



WORLDFOOD
& **MUSIC** FESTIVAL



September 15-17, 2017
FOOD VENDOR APPLICATION

We are excited to host the World Food & Music Festival Sept. 15-17, 2017 in Western Gateway Park in downtown Des Moines, Iowa. This popular free event attracts approximately 80,000 guests each year!

We are pleased to invite you to apply as a food vendor for the 2017 event. The World Food & Music Festival is a premier festival opportunity in the Iowa market for the promotion of restaurants, caterers, food trucks and festival vendors. Participating vendors tap into an exceptional marketing opportunity designed to drive name recognition and food sales.

All applications are due no later than Monday, May 1, 2017. Late applications will **not** be accepted. Only complete applications submitted with application fee will be considered. Application fee is a non-refundable \$20 fee for processing your application regardless of acceptance. All other fees will be due upon acceptance and invoiced when a contract is issued.



All applications will be reviewed and any clarifying questions regarding menu items will be sent via email. We will especially be looking for new and creative menu items as well as underrepresented menu items/cultures.

All vendor status notifications will be sent out no later than end of day Thursday, Jun. 8th via email. Occasionally, a vendor will drop out at some point leading up to the Festival—we will keep a limited number of vendors on a waitlist through mid-July in case space becomes available. All applicants will receive an email notifying them whether they have been **accepted, waitlisted or rejected** by end of day Thursday, Jun. 8th.

Festival Provides:

- ◆ One (1) 10' x 10' vending space
- ◆ One (1) 10' x 10' tent with sides (unless you are requesting additional space or using your own food truck/cart)
- ◆ One interior tent light – no additional lighting is provided
- ◆ Two (2) 8 ft. long tables for the front serving area and a preparation area
- ◆ Professionally designed signage displaying your concession name and menu
- ◆ Shared wastewater and grease barrels
- ◆ Trash container for vendor-only use
- ◆ Potable water source (you must provide transportation of water)
- ◆ Two refrigerated trucks on-site (space must be shared with other vendors)
- ◆ Convenient vehicle drive-in for set-up and tear-down
- ◆ 80,000+ hungry people!





Business Name _____ Contact Person _____

Mailing Address _____ City _____ State _____ Zip Code _____

Email Address _____ Website _____

Cell Phone _____ Alternate Phone _____

What COUNTRY does your food best represent (please limit to 3 or fewer):

Menu Items:

Vendors are selected based on menu items and type of food. Only approved items may be sold at the event. We do our best to limit similar food items however we do not offer exclusivity of any menu items or food type. Menu item descriptions will be requested upon acceptance for signage printing.

Menu items cannot be priced more than \$6. All vendors are limited to a MAXIMUM of 10 menu items. Only pre-approved beverages e.g. specialty coffee, homemade lemonade, specialty juices, etc. may be sold. The Festival handles ALL soda, water and alcohol sales; vendors will not be allowed to sell these items. **All accepted food vendors are required to provide a \$1 taste of one of the items that is offered on your full menu. These samples may be a single "taste" or plate of "tastes" allowing guests to try a small portion of different foods.**

PLEASE PRINT CLEARLY!

\$6 maximum

Item 1 _____	Price \$ _____
Item 2 _____	Price \$ _____
Item 3 _____	Price \$ _____
Item 4 _____	Price \$ _____
Item 5 _____	Price \$ _____
Item 6 _____	Price \$ _____
Item 7 _____	Price \$ _____
Item 8 _____	Price \$ _____
Item 9 _____	Price \$ _____
Item 10 _____	Price \$ _____

****Taste Item** _____

Price \$1



New this year: In an attempt to streamline the application process, fees will be billed upon acceptance and are not required to be submitted with this application. They are included below for your information and planning purposes vendor set-up will be confirmed and clarified prior to contract and invoice being sent out if you are accepted. **The only fee that will be required with your completed application is a \$20 non-refundable application fee.** Please complete the questions below to the best of your ability, as these questions help tell us how much space you would require on-site as well as billing information if you are accepted.

Booth Space: Please check the option that best fits your needs.

10x10' Tent Space (\$600) 10x20' Tent Space (\$1200) 10x25' Food Truck Space (\$1200)*

Truck dimensions are: _____ Side serving window is on: _____

*Please include a photo of your food truck with your application.

Grill Space (\$100): I would like an additional 5x10' grill space next to my vendor space for my grill, fryer or smoker (these items are NOT allowed inside tents per fire code). Please include a photo of grill, fryer or smoker with dimensions.

Electrical: We offer 110v 20-amp service and 208v 50-amp service. Each outlet is \$30. Only Festival provided electricity and generators are allowed on-site. A more detailed form will be sent out to accepted vendors to confirm power needs. Please check how many outlets you will need:

0 1 2 3 4 5 6 7 8 9 10

Would you be interested in World Food & Music Festival vendor t-shirts? (dependent on number of interested vendors)

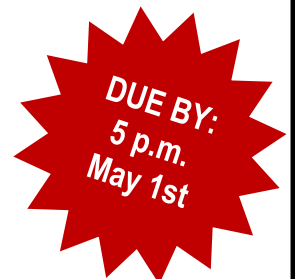
Yes Maybe, depends on pricing No

I acknowledge that submission of this application does not guarantee acceptance into the World Food & Music Festival. By signing below, I agree to submit a valid certificate of liability insurance, required fees, Iowa sales tax ID and clean-up deposit if my application is accepted.

Signature _____ **Date** _____

Application Check List:

- Application Fee (non-refundable):** \$20 Check or Money Order payable to "Downtown Events Group"
- Completed Application
- Grill, fryer, smoker photo with dimensions (if requesting a grill space)
- Cart or Food Truck Photo with Dimensions (if applicable)



All materials should be submitted via mail or in person to our offices:

World Food & Music Festival Attn: Maggie Pforts
700 Locust St., Ste. 100
Des Moines, Iowa 50309