

# July 4<sup>th</sup> Austin Symphony & Fireworks

July 4<sup>th</sup>, 2012

Auditorium Shores, Austin, TX

Event Hours: 4:00 pm – 10:00 pm

Vendors must be open and staffed the entire time

Each year, thousands of people from all over Central Texas celebrate Independence Day by coming to Auditorium Shores for a FREE symphony concert and fireworks display. An extensive marketing campaign, including TV, radio, print, & internet coverage will supplement publicity in promoting this event to the area. Estimates of attendance are 60,000.

## APPLICATION SCHEDULE AND DEADLINES

- Applications will be accepted on a first come first served basis. Submitting your application before the deadline is not a guarantee of acceptance or participation.
- Applications are juried in the order received so applications received earliest have the greatest chance of acceptance. Previous participation in a Roadway show is not a guarantee of acceptance to this show.
- Vendor Applications are being accepted now. Applications submitted before June 3, 2012 do not have to pay \$25 late fee.
- **June 3, 2012:** cancellation deadline. No refunds or transfers on cancellations after June 3, 2012. \$35 cancellation fee.
- **June 4 through June 17, 2012:** Pending space availability, FOOD applications will be accepted with \$25 late fee. Sorry, no food applications can be accepted after June 17, 2012.
- **June 4 through June 29, 2012:** Pending space availability, NON-FOOD applications will be accepted with \$25 late fee. Sorry, no applications can be accepted after June 29, 2012.

# Vendor Information

## TYPES OF VENDORS

- **Arts & Crafts** – handmade or resale. Must be family appropriate. Arts & Crafts Vendors can have a fixed booth location or operate as mobile.
- **Food & Drink** vendors – You may not sell bottled water or soda. Roadway will handle all sales of water & soda. No alcohol allowed per city ordinance.
- **Commercial** service providers may be considered.
- This is a juried show and **ALL** vendors (including previous vendors) must submit photos of all items they want to sell plus a photo of their booth set up.
- Similar items will be limited to ensure variety and undue competition in all categories.

## IMPORTANT MESSAGE FOR VENDORS!

- Previous vendors have experienced extremely busy hours between 7 pm and 9 pm. Please have adequate staff to handle anticipated crowds.
- Food vendors need to have food pre-cooked and ready to serve by 7 pm.

## SHOW LOCATION

The Fourth of July Symphony and Fireworks is held on Auditorium Shores in downtown Austin. The address is 920 W. Riverside Drive, Austin, TX 78704. It is located on Riverside Drive on the south side of Lady Bird Lake, between S. First Street to the east and Lamar Blvd to the west. Auditorium Shores is open to the public all day.

## SHOW SCHEDULE (Subject to change)

**Set up Wednesday July 4** .....8 am – 12:00 noon

*All vehicles must be off the site by 12:00 noon on Wednesday, July 4. No vehicles allowed inside the festival area during operating hours. No exceptions.*

**Wednesday July 4:** Auditorium Shores is open to the public all day.

**Symphony:**.....8:30 pm – 9:30 pm (subject to change)

**Fireworks:**.....9:30 pm – 10:00 pm (subject to change)

**Tear down:** .....10 pm – 2 am

*Security 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 2:00 am on Tuesday July 5, 2012.*

## HOW TO APPLY

1. Read the entire application carefully.
2. Print out pages 5 & 6 and return them to our office. Incomplete applications will be discarded.
3. Be sure to include the following:
  - Application.** *Don't forget to enclose your completed and signed application pages 5 & 6.*
  - Entire Booth fee.** *Sorry, we can't accept partial payments.*
  - Texas Sales & Use Tax Permit.** *Please include a legible copy of your current Texas Sales & Use Tax Permit.*
  - Photos.** *Please include recent photos representing all 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 or GIF attachments to [vendor@roadwayevents.com](mailto: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 event.*
  - Travis County Temporary Health Permit Form.** *Required if you sell or sample any food or beverage.*
4. Keep a copy of all paperwork for your reference.
5. You will be notified by email of your acceptance within 3 weeks.

