



17th Annual Telluride Blues & Brews Festival

September 17, 18 & 19, 2010

Telluride Town Park, Telluride, CO

Vendor Application & Contract Agreement

Vendor Application Deadline: June 1, 2010

Please keep this form for your records.

Thank you for your interest in vending at the Telluride Blues & Brews Festival! Last year's attendance was 27,000 people over three days (9,000 people per day). We are anticipating the same attendance for 2010.

Here's what we're looking for at the 2010 Telluride Blues & Brews Festival:

- **18 Craft/Retail booths**
- **12 Food/Beverage booths**

We are looking for high quality products, either handmade or unique and beautiful. Artisans and crafts people are highly encouraged to apply. Food booth selection will be based on creative menus. We do not duplicate craft or food booths (i.e. we would not accept two sunglass vendors or two pizza vendors.) If you were selected as a vendor last year it does not guarantee your acceptance this year.

All vendor applicants will be notified of our selections by June 7, 2010.

BOOTH REQUIREMENTS:

- The overall appearance and presentation of your booth is critical to the overall feeling of the festival and to your retail success. We want to ensure that everyone has the best possible experience. The festival staff determines booth placement.
- Booth space is limited to a single story 10' x 10' booth (including all wires, stakes, poles, etc.) with a good roof that can withstand wind, rain, snow, hail and other inclement weather. Come prepared for all types of mountain weather.
- For the sake of all vendors we will not allow booths that look like "tarps on sticks". We **INSIST** you have four sides on your booth, the fourth side to cover the front of your booth at night. Food vendors will be given an additional prep area behind their respective booth. If you are not sure if we will accept your booth, send us a picture.
- You must provide and set up your own lighting. All naked light bulbs must be screened. Your extension cords should be at least 100 feet long. If you need 220 volt (food booths), please let us know on the application form. Power will be very limited for the craft/retail booths. Be very detailed in stating your power needs.

Your booth must be open during the entire festival. You cannot vacate early.

Please staff your booth with fun-loving, toe-tapping, smiling folks!

Your booth must be neat, attractive and well-maintained. You must have a professional looking sign...please no neon lights or flashers. Banners and flags are encouraged.

You are responsible for setting up, maintaining, and removing your own booth, your merchandise and your trash. Your booth must be removed and the area cleaned up before NOON on Monday, September 20, 2010.

All booths must have a usable 5 lb. fire extinguisher with valid inspection tag.

ADDITIONAL REQUIREMENTS FOR FOOD/BEVERAGE BOOTHS:

- Food/Beverage booths must comply with local food handling regulations.
- Food/Beverage booths must have wood flooring to meet county regulations.
- The festival will provide refrigeration. Each food vendor will be allowed one pallet of storage area within the refrigeration truck. You must provide your own storage pallet.
- Sysco is our official food sponsor for the Festival. All food vendors will be required to use Sysco whenever possible as their primary food provider.
- 20lb bags of ice will be available for purchase behind the beer booth for \$5 per bag (price may change).
- Please indicate on your application if you will need 220 volt service.

Environmental Concerns:

- We are committed to minimizing the impact of the festival on the environment. We encourage you to do your part and help us maintain our reputation as a “green” festival. As such, we require the use of bio-degradable utensils and accessories (plates, cups, food containers, etc). As with the provision of food, vendors wherever possible, will be required to source and use these bio-degradable products through Sysco. Food vendors whose application is accepted will be given further information regarding this initiative.
- We will provide compost bins for bio-degradable products and food in the vendor area. We will also provide recycling bins for glass, aluminum, approved plastics and cardboard in the vendor area.
- All vendors will be required to remove any wooden pallets they bring into the festival grounds. Failure to do so will result in a removal fee being deducted from their deposit.
- We will provide a grease barrel for all food vendors. This type of waste is considered hazardous, and therefore we ask that you do not dump any of it in regular dumpsters or attempt to pour it down the sink.
- Vendors found not following these rules will be removed from the festival.

VENDOR RESTRICTIONS:

- Pets are absolutely not allowed on Festival grounds.
- Due to town restrictions, glass containers, Styrofoam, breakable plastic, carry-in alcohol and weapons are not allowed on Festival grounds. Please adjust your product line accordingly.
- All vendors will be required to remove any wooden pallets they bring into the festival grounds. Failure to do so will result in a removal fee being deducted from their deposit.

2010 BOOTH FEES:

- **\$1,100.00 for Food/Beverage booths**
- **\$750.00 for Craft/Retail booths.**

Included in the booth fee are:

- 2 non-transferable 3-Day festival passes.
- 1 Vendor Vehicle Pass to unload/load your stuff. Once you are set-up, your vehicle must remain parked in the vendor area during the festival. We do not allow re-entry once the festival has begun.
- Access to on-site primitive vendor camping. Limited to two people per booth.
- Access to two 110 volt outlets.

If you need to purchase additional passes for employees (3 Day, Single Day, etc.), please contact Denise Mongan on or before August 27th, 2010. Any additional ticket needs after August 27th, must be directed through our ticketing website.

Lodging

Various forms of lodging are available throughout town and at various prices. Call Telluride Alpine Lodging at 888.893.0158 for available lodging and pricing. Lodging sells out quickly!

Children 11 and under are free when accompanied by an adult. Children may access the vendor area only through the front of your booth.

