

Fourth Annual Austin

Ice Cream Festival

WATERLOO PARK

DOWNTOWN AUSTIN

TRINITY STREET BETWEEN 12th & 15th

SATURDAY, AUGUST 14, 2010

HOURS: 10:00 AM – 7:00 PM

All professional vendors are invited to participate.

Mark your calendars for Saturday August 14, 2010! Thousands of people will gather in Waterloo Park in downtown Austin to celebrate summer and everyone's favorite cool summer treat – ICE CREAM! Bring the family! Bring your dog! All ages are welcome for music, games, attractions, and ICE CREAM!

An extensive marketing campaign, including television, radio & newspaper coverage will supplement publicity in promoting this event to the area. Estimates of attendance are 5,000.

Do You **Scream** for Ice Cream?

TYPES OF VENDORS

ICE CREAM – Twenty (20) booth spaces are available for Ice Cream and frozen confection vendors. All items must be juried and all items must show good taste and taste good.

FOOD – Because most people can't live on Ice Cream alone, we are providing limited booth space for other food vendors to sell their items. Up to five (5) food booth spaces are available to professional vendors. All items must be juried and all items must show good taste and taste good.

ARTS & CRAFTS / MERCHANDISE – Twenty (20) booth spaces will be available for arts and crafts. Roadway will accept handmade, as well as resale gift items. All items must be juried, be family appropriate, and show good taste.

KID ZONE – A special area for the young and young at heart that includes games, activities, and attractions.

COMMERCIAL & BUSINESS SERVICES – A very limited number of booth spaces will be available for commercial businesses or services. Commercial vendors are defined as widely available products and services.

Roadway Productions reserves the right to limit similar vendors in all categories to insure variety and prevent undue competition.

APPLICATION SCHEDULE AND DEADLINES

- **July 23, 2010: cancellation deadline.** No refunds or transfers on cancellations after July 23, 2010. \$35 cancellation fee.
- **July 24 through August 9, 2010:** Pending space availability, late applications will be accepted with \$25 late fee.
- **July 30, 2010:** Deadline to get a health permit.
- **August 9, 2010:** Last day to submit application (with \$25 late fee). No applications accepted after August 9. No excuses, no whining.

**Caution: Not Responsible
for BRAIN FREEZE!**

SHOW SCHEDULE (Subject to change)

Early Set up Fri. Aug 13 2 pm – 7 pm

Overnight Fri Aug. 13: *You may leave your display set up within the event area as long as it is secured against weather and intruders. We do have a substantial security force, but we are not responsible for damage to your property.*

Set up Sat. Aug 14 7 am – 9:30 am

All vehicles must be off the site by 9:30 am on Saturday, August 14. No vehicles allowed inside the festival area during operating hours.

Show hours 10 am – 7 pm

Tear down 7 pm – 10 pm

Security will determine when it's safe to drive into the area for load out. You may not tear down or dolly your items out before 7 pm. All equipment must be gone by 11:00 pm on Sat., August 14, 2010.

BOOTH SPACES

- Approximately **20** (10x10) booth spaces are available for food and **20** (10x10) booth locations are available for merchandise.
- Similar items will be limited to ensure variety and undue competition.
- Two booth sizes are available: 10'x10' and 10'x20'. Please purchase the proper size, as you will be required to stay entirely within your space. Trailers, including the tongue and awnings, must fit within the space. No exceptions!
- All booths spaces are assigned in order received, allowing for proper distance between similar items.
- Power requirements, especially for food booths, determine on-site locations.

VENDOR FEES

Ice Cream, Food, Drink, Rides, Games, & Attractions Vendors

- Your booth fee is 20% of your total sales after taxes.
- All vendors will pay the deposit amount listed on the page 4 or 5. All of it will apply towards the percentage of your total booth sales.
- Health permits and late fees are separate charges and not included in your deposit. You must pay these charges in addition to your percentage.
- All deposits must be paid in full when you submit your application.
- Vendors are responsible for paying their own taxes.
- Roadway Staff will collect any vendor percentage fees due at the end of the event. Vendors who skip out or don't settle will be turned over to County Law Enforcement Authorities and prosecuted for Theft of Services.
- If vendor sales are less than the deposit paid, vendors will not have to pay additional money toward their sales percentage.
- Deposits are non-refundable. Roadway Productions and the Ice Cream Festival will not issue refunds or credits if vendor sales are less than their deposits paid.

