure to comply. I understand that the Festival, SMPOA, SVCA and the City of Sweetwater reserve all rights to refuse participation based on Event guidelines. If these guidelines are not upheld and if I fail to comply in a timely manner with any of these rules or regulations, I may be barred from participating in the Festivals both this year and for future years and that I may be subject to any fines or penalties set forth in this document. I also hereby consent and authorize the Festival, SMPOA, SVCA, and the City of Sweetwater to use film, video, sound recordings and/or photography and written or verbal information supplied by me for the purpose of publicity and/or promotion and/or advertising. No claim of any nature arising out of, or connected with, said photography, publicity, promotion or advertising will be made by me, my survivors or assigns.

I understand that all promotion of my items by me must take place within the confines of my booth. I further understand that there are no refunds or rain checks. The duplication or use of any trademarks or logos belonging to the Festival are strictly prohibited.

I have read and agree to all the regulations stated above and in consideration of applying for the Festival agree to be contractually bound to the same. I understand that if litigation is necessary to enforce the terms of this contract that the Festival, SMPOA, SVCA and the City of Sweetwater shall be entitled to recover from me their reasonable attorney's fees and litigation costs.

Company Name (Please Print)

By (Signature)

Date

This application, fees and supplemental materials should be submitted to:

SMPOA
P.O. Box 123
Sweetwater, TN 37874

**National Muscadine Festival
Vendor Application Form**

Company Name _____ Contact Name _____

Website or Facebook Link _____

Mailing Address _____

City _____ State _____ Zip _____

Work or Cell Number _____ Email Address _____

Please describe all products to be sold: _____

Describe any food service and festivals/events experience: _____

LOCATIONS:

Main Street & Train Car Circle

**Duck Park
(Main Stage & Kids Zone)**

Non-Profit (No Power)

Fee _____

Fee _____

_____ \$25.00 _____

Number of Spaces Desired _____

of Spaces Desired _____

of Spaces Desired _____

Total Amount _____

Total Amount _____

Total Amount _____

Are you a returning vendor? _____ YES _____ NO

Specify the type and number of electrical hookups you will need for the Festival:

1 (one) 50 AMP 240 Volt 4 Prong Plug* _____ OR 1 (one) 50 AMP 240 Volt 3 Prong Plug _____

1 (one) 20 AMP 120 Volt 3 Prong Plug _____ NONE _____

Are you operating out of a trailer? _____ Specify size of trailer, including the tongue of the trailer: _____

*Trailers must be set up no later than 5 p.m. on Friday to enable placement.

Are you operating out of a tent? _____ Specify size of tent: _____

Please do not mail or hand in this application without including the following:

- Application (Signed and Dated)
- A copy of your menu and pricing for the event (your specialty items)
- Photos of your display, including signage and any additional information or website/facebook link
- A copy of your Certificate of Insurance

Signature (Owner, Operator, etc.) _____