## VENDOR SELECTION PROCESS

- Only complete applications will be considered. *A complete application includes your signed application & acknowledgement form, all booth fees, TX Sales Tax & Use permit, photos, merchandise list or menu.*
- All vendors are selected by a jury committee. *The photos you submit are the main criteria the jury uses for vendor selection.*
- All merchandise vendors will be juried for quality of craftsmanship, uniqueness of design, and percentage of handcrafting. *"Green" vendors are encouraged to apply. Examples of green merchandise are items that incorporate organic, renewable, or recycled materials.*
- All food/beverage vendors will be juried on visual appeal and uniqueness of menu. All menus will be considered. *All food vendors are encouraged to be "green" and use local and organic foods if applicable, plus packaging materials made from renewable sources instead of styrofoam or non-recyclable materials. Styrofoam is not allowed.*
- All vendors will be juried for professional booth set-up and display.

## BOOTH SPACES

- Arts & Crafts booths are available in 2 sizes – 10' wide x 10' deep (single) and 20' wide x 10' deep (double).
- Food booths are available in 3 sizes - 10' wide x 20' deep (single), 25' wide x 20' deep (double or trailer), and up to 8' wide x 8' deep for single item carts only (ie: ice cream cart). The width of your booth is your serving frontage. The depth is to allow you enough room for prep, food storage, grills, propane tanks, etc. No vehicles allowed behind your booth.
- Please purchase the proper size, as you will be required to stay entirely within your space. Trailers, including the tongue and awnings, must fit within the space. No exceptions!
- Approximately **10 single and 5 double** booth spaces are available for food, **12 single** (10x10) booth locations are available for merchandise, and up to **6** mobile vendors will be accepted. *NOTE: Vending trailers may be limited or banned altogether due to low tree branches in the event vendor area.*
- Mobile vendors do not have a fixed booth space. They move throughout the event and sell their merchandise from a cart, wagon, or hand held display. Maximum mobile cart size is 4x4.
- All booths spaces are assigned in order received, allowing for proper distance between similar items. Similar merchandise and concessions will be limited to ensure variety and undue competition.
- Power requirements, especially for food booths, determine on-site locations.

## VENDOR BOOTH FEES

- All vendor booth fees are flat fees. No percentage is required.
- Your booth space includes a space only. You are responsible for your own equipment and display.
- Basic electricity is included with your booth fee. Food vendors get a 20-amp outlet. All other vendors get a 10-amp outlet. Let us know in advance if you have additional power requirements. There may be a surcharge for extra power.
- Health permits and late fees are separate charges and not included in your booth fee. You must pay these charges in addition to your booth fee.
- **All booth fees must be paid in full when you submit your application.**
- Vendors are responsible for paying their own taxes.
- Roadway Productions will not issue refunds or credits if your sales are less than the booth fee paid.

## ACCEPTANCE NOTICES

You will be notified by email that you have been accepted to participate in Roadway shows. Send a self-addressed stamped envelope if you want a written acceptance notice. Your booth info, parking pass, and admission wristbands will be mailed to the address on your application about 2 weeks before the event.

## RULES FOR ALL VENDORS

- All items sold must be juried and approved. Vendors may only sell items approved in advance. All items must show good taste, taste good, and be family appropriate. Photos required w/application.
- No live animals, weapons, alcohol, or fireworks.
- Vendors may not sell anything not disclosed on their application. No event merchandising (T-shirts, glow lights, etc.)
- **All deposits and fees must be paid prior to the event.** Your check will only be cashed upon acceptance or your credit card will only be charged upon acceptance. If you are not accepted, your check will be returned to you or destroyed or your credit card will not be run.
- Display or set-up equipment, such as tables, chairs and tents are not included but we can help you find them.
- Your booth must be kept clean and orderly at all times.
- Your booth must be open & staffed from 5pm – 10pm.
- Personnel must be clean and appropriately attired at all times.
- No pets in food booths at anytime and no workers under age 14.
- You are responsible for clean-up of your space during and after the show.
- Any color tents are acceptable; strung up tarps are not.
- Booth locations are first come first served. We cannot guarantee a specific location or type of booth (i.e. corner).
- The perimeters of your booth must be entirely enclosed. If using tables, they must be draped or decorated.
- Each booth should be decorated appropriately for the event and to help advertise its merchandise.
- Most booths are on grass or dirt surfaces.
- Floor coverings are mandatory in all food booths and recommended in all other booths. This applies to all surfaces, paved and not paved.
- All booths must display a sign or banner with your business name. Food booths must display a menu with prices.
- **No Styrofoam or glass drinking containers allowed in the park.**
- Vendors may not bring alcoholic beverages into the park.
- No nails, spikes, or fastening devices can be driven into pavement or grass areas without city authorization. (There are buried power cables and an underground sprinkler system.)