Arts & Crafts and Commercial Services Vendors

- Your booth fee is the flat fee listed on page 3. No percentage required.

RULES FOR ALL VENDORS

- All items sold must be juried and approved. Photos required w/application.
- No event merchandising (T-shirts, etc.)
- All items must show good taste, taste good, and be family appropriate.
- **All deposits and fees must be paid prior to the event.** Your check will only be cashed upon acceptance or your credit card will only be charged upon acceptance. If you are not accepted, your check will be returned to you or destroyed or your credit card will not be run.
- Display or set-up equipment, such as tables, chairs and tents are not available but we can help you find them.
- Your booth must be kept clean and orderly at all times.
- Event hours are 10a – 7p. Your booth must be open & staffed the entire time.
- Personnel must be clean and appropriately attired at all times.
- No pets in food booths at anytime and no workers under age 14.
- You are responsible for clean-up of your space during and after the show.
- Any color pop-up tents are acceptable; strung up tarps are not.
- Booth locations are first come first served. We cannot guarantee a specific location or type of booth (i.e. corner).
- The perimeters of your booth must be entirely defined. If using tables, they must be draped or decorated.
- Each booth must be decorated appropriately for the event and to help advertise its merchandise.
- Floor coverings are mandatory in all food booths and recommended in all other booths. This applies to all surfaces, paved and not paved.
- All booths must display a sign or banner with your business name. Food booths must display a menu with prices.
- No glass allowed in the area.
- No open flames are allowed under tents.
- No nails, spikes, or fastening devices can be driven into pavement.
- All booths and/or vehicles must be removed by 11:00 pm on August 14.
- Each booth is responsible for disposal of all trash generated by your operation. Failure to do so may result in a citation and exclusion from future events. You must carry your waste offsite for proper disposal. No dumping in the grounds, drains, creeks, woods, or adjacent area! If you leave anything behind, you will have to pay a removal fee and a fee for cleaning the area.
- You must have a Health Department Temporary Food Permit if you sell or sample any food or beverage. Your booth may be inspected by the Health Department prior to operating and during the event.

ADMISSION

- Admission to the Ice Cream Festival is \$5 for Adults. Kids under 12 are FREE.
- Vendors will receive 4 worker wristbands per booth space. If you have more than 4 workers, you must make advance arrangements or purchase tickets at the gate.

ICE CREAM AND FOOD VENDORS

- Roadway Productions will provide a large freezer truck on site from 8am – 8pm on Saturday, August 14, 2010. You are welcome to use it to store your stock during the event.
- Your product must be contained and labeled with your name.
- Roadway is not responsible for any merchandise or product placed in the truck.
- Product left in the truck after 8pm will be discarded.

ELECTRICITY

- Non-food vendors receive (1) 20-amp outlet with your booth space.
- Food Vendors receive (2) 20 amp outlets with your booth space.
- All vendors using electricity need to bring at least 100 feet of heavy-duty extension cord labeled with your name and a grounded surge protector.
- No personal generators may be used without prior festival approval.
- NO OVERNIGHT ELECTRICITY! Perishables must be stored off-site.

LOAD IN/OUT

- At this time, you will not be allowed to drive on Waterloo Park's grass area. You must be prepared to load in and load out at the curb by the front gate on Trinity.
- You need to have adequate supplies and staff to get your gear to your booth site. A dolly or professional pushcart is recommended.
- Load in: Drop your items at the gate, go park, come back, set up.
- Load out: Drop items at gate, get vehicle, pull vehicle to gate, load out.

TAXES

- All Vendors are responsible for collecting & paying State Sales Tax. Austin sales tax is 8.25%. If you have any questions, contact the Texas Comptroller's Office at 1-800-252-5555 or check their website at www.window.state.tx.us.

PARKING

- You will be issued (1) vehicle pass per booth. It allows you curb access to load in and load out only. There is free vendor parking in the nearby lot TBA.

