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EVEN WINGS ARE
BIGGER IN TEXAS



VENDOR OPPORTUNITIES

TEXAS HOT WING FESTIVAL

SATURDAY - MARCH 23, 2013 - 11AM TO 7PM

DELL DIAMOND - 3400 PALM VALEY BLVD - ROUND ROCK, TX



Saturday, March 23, 2013

Dell Diamond Complex
3400 Palm Valley, Round Rock, TX 78664
11am – 7pm
Estimated attendance: 5,000-10,000

Chicken Wings have become a national phenomena. You would be hard pressed to find casual dining eateries or even sporting events where these delectable bites are not served.

To capitalize on the popularity of chicken wings, we have taken on the challenge of bringing a festival to the great state of Texas that will feature delicious Hot Wings.

The Texas Hot Wing Festival (THWF) will be held on Saturday, March 23, 2013 at the Dell Diamond Complex in the beautiful city of Round Rock, Texas. The park will provide a lot of open space to relax and enjoy great music, entertainment, and a variety of wings. It is our hope that the festival will quickly become a Texas tradition, providing an event for the entire family to enjoy for years to come.

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 restaurants and vendors that add to the image of the festival.

All vendors are selected by a committee. All applications are accepted on a first come basis. Submitting your application before the deadline is not a guarantee of acceptance. ***Earliest submissions have the best chance of acceptance.***

All professional vendors are invited to participate.

Vendor Information

FOOD It's "GAMETIME" for the chicken wing industry – Central Texas will feel the heat @ the 1st Annual Texas Hot Wing Festival. On March, 23rd, the Dell Diamond will be filled with the tantalizing, alluring aroma of a variety of wings from restaurants all across the state of Texas! Hot wing connoisseurs can taste-test entries from each vendor and show support for their favorite restaurant. There are thirty (30) food booth spaces available at the festival with preference given to Hot Wing vendors. All items must be approved and all items must show good taste and taste good.

Important: All food booths are required to have a Texas Food Handler's Certification Card to participate in the event.

ARTS & CRAFTS – Approximately 30 booth spaces will be available for arts, crafts, and merchandise. THWF will accept handmade, as well commercial gift items. All items must be approved, be family appropriate, and show good taste.

COMMERCIAL – A 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.

MSA Events 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 and signed application (page 4).*
- **Entire Booth Fee:** *Sorry, we cannot accept partial payments.*
- **Texas Sales & Use Tax Permit:** *Please include a legible copy.*
- **Photos/Logos:** *Send photograph of all marketing materials that will be used during the festival, as well as your logo in 300dpi format. (Must be received 30 days prior to event)*
- **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 is not disclosed on your list, you may not sell it during the festival.*
- **Texas Food Handler's Card:** *Required if you sell food items.*
- *Be sure to keep a copy of all paperwork for your reference.*

Incomplete applications will not be considered.

Applications are being accepted now through FEB 23, 2013.

FESTIVAL SCHEDULE *(Subject to change)*

Early Set up: TBD *(Early set up recommended)*

Overnight: Friday, March 22

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.

Set up: Saturday March 23, 7am – 11am

No vehicles allowed inside the festival area.

Festival hours: 11am – 7pm

All vendors must be open, operational, and fully staffed throughout the event. Vendors may not close early.

Tear down: 7:30pm – 10pm

Security & good judgment will determine when it is safe to load out. You may not tear down or dolly your items out before 7:45 pm. All equipment must be gone by 10pm on Sat, March 23.

PUBLIC SAFETY

FIRE EXTINGUISHER: Vendors having any flames or electrical equipment must have a working fire extinguisher in their booth. This includes vendors with candles and/or portable warmers, as well as food vendors with freezers. 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 complex.

SMOKING: Smoking is only allowed in the designated smoking areas at The Dell Diamond, which are located on the outer concourse above the seating areas.

LITTERING: In an effort to help keep the complex grounds neat and litter-free, you are encouraged to continually pick up trash around your booth.

PETS: No pets will be allowed inside the venue with the exception of animals that aid the handicap.

LOCATION: Dell Diamond, 3400 Palm Valley Boulevard, Round Rock, TX 78664

BASIC DO'S AND DON'TS FOR VENDORS

All items sold and displayed must be 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, drug paraphernalia, smoking materials or accessories, lighters, adult novelties, live animals, or medicinal supplements.

Preference will be given to Hot Wing vendors and products.

The Dell Diamond will handle all sales of alcohol, bottled water, and soft drinks. These items will be available in the event, however, vendors may not sell or give them away. **Vendors may not excessively consume alcohol during the event.**

If you sell food, it is your responsibility to read and follow the Texas Food Handler Certificate guidelines.

Purchase the right size booth for your set-up. Your entire display must fit in your allotted booth space.

No trailers allowed in the Dell Diamond. Tent displays only.

Merchandising (event t-shirts, cd's, etc.) is not allowed. Vendors may hand out flyers, coupons, and printed materials to promote their brand.

Texas Hot Wing Festival hours are 11am –7pm on Sat, March 23, 2013. Your booth must be open & staffed the entire time. All booths and/or vehicles must be removed by 10pm on Sat, March 23.

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.

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

BOOTH AESTHETICS:

All vendors will be juried for a professional booth setup and display. Booths include a space only. Display or set-up equipment, such as tables, chairs, signs, lighting, and decorations are not provided.

- Your display must be clean, organized and professional. *Is your merchandise appropriate for the event's demographics? Is your booth visually appealing? Is it bright and colorful? Does it invite people in?*
- 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 that can be dusty. 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 indication of what you sell. No handwritten signs on paper or cardboard.
- It's recommended that you re-assess your booth's condition throughout the day.
- All personnel should look 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.