- Your booth and display must be properly weighted and secured against wind and weather. If your display blows over and causes injury or damage to any person or property, you are responsible.
- All booths and/or vehicles must be removed by 2:00 am on July 5.
- Each booth is responsible for disposal of all trash generated by its operation. Failure to do so may result in a citation and exclusion from future events. You must carry your waste offsite for proper disposal. No dumping in the grounds, drains, creeks, woods, or adjacent area! If you leave anything behind, you will have to pay a removal fee and a fee for cleaning the area.

### -continued-

- Roadway will handle all sales of bottled water & soft drinks.
- All booths are located outdoors and subject to the elements. You are responsible for your entire set-up, display, and tent covering.
- No open flames are allowed under tents. If you have any open flame in or near your booth, (including candles or incense) you must have a working fire extinguisher.
- If you sell or sample any food or beverage, you must have a Travis County Health Department Permit. It is your responsibility to read and follow the Travis County Health Department Rules for Temporary Food Service. Your booth may be inspected by the Health Department before and during the event. The health department has the final authority.
- Basic electricity (20-amps) is included with your booth. Power requirements, especially for food booths, determine on-site locations.
- There is a nearby water source but you will have to cart your own clean water for booth use and hand washing. Ice is available for purchase on site.
- All gray water must be carried offsite or dumped in the provided holding tank.

### HEALTH DEPARTMENT PERMIT FOR FOOD BOOTHS

- All vendors who want to sell or sample any food or beverage must have a permit from the Austin/Travis County Health Department.
- As the show promoter, Roadway Productions must file for the permit on your behalf.
- You are responsible for providing us with a current, completed, and signed **Temporary Food Service Acknowledgement Document** from the Austin Travis County Health Department (provided on our website).
- It is also your responsibility to read and follow the Health Department requirements for Temporary Food Service.
- Your booth may be inspected by the Health Department before and during the show. Failure to follow the Health Department guidelines may result in your booth being closed down, fines, and possible event expulsion. The health department has the final authority.

### ***SALES TAX***

- Vendors are responsible for collecting & paying State Sales Tax.
- Austin sales tax is 8.25%. If you sell anything, you must have a valid TX Sales Tax Permit. All vendor applications MUST include your valid TX Sales Tax number or a current certificate stating that your business is tax exempt.
- Applications submitted without this information will be discarded.
- 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).

### ***ADMISSION/VENDOR PARKING***

- Admission is FREE. No ticket is required.
- Limited vendor parking is available on site. Vendors will receive 1 vehicle pass per booth space. Please don't ask for more.

### ***ELECTRICITY / POWER***

- Your booth must be adequately lit after dark. Basic electricity is included in your booth fee but need to bring your own lighting.
- Personal silent generators may be used as long as there are not fumes or excessive noise.
- Battery or solar operated lanterns are OK. No open flames.
- Let us know about any special power requirements before the show.
- 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. Electricity is not available overnight.

### ***WEATHER***

- This is an outdoor show and subject to the elements.
- The FESTIVAL GOES ON RAIN OR SHINE but vendor 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.
- Rescheduling due to inclement weather is solely at the discretion of the Austin Symphony and the City of Austin.
- Due to the complexities of the festival, refunds are not possible.

### ***ROADWAY PRODUCTIONS CONTACT INFORMATION***

- All communications will be e-mailed. You may send a self-addressed stamped envelope if you want written communication.
- Booth assignments, vehicle pass, vendor credentials, and set-up instructions will be mailed to the address on your application about 2 weeks before the show.
- Prior acceptance to a Roadway show does not guarantee your acceptance into this event.