WEATHER

- This is an outdoor show and subject to the elements. **The SHOW GOES ON RAIN OR SHINE** but vendor and public safety is always our first concern.
- In the case of inclement weather, we will make every effort to continue; however, any decision to postpone, delay or cancel a show would have to be made at the latest possible moment.
- Due to the complexities of the festival, rescheduling and refunds are not possible.

HEALTH DEPARTMENT INFO FOR FOOD VENDORS

- You are required to have an Austin / Travis County Health Department Temporary Food Permit to sell or sample any food or beverage.
- You must abide by the rules of the Austin / Travis County Health Department Code for Temporary Food Establishments. The acknowledgement page of the document must be completed and returned with your application and fees. Contact us right away if you need this document.
- **Health department documents cannot be accepted and permits will not be issued after July 30, 2010.**
- Your booth may be inspected by the Health Department prior to operating and during the event. It is your responsibility to read and follow the Health Department guidelines. The Health Department Inspectors have the final word.

CANCELLATION AND REFUNDS

- The cancellation deadline is July 23, 2010. Absolutely NO REFUNDS or TRANSFERS after the cancellation deadline.
- Any approved refunds will be issued immediately upon approval.
- There is a \$35 cancellation fee for all approved refunds.
- All cancellation requests must be in writing.

CONTACT INFORMATION

- All communications will be e-mailed. You may send a self-addressed stamped envelope if you want written communication.
- Booth assignments, vehicle pass, admission wristbands, and set-up instructions will be mailed to the address on your application about 1 week before the event.
- Prior acceptance to a Roadway show does not guarantee your acceptance into the Austin Ice Cream Festival.
- More info: www.austiniccreamfestival.com or www.roadwayevents.com

APPLICATION CHECKLIST

- Application.** Don't forget to enclose your completed and signed application pages 5 & 6 for Ice Cream Vendors, pages 4 & 6 for all other vendors.
- Entire Booth fee.** Sorry, we can't accept partial payments.
- Texas Sales & Use Tax Permit.** Please include a legible copy if you plan to sell anything.
- Photos.** Please include recent photos representing all items you want to sell in your booth, plus a photo of your booth set-up. The photos you provide with your application are the main criteria the jury committee uses for vendor selection. Email your photos (300 dpi) as JPG or GIF attachments to vendor@roadwayevents.com. Hard photos may be mailed to Roadway Productions. Enclose a self addressed stamped envelope if you want them returned.
- Merchandise List or Menu.** Please include a list of all items you want to sell in your booth. Food vendors must include all menu items. If it's not disclosed on your list, you may not sell it during the Ice Cream Festival.
- Health Department Acknowledgement Sheet.** Required if you serve food or drink.
- Keep a copy of all paperwork for your reference.
- You will be notified by email of your acceptance within 1 week.

Please read carefully and save a copy for your reference

FOR OFFICE USE ONLY	Date Recd:	Reg #	Booth #
Contacted:	Pmt Amt:	Ck# or CC trans#:	Dt Dep:

Austin Ice Cream Festival

Waterloo Park, Austin, TX, August 14, 2010
Please Print!

Your Name: _____
 Business Name _____
 Mailing Address _____
 City/State/Zip _____
 Area Code & Phone _____
 Cell/alternate phone _____
 Fax _____
 Email _____
 Website _____
 Driver's License # / State _____
 Texas Sales Tax # _____

Photos (Please ✓ check)

This is a juried show. Your application can't be processed without photos of everything you want to sell or display in your booth, plus your booth set-up.

- On File
- Enclosed (include self addressed stamped envelope if you want them returned)
- Will Email (Send 300dpi images to vendor@roadwayevents.com. Attach photos as JPG or GIF files. Attach up to 8 photos per email, but send as many separate emails as necessary.)

- Event hours are 10am – 7pm. Your booth must be open and staffed the entire time.
- All booths are located on a grass or dirt surface.
- Basic electricity (single 20 amp outlet) is included. Ask us about special electrical needs in advance. Silent generators OK with advance approval.

