

The 21<sup>st</sup> Annual

# Swamp Thing & Crawfish Festival

Saturday, April 25<sup>th</sup>, 2015

Austin American Statesman, Austin, TX 78704

11 am – 10 pm. Estimated attendance: 10,000

All ages welcome for this family-friendly event!

**Is it Cajun??? Zydeco???** The Louisiana Swamp Thing & Crawfish Festival is all about the Music and the Food! All professional vendors and concessionaires are invited to join Roadway Productions in Central Texas' largest family celebration of everything from the bayou!

**Crawfish!!!**



Roadway Productions is providing 7,000 pounds of boiled crawfish for sale to festival attendees and we're expecting record crowds!

An extensive advertising campaign will be used to advertise the event including newspaper, TV, radio, social media, and Internet marketing.

## VENDOR SELECTION

**Is your merchandise or menu appropriate for the event?** Preference will be given to CAJUN and LOUISIANA products in all categories! "Green" vendors are encouraged to apply – in both merchandise and food categories.

**All vendors are selected by a jury committee.** All applications are accepted on a first come first served basis. Submitting your application before the deadline is not a guarantee of acceptance. Applications are juried in the order received so the earliest submissions have the best chance of acceptance. Previous participation in a Roadway show is not a guarantee of acceptance.

**All professional vendors are invited to participate.**

## Vendor Information

**FOOD** – If it crawls, slithers or hops out of a swamp, you can catch it, cook it, and put it on the menu! About 10 (ten) food booth spaces are available in the Swamp Thing and preference will be given to **AUTHENTIC CAJUN FOOD vendors**. A very limited number of non-Cajun food vendors may be considered. All items must be juried and all items must show good taste and taste good.

**ARTS & CRAFTS** – About 25 booth spaces will be available for arts & crafts and merchandise. Roadway will accept handmade, as well as resale gift items. All items must be juried, be family appropriate, and all items must show good taste.

**COMMERCIAL** – A very limited number of sponsorship opportunities are available for your commercial business or service. Commercial vendors are defined as widely available products and services.

**Additional sponsorship opportunities are available.  
Please contact us for details.**

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

## HOW TO APPLY

- **Application.** Be sure to enclose your completed & signed application page 4.
- **Entire Booth fee.** Sorry, we can't accept partial payments.
- **Texas Sales & Use Tax Permit.** Please include a legible copy.
- **Photos.** Please include recent photos representing all merchandise or menu 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 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 Swamp Thing & Crawfish Festival.
- **Food Vendors: Travis County TEMPORARY FOOD EVENT RESPONSIBLE PARTY IDENTIFICATION Form** Version Revised 8/5/13
- Keep a copy of all paperwork for your reference.

**Sorry, incomplete applications cannot be considered.**

## APPLICATION DEADLINES

**Applications are being accepted now through April 7, 2014.** \$35 fee charged on all cancellations through April 7, 2014. No refunds or transfers on cancellations after April 7, 2014.

**April 8, 2014 – April 20, 2014:** Pending space availability, applications will be accepted with \$25 late fee. No applications accepted after April 20, 2014. No excuses, no whining.

## SHOW SCHEDULE (Subject to change)

- **Early Set up Friday April 24:** 7pm–10pm. (Early set up preferred)
- **Overnight Friday April 24:** *You may leave your display set up within the event area as long as it is secured against weather and intruders. We do have an overnight security team, but we are not responsible for damage to your property. No camping in park overnight. No overnight power provided.*
- **Set up Saturday April 25:** 6am – 10am. *All vehicles must be off the site by 10 am. No vehicles allowed inside the festival area during operating hours.*
- **Show hours: 11am – 10pm.** *All vendors must be open, operational, and fully staffed throughout the event. Vendors may not close early.*
- **Tear down: 10pm – 2am.** *Security & common sense 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 10 pm. All equipment must be gone by 2am on Sun, Apr 13, 2014.*

## PUBLIC SAFETY

**FIRE EXTINGUISHER:** **All vendors must have a working "ABC" fire extinguisher in their booth.** Food vendors with fryers must have a TYPE K fire extinguisher, specifically rated for grease fires.

