2017 WORLD FOOD & MUSIC FESTIVAL SEPTEMBER 15-17, 2017
ON-SITE MARKETING APPLICATION

This application can be found online at www.WorldFoodandMusicFestival.org. Read the following information carefully and mail the completed application with payments. Please make a copy of the completed application for your own records.
PLEASE NOTE: Submitting the application and fees is **not** an indication of your acceptance.

Important Dates:

Application Deadline:	Friday, May 5, 2017	
Notification of Acceptance:	Friday, May 19, 2017	
Checks Deposited:	Monday, May 22, 2017	
Contract Deadline:	Friday, Jun. 9, 2017	
Insurance Certificate Deadline:	Friday, Jun. 9, 2017	
World Food & Music Festival:	Friday, Sept. 15, 2017	11 a.m.-11 p.m.
	Saturday, Sept. 16, 2017	11 a.m.-11 p.m.
	Sunday, Sept. 17, 2017	11 a.m.- 5 p.m.

How to Apply:

The 2017 World Food & Music Festival is pleased to offer marketing opportunities to commercial vendors as an avenue to reach the expected 80,000+ guests that attend the Festival. After reading the rules and regulations, complete the 2017 World Food & Music Festival On-site Marketing Application and submit along with the appropriate fee and deposit (see page 3). Applications will be reviewed and space offered to vendors that will contribute to the flavor and theme of the event. All fees must accompany the application to be considered for acceptance. Contracts and information packets detailing all set-up, operational procedures and required permits will be **emailed** to accepted vendors. **Please note: All communications before, during & after the event are executed via email. All applicants are required to have a valid email address to participate.**

Please make sure to read all information and print a copy for your records.

Payment in FULL must accompany your application. A $35 service fee will be charged for returned checks of accepted commercial vendors. **Make checks payable to "Downtown Events Group".** We can only accept payment in the form of a check or money order, no credit cards will be accepted.

Mail completed application along with fees to:

Downtown Events Group
Attn: Maggie Pforts
700 Locust Street, Suite 100
Des Moines, IA 50309

Payment will be returned to vendors who are not accepted. See page 3 for detailed information regarding commercial vendor fees. All checks of accepted vendors will be deposited when notified of acceptance. After this date there will be no refunds issued.

2017 WORLD FOOD & MUSIC FESTIVAL ON-SITE MARKETING VENDOR RULES AND REGULATIONS

After reading the rules and regulations, complete the 2017 World Food & Music Festival On-site Marketing Application and submit with payment. Full payment for your booth and separate clean-up deposit must accompany the application to be considered.

Vendors are responsible for returning their vending area to its original condition. Failure to do so will result in, at the sole discretion of Downtown Events Group, the loss of the vendor's clean-up deposit ($150.00). All equipment and/or merchandise must be removed from space and Festival grounds by 8 p.m. on Sunday, Sept. 17 Anything left in your space or on the grounds after that time is at your own risk and will result in the forfeit of your clean-up deposit. Improper disposal of waste materials will subject vendor to immediate removal from participation in the event and result in forfeit of clean-up deposit.

Spaces will be evaluated by Festival management and vendors will be notified by email after the Festival as to the status of their space after inspection.

All vendors on the Festival site are required to provide a Certificate of Insurance. The Liability Insurance requirement is $1,000,000.00 (minimum). Please inform your liability insurance carrier to issue a certificate of insurance showing liability insurance coverage for the 2017 World Food & Music Festival and listing **DOWNTOWN EVENTS GROUP as "Additional Insured"** for the period of Sept. 15-17, 2017. The Downtown Events Group should be listed as the certificate holder as well. Insurance certificates are due no later than June 9, 2017. We cannot allow you to set up without the appropriate insurance.

By applying to participate as a commercial vendor at the 2017 World Food & Music Festival, all vendors and their on-site representatives, employees, and volunteers agree that the Downtown Events Group, including its Board of Directors, sponsors, employees and volunteers, shall not be held responsible for damages to or for the loss or destruction of the vendors' property or injuries to the vendor or their representatives, agents or employees; all claims for such loss, damage, destruction or injury are expressly waived by the vendor. Additionally, it is understood that vendors are responsible and accountable for the conduct and demeanor of their employees, agents, and volunteers.

Each vendor is required to present a booth that represents their Business in a professional and appealing manner. The World Food & Music Festival will supply the following:

- One 10' x 10' tented space
- One 10' professionally designed tent banner with vendor's name
- Two 8 ft. long tables and two chairs (inform us if not needed)
- Ceiling lighting inside tent - no additional lighting is provided
- Convenient vehicle drive-in for setup and tear down
- Basic power

Please note that prices are fixed. There is not a reduction in fees should the vendor bring their own tent and equipment listed above. Although highly discouraged, **if you are supplying your own tent it must be secured with adequate weights on all four legs and must have sides to close tent at night.** *Each vendor is responsible for supplying all other elements necessary for their operation. All materials brought in during set-up, including tent weights, must be completely removed before leaving at the end of the event.* ***No sales shall be made from an On-site Marketing vendor's space.***

Downtown Events Group will professionally design tent signage displaying the vendor's name. IF YOU ARE USING A BRANDED TENT WE WILL NOT SUPPLY TENT SIGNAGE. All other signs or banners must be pre-approved by the Downtown Events Group before being used. Handwritten signs are not allowed. Festival management, in its sole discretion, has the right to remove any signage during the event. All Festival banners displaying the vendor's name are the property of the Downtown Events Group. ***Signage is not to be taken from the Festival site. Failure to follow signage rules will result in partial or total loss of deposit.***

ALL commercial vendors are contracted to be open and fully operational during ALL Festival hours.
The Festival will go on rain or shine.

2017 WORLD FOOD & MUSIC FESTIVAL ON-SITE MARKETING

Business Information

Business Name: _____
(As it should appear in promotional materials and on signage)

Contact Person: _____ Type of Product: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone (Day): _____ **Cell Phone (required):** _____

Email (required): _____

Website: _____

Description of what you would do within your space at the Festival:

_____

_____

_____

_____

_____

Signature (required) _____

Your signature indicates intent to apply for participation in the World Food & Music Festival and acceptance of the terms and conditions of the Rules and Regulations of the World Food & Music Festival as stated in this application.

NOTE: ALL vendors are required to be open and operational during all Festival hours.

Payment Information: Your payment must be submitted with your completed application. Applications will not be considered without payment. Payment will be returned to vendors who are not accepted. Make checks payable to **"Downtown Events Group".** A $35 service fee will be charged for returned checks of accepted vendors.

Booth Fee: $1,000 per 10'x10' space **Required Clean-up Deposit:** $150

The booth fee and application fee **must be a separate check** from the clean-up deposit. Booth fees for accepted vendors will be deposited on Monday, May 22nd. The deposit check will be returned to the vendor after the 2017 World Food & Music Festival if regulations are met and space is left as it was prior to the event.

Mail completed applications to:

Downtown Events Group
Attn: Maggie Pforts
700 Locust Street Suite 100
Des Moines, IA 50309

Questions? Contact Maggie Pforts mpforts@downtowndesmoines.com