Acknowledgement: I agree to the terms and conditions outlined in this application. All Applications must include full payment and required paperwork. Sorry, applications for Austin Ice Cream Festival Booth Spaces cannot be accepted with partial payments and incomplete paperwork.

MUST BE SIGNED!

X _____

Signature

Date

Important Vendor Info Please Read Carefully Check ✓ your booth preferences

- Food and Drink Vendors (non-ice cream)**
(Your booth fee is 20% of your total sales after taxes)
 - Single 10' x 10' \$400 Deposit toward 20% of your gross sales
 - Double 10' x 20' \$700 Deposit toward 20% of your gross sales
 - Health Permit \$45 (Required to sample ANY food/drink)
- Rides, Games & Attractions Vendors (no food)**
(Your booth fee is 20% of your total sales after taxes)
 - Single 10' x 10' \$200 Deposit toward 20% of your gross sales
 - Double 10' x 20' \$400 Deposit toward 20% of your gross sales
- Arts & Crafts, Merchandise, Facepainters, Etc.**
 - Single 10' x 10' \$140 (Flat fee, no percentage)
 - Double 10' x 20' \$200 (Flat fee, no percentage)
 - Health Permit \$45 (Required to sample ANY food/drink)
- Commercial Business Products & Services**
 - EXCLUSIVE GUARANTEE \$1500
No other vendors with similar items or services will be accepted.
 - Single 10' x 10' \$450 (Flat fee, no percentage)
 - Double 10' x 20' \$750 (Flat fee, no percentage)
 - Health Permit \$45 (Required to sample ANY food/drink)

Late Fee \$25 (For all applications submitted July 23 – August 9, 2010)

Cancellation deadline is July 23, 2010. No refunds or transfers on cancellations after July 23, 2010. Pending space availability, late applications will be accepted through August 9, 2009 with \$25 late fee. Deadline to get a health permit is July 30, 2010. No applications accepted after August 9, 2010. No excuses, no whining. \$25 returned check fee and \$35 cancellation fee.

TOTAL AMOUNT ENCLOSED: \$ _____

Forms of Payment Accepted: Credit Card (MC, VISA, AMEX), Check, Money Order

Make Checks Payable to **ROADWAY PRODUCTIONS**

Returned check fee \$25

CREDIT CARD NUMBER _____

CREDIT CARD EXPIRATION (MMYY) _____

CREDIT CARD BILLING ADDRESS (If different from application address) _____

Send Applications to:

Roadway Productions
PO Box 152020
Austin, TX 78715-2020

Contact info:

Phone: 512-441-9015
Fax: 512-441-9016
Email: vendor@roadwayevents.com

Please read carefully and save a copy for your reference

FOR OFFICE USE ONLY	Date Recd:	Reg #	Booth #
Contacted:	Pmt Amt:	Ck# or CC trans#:	Dt Dep:

Austin Ice Cream Festival

Waterloo Park, Austin, TX, August 14, 2010

Please Print!

Your Name: _____
 Business Name _____
 Mailing Address _____
 City/State/Zip _____
 Area Code & Phone _____
 Cell/alternate phone _____
 Fax _____
 Email _____
 Website _____
 Driver's License # / State _____
 Texas Sales Tax # _____

Photos (Please ✓ check)

This is a juried show. Your application can't be processed without photos of everything you want to sell or display in your booth, plus your booth set-up.

- On File
- Enclosed (include self addressed stamped envelope if you want them returned)
- Will Email (Send 300dpi images to vendor@roadwayevents.com. Attach photos as JPG or GIF files. Attach up to 8 photos per email, but send as many separate emails as necessary.)

- Event hours are 10am – 7pm. Your booth must be open and staffed the entire time.
- All booths are located on a grass or dirt surface.
- Basic electricity (single 20 amp outlet) is included. Ask us about special electrical needs in advance. Silent generators OK with advance approval.

Acknowledgement: I agree to the terms and conditions outlined in this application. All Applications must include full payment and required paperwork. Sorry, applications for Austin Ice Cream Festival Booth Spaces cannot be accepted with partial payments and incomplete paperwork.

MUST BE SIGNED!