**GLASS:** No glass drinking bottles or containers allowed in the park.

**SMOKING:** This is a no-smoking show. Smoking is not allowed anywhere in the park. This includes cigarettes, cigars, and pipes.

**LITTERING:** Vendors may not hand out paper flyers or advertisements because they often end up being discarded on the grounds.

**PETS:** No pets in the food booths at any time. All vendors are **strongly discouraged** from bringing any pet to the event. We cannot guarantee your booth will be in the shade. There is no place for pets to use the bathroom. We love your animals. Please leave them safely at home.

**LOCATION:** Austin American Statesman  
305 South Congress Ave  
Austin, TX 78704

## BASIC DO'S AND DON'TS FOR VENDORS

- All items sold and displayed must be juried and approved.
- All items must show good taste, (or taste good), and be family appropriate.
- Vendors may not sell weapons (or items resembling weapons i.e. switchblade combs, etc.), fireworks, laser pointers, adult novelties, or live animals.
- Preference will be given to Louisiana products, Cajun items, and green products.
- **Roadway will handle all sales of alcohol, bottled water, & soft drinks. These items will be available in the event but vendors may not sell or give them away. Vendors may not excessively consume alcohol during the event.**
- If you sell food or drink, it is your responsibility to read and follow the Austin/Travis County Health & Human Services Department temporary food guidelines.
- Purchase the right size booth for your set-up. Your entire display must fit in your allotted booth space.
- Merchandising (event t-shirts, etc.) is not allowed.
- Swamp Thing & Crawfish Festival hours are 11am – 10pm on Sat, April 25, 2014. Your booth must be open & staffed the entire time. All booths and/or vehicles must be removed by 2am on Apr. 26, 2014.
- You must have and display a current Texas Sales & Use Tax Permit or a certificate stating your business is tax exempt.
- You are responsible for disposal of all waste generated by your operation. Failure to do so may result in a citation and exclusion from future events. You must properly use the site facilities or carry your waste offsite for proper disposal. No dumping in the grounds, drains, water, road, or adjacent area! If you leave anything behind, you will have to pay a removal fee and a fee for cleaning the area. Food vendors must cover the ground under their booth.

**Vendors who violate these rules may be asked to leave with no refunds.**

## BOOTH AESTHETICS: WHAT THE JURY LOOKS FOR

- All vendors will be juried for a professional booth set-up and display. Booths include a space only. Display or set-up equipment, such as tables, chairs, signs, lighting, and decorations are not provided.
- Is your merchandise appropriate for the event's demographics? Is your booth visually appealing? Is it bright and colorful? Does it invite people in? Your display must be clean, organized and professional.
- White tent canopies are recommended. Colored canopies can distort the look of your merchandise – especially when light shines through them. (It can be like wearing colored sunglasses.) White canopies can be a few degrees cooler too – very important on a hot day!
- Your display must be in good repair. No obvious dirt or damage. No torn or moldy tent canopies.
- Tables must be covered and **draped to the ground**. It is recommended you keep your storage containers, supplies, and stock hidden under table coverings or behind solid counter displays. Your display must not have visible cardboard storage boxes or trash. Storage containers and trash must be hidden or moved offsite.
- Is your booth vertically appealing? A simple bakers rack or folding shelf is a great way to display your merchandise or hold your equipment while maximizing your booth space.
- Remember the floor! This is an outdoor venue. A rug, tarp, or piece of carpet greatly enhances the overall look of your booth and provides dust control to keep your booth display and merchandise cleaner.
- Is your booth well lit? Fact: day or night, people won't shop if they can't see it clearly.
- All booths must have a printed sign or banner with your name or indicating what you sell. No hand-written signs on paper or cardboard. No large "Going out of Business" or "75% off everything" signs or banners.
- Food booths must have a fixed menu with prices.
- All personnel should look clean, smell clean, be sober, and appropriately attired for the event at all times.
- No matter your set-up, the perimeters of your booth must be entirely defined. Decorations are encouraged to make the event fun and help advertise your menu or merchandise.