BOOTH DEPOSIT:

A \$200 refundable deposit is required with your application and will be returned to the vendor by mail after the booth space is vacated cleaned, inspected and sales taxes have been reported and paid to the Festival staff. This deposit is required even if you have vended at the festival in the past.

BOOTH INSURANCE/RESPONSIBILITY/LIABILITY:

- You will need to either supply Telluride Blues & Brews Festival with a current Certificate of Liability for a minimum of \$2,000,000 naming Telluride Blues & Brews Festival as an additional insured or pay a \$100 premium to the Festival and we'll make sure you're insured. Please indicate your preference on this application.
- Vendor accepts responsibility for all lost or stolen merchandise and equipment.
- Vendor accepts all responsibility, liability, and costs for any damage to booth, to customers, to the festival and to the environment.

VENDOR SALES TAX

- Craft/Retail Vendors are required to pay 8.4% sales tax on their gross sales by NOON, Monday, September 20, checks payable to Telluride Blues & Brews Festival.
- Food/Beverage Vendors are required to pay 10.4% sales tax (8.4% town sales tax plus Telluride's 2% airline guarantee excise tax) on their gross sales by NOON, Monday, September 20, checks payable to Telluride Blues & Brews Festival.

VENDOR APPLICATION PROCEDURE:

To apply, please fill out and sign the attached application form. Send it to us, postmarked well before the deadline date, with the following:

- 1) A single check or money order that includes booth fee, deposit, and insurance fee (if applicable). Make check or money order payable to Telluride Blues & Brews Festival, Inc.
- 2) Copy of your Certificate of Insurance (if applicable)
- 3) Detailed product descriptions and prices.
- 4) Photos of your products and/or booth and samples of your products (not required)

All applications must be received by June 1, 2010.

All vendor applicants will be notified of our selections by June 7, 2010.

If your application is accepted, we will call you and deposit your check. If your application is denied, we will return your checks promptly to you.

All applications must be sent via U.S. Mail, Fedex, or UPS. Applications received via email or fax will not be considered. Please send your application, check, etc. to:

Telluride Blues & Brews Festival
ATTN: VENDOR DIRECTOR
PO Box 2966 (if U.S. Mail)
101 East Colorado Ave, Unit 203 (if Fedex or UPS)
Telluride, Colorado 81435

For vendor questions, please contact:
Denise Mongan
Telluride Blues & Brews Festival
970-728-8037 ext 105
info@tellurideblues.com

Thank you very much!

17th Annual Telluride Blues & Brews Festival
September 17, 18 & 19, 2010
Telluride Town Park, Telluride, CO

2010 VENDOR APPLICATION FORM

Business Name: _____
Contact: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Telephone (Day): _____ Evening: _____ Fax: _____
E-Mail: _____ Website: _____
Sales tax ID# (Colorado Vendors Only): _____

Type of booth (check one): Food/Beverage (\$1000) Craft/Retail (\$750)

I have been a vendor at this festival in prior years. Yes No

Please provide a detailed description of all items you want to sell & prices:

Will you require 200 volt service? Yes No

Refrigeration requirements: (Freezer space will not be provided.)

Other special requirements:

Food Vendors:

Does your booth fit in the allocated 10x10 space? Yes No

If no, please describe your space requirements:

Vendor Camping:

Will you require on-site vendor camping? Yes No

Please provide references and phone numbers from two (2) other festivals, or indicate if you've never vended at a festival before:

1. _____
2. _____

Upon acceptance of this application, I agree to the following:

1. To read, understand, and follow the attached criteria.
2. Vendor agrees to comply with all federal, state, county and town laws.
3. Vendor agrees to man booth during all festival hours.
4. Vendor agrees to sell only what is stated in this contract unless previously approved by Steve Gumble, Festival Director.
5. Food vendors will obtain approval of the San Miguel County Health Officer for all food handling procedures and deliver a written approval to the Festival office by 5:00 P.M. Monday, August 16, 2010.
6. Vendor agrees to anticipate sales and have sufficient quantities of product on hand to not sell out. Please call to verify anticipated attendance.
7. Craft Vendors agree to pay 8.4% sales tax on their gross sales by NOON, Monday, September 20, checks payable to Telluride Blues & Brews Festival.
8. Any lack of courtesy, good will and good taste toward attendees or staff could result in termination of this agreement, loss of your deposit and eviction from the festival area.
9. That this application, if accepted, will serve as a contract and any legal fees incurred by anyone because of this contract will be paid for by the losing party.

10. I hereby understand that neither the Telluride Blues & Brews Festival nor any of its officers, agents, or employees shall be held liable for any claims seeking damages for personal injury or property damage that may arise out of your participation as a vendor for the festival. I also hereby agree to indemnify the Telluride Blues & Brews Festival, Inc., its officers, agents, employees, and the Town of Telluride, harmless on account of any such claims.

I HAVE ENCLOSED A SINGLE CHECK OR MONEY ORDER THAT INCLUDES THE FOLLOWING:

- Booth fee: \$1,100.00 (food/beverage) or \$750.00 (craft/retail)
- Insurance fee: \$100.00 (if applicable) or Certificate of Insurance.
- Deposit: \$200.00 (mandatory for all booths)

Please print booth name, your name, sign, and date.

Business Name: _____

Your Name (please print): _____

Sign Here: _____ Date: _____

Telluride Blues & Brews Festival, Inc.

By: _____ Date: _____

Steven B. Gumble, President