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 Hot Wing Festival will not issue refunds or credits if vendor sales are less than the booth fees paid.

WATER AND WASTEWATER: Vendors must bring their own hose (food grade hose for food booths) and containers to transport it. Vendors may bring in their own water for food preparation, hand washing, or personal use. All water sales will be handled exclusively by Dell Diamond. 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: Electricity will be limited. Let us know your power requirements before the festival. All vendors need to bring their own equipment. Personal, silent generators may be used as long as there are no fumes or excessive noise. Battery or solar operated equipment is okay. No open flame lanterns.

ADMISSION: Texas Hot Wing Festival tickets are \$10, kids under 10 are free. Vendors will receive up to 5 worker badges per booth space for worker admission.

ACCEPTANCE NOTICES: You will be notified by email that you have been accepted to participate. Checks are only cashed or credit cards only charged upon acceptance. If you are not accepted to participate, your check will be returned to you or your credit card number will be shredded.

VENDOR CANCELLATION: All cancellations must be in writing within 21 days of application approval. \$150 cancellation fee applies. **If request is not received within time period, NO REFUND WILL BE GIVEN.**

INSURANCE: All Vendors as expected to carry their own insurance policies.

IMPORTANT INFO FOR FOOD VENDORS:

The focus of the Texas Hot Wing Festival is the FOOD. There is no limit to the number of different types or variety of wings a vendor can offer. However, prices must be unified across the board. Each vendor must offer a "Taste" portion, which consists of 3 wings, and a meal portion, which should include 6 wings and a side item. All menu items are subject to MSA Events approval.

Single food booths are 10' wide (serving frontage) x 10' deep. Double food booths are 20' wide (serving frontage) x 10' deep. The depth of all food booths is for food storage and prep only. No vehicles.

Purchase the proper size – everything must fit within your booth space.

At least one person with a current Food Handler's Certification Card must be in the food booth at all times.

PARKING: Limited vendor parking is available in the parking lot. First come first served. No preferential parking will be guaranteed during festival hours. You must unload at the vendor gate and find parking.

TAXES: Vendors are responsible for collecting and paying their own sales tax. Round Rock 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

TICKET RECONCILIATION: Since all food items will be purchased with festival food tickets, Money will have to be exchanged for tickets to enable food vendor to be paid. We will use any one of the following methods to reconcile: Wire transfer, check, or cash the night of the event.

SECURITY: A combination of licensed peace officers and event security will be contracted to provide security and enhance public safety for the event.

IMPORTANT! IT CAN BE VERY WINDY in some stadium areas. 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 or staked into the ground. MSA Events reserves the right to permanently remove any vendor with an unsecured display.

WEATHER: This is an outdoor festival and subject to the elements. The FESTIVAL 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 festival would have to be made at the latest possible moment (due to the complexities of the event).

Download applications at www.texaswingfestival.com/vendors

MSA Events Mailing address:

Attn: Texas Hot Wing Festival
P.O. Box 101
Austin, TX 78728

Physical Address:
15901 Central Commerce #502
Pflugerville, TX 78660

Phone: 855-842-6957
Fax: 512-233-0835

Website: www.TexasWingFestival.com
Festival Co-Director: **Andre Knox**
Email: aknox@texaswingfestival.com



(Please Print)

Applicant Name _____

Business Name _____

Mailing Address _____

City/State/Zip _____

Area Code & Phone _____

Cell/Alternate Phone _____

Email/Website _____

Tax ID _____

Please indicate your preferences. All applications must be submitted with all fees and required paperwork. Sorry, we cannot accept incomplete applications. Deadline for all applications is Feb. 15. A \$25 late fee will apply for all applications submitted after Feb. 15. Submitting your application before the deadline is not a guarantee of acceptance.

Electronic Payment Invoices available upon request:

Food Vendors:

Single Booth - \$300 _____

Double Booth - \$350 _____

Featured Vendor \$2,500 (AT FESTIVAL REQUEST ONLY)

Arts & Crafts Booths / Commercial Booths – Included upon request.

Single Booth \$250 _____

Double Booth \$325 _____

Payment Amount

Enclosed: _____

\$25 returned check fee.

Make Checks Payable to: TEXAS HOT WING FESTIVAL

PO BOX 101, AUSTIN, TX 78728

CREDIT CARD NUMBER _____

CREDIT CARD EXPIRATION (MM/YY) _____

CREDIT CARD BILLING NAME / ADDRESS / ZIP (If different from applicant address) _____

**Location: Dell Diamond Complex:
3400 Palm Valley Boulevard, Round Rock, TX 78664**

Date: Saturday, March 23, 2013.

Estimated attendance: 5,000-10,000

Vendor Merchandise / Menu Disclosure

Please list each item to be sold, along with price
(Use additional sheets if necessary)

_____	_____
_____	_____
_____	_____
_____	_____

You cannot sell it at the Texas Hot Wing Festival if it is not disclosed on your application!

**The Texas Hot Wing Festival
Acknowledgement and Release:**

- I understand that during my participation as a VENDOR in the Texas Hot Wing Festival (EVENT), MSA Events (PROMOTER) merely arranges for the festival and assumes 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 the 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 Texas Hot Wing Festival with no reimbursement or legal recourse whatsoever.

AGREED AND ACCEPTED BY: MUST BE SIGNED!

Printed Name _____

Business Name _____

Signature _____

For additional information or questions:
Please call: 855-842-6957 or email: info@texaswingfestival.com
PO Box 101, Austin, TX 78728