**BOOTH FEES:** Your entire booth fee is required with your application. Applications submitted without booth fees will be discarded. Your booth fee is a flat fee based on booth size. No percentage of sales is required. The Swamp Thing & Crawfish Festival will not issue refunds or credits if vendor sales are less than the booth fees paid.

**WATER AND WASTEWATER:** There is a water hook-up at the venue. Vendors must bring their own hose (food grade hose for food booths) and containers to transport it. OK for vendors to bring in their own water for food preparation, hand washing, or personal use. Wastewater must be dumped in the holding tanks provided or carried offsite. It cannot be dumped anywhere on the ground, or in the fixed bathroom facilities.

**ELECTRICITY / POWER:** Two (2) 110V outlets are provided with your booth fee. There is a minimum \$25 surcharge for additional power. Let us know your power requirements before the show. All vendors need to bring their own lights, equipment, and extension cords. Personal silent generators may be used as long as there are not fumes or excessive noise. Must be approved by Roadway prior to show. Email make and model to [tara@roadwayevents.com](mailto:tara@roadwayevents.com) Battery or solar operated equipment is OK. No open flame lanterns. Bring at least 100' of heavy gauge extension cord. Electricity will be available about 2 hours before and 2 hours after the show starts/ends.

**IMPORTANT: NO OVERNIGHT ELECTRICITY! If you set up on Friday, you will need to store any perishables off site or provide your own generator power overnight.**

**ADMISSION:** Swamp Thing & Crawfish Festival tickets are \$20 for adults, kids under 8 are free. Vendors will receive up to 4 worker wristbands per booth space for worker admission. Let us know in advance if you need additional wristbands or purchase tickets at the gate.

**ACCEPTANCE NOTICES:** You will be notified by email that you have been accepted to participate. Checks are only cashed upon acceptance. If you are not accepted to participate, your check will be returned to you.

**VENDOR CANCELLATION:** All cancellations must be in writing. \$35 cancellation fee through March 7, 2014. No refunds on cancellations after March 7, 2014.

#### **IMPORTANT INFO FOR FOOD VENDORS:**

The focus of the Swamp Thing & Crawfish Festival is the FOOD. There is no limit to the number of authentic Louisiana or Cajun dishes a vendor can offer. If the majority of the menu items are Cajun, a vendor can offer up to 3 non-Cajun items (including drinks) with their Cajun menu. Non-Cajun food vendors are limited to a maximum of 6 total items including drinks. If the majority of the food items are non-Cajun, the booth is considered non-Cajun and must stay within the 6-item total limit. All menu items are subject to Roadway jury approval.

Single food booths are 10' wide (serving frontage) x 10' deep. Double food booths are 20' wide (serving frontage) x 10' deep. No support vehicles. Purchase the proper size – everything must fit within your booth space.

**PARKING:** Limited vendor parking is available in the adjacent TX DOT parking lot located behind the Firestone. Do not park in the Firestone Parking lot. First come first served. No parking inside the fenced area during show hours. You must unload at your booth and find parking.

**TAXES:** Vendors are responsible for collecting and paying their own sales tax. Buda tax rate is 8.25%. All vendors must have a tax ID certificate. Contact the TX Comptroller's Office with questions 1-800-252-5555 or check their website at [www.window.state.tx.us](http://www.window.state.tx.us)

**WEATHER:** This is an outdoor show and subject to the elements. The SHOW GOES ON RAIN OR SHINE but 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 event, rescheduling and refunds are not possible.