X _____

Signature

Date

**Special Scoop for Ice Cream Vendors Only!
Check ✓ your booth preferences**

If your menu is only Ice Cream or frozen confections, you may qualify for our **Special Scoop!** Here's how:

You will offer a small sample portion* of your product for \$1.00 (*Suggested 2 oz portion cup with wooden taster spoon). The rest of your menu can be your regular portions and prices. All Ice Cream Vendors are asked to offer this specially priced treat to give customers a chance to sample ice cream from all the different vendors, and ultimately increase your sales!

Your booth fee is 20% of your total sales after taxes.

- Single 10' x 10' \$100 Deposit toward 20% of your gross sales
- Double 10' x 20' \$200 Deposit toward 20% of your gross sales
- Health Permit \$45 (Required to sample ANY food/drink)
- Late Fee \$25 (For all applications submitted July 23 – July 30, 2010)

Your deposit reserves your booth space and all of it is applied toward the 20% of your gross sales. (Health permit fee and other fees are separate charges and not applied toward your 20% booth fee)

Cancellation deadline is July 23, 2010. No refunds or transfers on cancellations after July 23, 2010. Pending space availability, late applications will be accepted through July 30 with \$25 late fee. Deadline to get a health permit is July 30, 2010. No food applications accepted after July 30, 2010. No excuses, no whining. \$25 returned check fee and \$35 cancellation fee.

TOTAL AMOUNT ENCLOSED: \$ _____
Forms of Payment Accepted: Credit Card (MC, VISA, AMEX), Check, Money Order

Make Checks Payable to ROADWAY PRODUCTIONS
Returned check fee \$25

CREDIT CARD NUMBER _____

CREDIT CARD EXPIRATION (MMYY) _____

CREDIT CARD BILLING ADDRESS (If different from application address) _____

Send Applications to:
Roadway Productions
PO Box 152020
Austin, TX 78715-2020

Contact info:
Phone: 512-441-9015
Fax: 512-441-9016
Email: vendor@roadwayevents.com

Vendor Merchandise / Menu Disclosure

Please List Each Item to be Sold <i>(use additional sheets if necessary)</i>	Price
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Vendor Technical Information

FOOD & DRINK Vendors: Please list your power requirements below and draw a simple overhead view of your booth. Indicate serving direction.

ARTS & CRAFTS Vendors: Please list any special electrical or power requirements below. (There may be an additional charge for extra power.)

ALL Vendors: Please tell us if you need special accommodations or require handicap access.

ICE CREAM FESTIVAL ACKNOWLEDGMENT & RELEASE

- I understand that during my participation in the AUSTIN ICE CREAM FESTIVAL (EVENT), French N. Smith IV, Roadway Productions, and Lyon Advertising (PROMOTERS) merely arrange for the exhibition and sale of items and assume NO responsibility for the supervision or safekeeping of the same. The exhibitor further agrees to hold blameless the EVENT and PROMOTERS from any claim, action, or demand by any person for expense or damage arising from the exhibition.
- I agree to keep, save and hold the EVENT and PROMOTERS harmless from any and all action, liabilities, damages, judgments, costs and expenses including reasonable attorney's fees, in the event an action is filed or does in any way accrue against the EVENT and PROMOTERS of consequence of this Agreement or for any act, negligence or omission of the Sponsor or the Sponsor's agents, employees, participants or volunteers, in relation to the event. In addition, I will be responsible for reimbursement to the EVENT and PROMOTERS whenever such claims and actions reach voluntary settlements rather than judgments. Subsequent full contribution shall be paid to the EVENT and PROMOTERS.
- I agree that EVENT and PROMOTERS may use any photos or images of me (or images submitted by me) for publicizing the event with no compensation.
- I acknowledge that I have read and understand the information contained in this application. I further understand and agree that failure to abide by the rules stated in this application can lead to immediate disqualification and/or expulsion from the Austin Ice Cream Festival with no reimbursement or legal recourse whatsoever.

AGREED AND ACCEPTED BY:

X _____
Participant's Printed Name

X _____
Signature Date

X _____
Business Name

X _____
Mailing Address

X _____
City/State/Zip

X _____
Area Code / Phone

X _____
Email