**IMPORTANT! IT CAN BE VERY WINDY in the area. If your display is not securely weighted and causes injury or loss to any person or property, you are liable for any damages. Your tent and display must be adequately weighted. NO stakes allowed. Roadway Productions reserves the right to permanently remove any vendor with an unsecured display.**

#### **2015 ROADWAY PRODUCED EVENTS**

*(subject to change)*

- **Mighty Texas Dog Walk**, April 4. Austin, TX
- **ROT Rally Parade**, June 13. Austin, TX
- **4th of July Symphony & Fireworks**, Austin, TX
- **Austin Ice Cream Festival**, August 8. Austin, TX
- **Batfest: Night of the Bat**, August 22, Austin, TX

Download applications at  
[www.roadwayevents.com/vendors](http://www.roadwayevents.com/vendors)

#### **ROADWAY PRODUCTIONS CONTACT INFO**

**Mailing Address:**

PO Box 152020  
Austin, TX 78715-2020

**Phone:** 512-441-9015

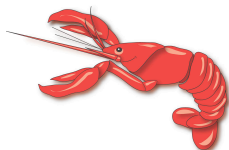
**Fax:** 512-441-9016

**Website:** [www.RoadwayEvents.com](http://www.RoadwayEvents.com)

President/Production Manager: **French Smith**  
[marketing@roadwayevents.com](mailto:marketing@roadwayevents.com)

VP/Vendor Coordinator: **Tara Akins**  
[vendor@roadwayevents.com](mailto:vendor@roadwayevents.com)

# Swamp Thing & Crawfish Festival



**Please Print CLEARLY!**

Primary Contact Name \_\_\_\_\_  
 Business Name \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Cell \_\_\_\_\_  
 Email \_\_\_\_\_  
 Website \_\_\_\_\_  
 Tax ID \_\_\_\_\_

Please indicate  your preferences. All Applications must include photos, all fees, and required paperwork. Sorry, we cannot accept incomplete applications. \$25 late fee for all applications submitted between Mar 8, 2014 – Apr 1, 2014. Submitting your application before the deadline is not a guarantee of acceptance. No applications accepted after April 1, 2014.

**Food/Drink Booths**

(Tents only, no trailers)

- Single 10x10 - \$625 \_\_\_\_\_
- Double 20x10 - \$925 \_\_\_\_\_
- Cart - \$400       \$25 fee for more than 10 amps or (2) 110V outlets
- Health Permit Fee - \$98

**List your power requirements:**

**Arts & Crafts Booths**

- Single 10x10 \$225
- Double 10x20 \$375

**Commercial Booths - Included upon request:**

- Single 10x10 \$600 \_\_\_\_\_ 10x10 tent
- Double 10x20 \$1000 \_\_\_\_\_ 8' table & chair

Late Fee \$25 (for all applications submitted after March 7, 2014)

**Payment Amount Enclosed:** \_\_\_\_\_  
 \$25 returned check fee.

**Make checks payable to:**

**ROADWAY PRODUCTIONS**  
**PO BOX 152020, Austin, TX 78715-2020**

**Location: Austin American Statesman**  
**305 S. Congress Ave. Austin, TX 78704**  
**Date: Saturday, April 25, 2014. Estimated attendance: 10,000**

**Vendor Merchandise / Menu Disclosure**

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

You cannot sell it at the Swamp Thing & Crawfish Festival if it's not disclosed on your application!

**SWAMP THING & CRAWFISH FESTIVAL ACKNOWLEDGEMENT & RELEASE:**

- I understand that during my participation as a VENDOR in the Swamp Thing & Crawfish Festival (EVENT), French N. Smith IV and Roadway Productions (PROMOTER) merely arrange for the performance and assume NO responsibility for the supervision or safekeeping of the same. The vendor further agrees to hold blameless the EVENT and PROMOTER from any claim, action, or demand by any person for damages to personal equipment or injury during participation.
- I agree to keep, save and hold the EVENT and PROMOTER 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 PROMOTER 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.
- I agree that PROMOTER and EVENT may use any photos 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 expulsion from the Swamp Thing & Crawfish Festival with no reimbursement or legal recourse whatsoever.

**AGREED AND ACCEPTED BY: MUST BE SIGNED!**

Printed Name \_\_\_\_\_

Business Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

<b>FOR OFFICE USE ONLY</b>	Reg # _____	Contacted: _____
Ck# _____		
Pmt Amt: _____	Dt Dep: _____	