Mailing address: PO Box 152020  
Austin, TX 78715-2020

Physical address: 12305 Twin Creek Drive  
Manchaca, TX 78652

Phone: 512-441-9015  
Fax: 512-441-9016

Show Director: French (Quad) Smith

Vendor Coordinator: Tara Akins  
Tara@roadwayevents.com

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

# July 4<sup>th</sup>

## Austin Symphony & Fireworks

### July 4, 2012 Auditorium Shores, Austin, TX

# Vendor Application

Please indicate ✓ your booth preferences

#### Please Print!

Your Name: \_\_\_\_\_

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

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Area Code & Phone \_\_\_\_\_

Cell/alternate phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Driver's License # / State \_\_\_\_\_

Texas Sales Tax # \_\_\_\_\_

#### Photos (Please ✓ check)

*This is a juried show. Your application can't be processed without photos of everything you want to sell or display in your booth, plus your booth set-up.*

- On File – (Emailed within the last year)
- Enclosed (include self addressed stamped envelope if you want them returned)
- Will Email (Send 300dpi images to [vendor@roadwayevents.com](mailto:vendor@roadwayevents.com). Attach photos as JPG or GIF files. Only attach up to 8 photos per email, but send as many separate emails as necessary.)

#### Send Applications to:

Roadway Productions  
PO Box 152020  
Austin, TX 78715-2020

#### Contact info:

Phone 512-441-9015  
Fax 512-441-9016  
[vendor@roadwayevents.com](mailto:vendor@roadwayevents.com)

#### Food or Drink (Flat fee, no percentage)

*If using a trailer, be sure to include the tongue and awnings in your booth size.*

- Single 10' wide x 20' deep \$450
- Double or Trailer 25' wide x 20' deep \$800
- Cart or Single menu item only \$375
- Health Permit \$45 (Required to sample ANY food or drink)
- Late Fee \$25 (For all applications submitted after June 3, 2012)

#### Arts & Crafts (Flat fee, no percentage)

- Single Booth 10' x 10' \$100
- Double Booth 10' x 20' \$175
- Health Permit \$45 (Required to sample ANY food or drink)
- Late Fee \$25 (For all applications submitted after June 3, 2012)

#### Commercial Services (Flat fee, no percentage)

*Commercial services only, no merchandise. Booth fee includes electricity, tent, tables & chairs upon request*

- Single Booth 10' x 10' \$400 (Flat fee, no percentage)
- Double Booth 10' x 20' \$750 (Flat fee, no percentage)
- Health Permit \$45 (Required to sample ANY food or drink)
- Late Fee \$25 (For all applications submitted after June 3, 2012)

#### Total Amount Enclosed: \_\_\_\_\_

*Forms of Payment Accepted: Credit Card (MC, VISA, AMEX), Check, Money Order*

#### Make Checks Payable to **ROADWAY PRODUCTIONS**

\$25 returned check fee and \$35 cancellation fee. No refunds on cancellations after June 3, 2012.

#### **\$10 Convenience Fee for Using Credit Cards to Pay**

CREDIT CARD NUMBER \_\_\_\_\_

CREDIT CARD EXPIRATION (MMYY) \_\_\_\_\_

CREDIT CARD BILLING ADDRESS (If different from application address) \_\_\_\_\_

*All Applications must include photos, all fees, and required paperwork. Sorry, we cannot accept incomplete applications for July 4 Symphony & Fireworks event. No applications accepted after June 29, 2012. No excuses, no whining.*

FOR OFFICE USE ONLY	Reg #	Booth #
Contacted:		Pmt Amt:
Ck# or CC tran#		
Dt recd:		Dt Dep:

**Vendor Merchandise / Menu Disclosure**

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

Price

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Remember, you cannot sell it at July 4 Event if it's not disclosed on your application!

**Vendor Technical Information**

**FOOD & DRINK Vendors:** Please list your power requirements below and draw a simple overhead view of your booth. Indicate serving direction.

**ARTS & CRAFTS Vendors:** Please list any special electrical or power requirements below. (There may be an additional charge for extra power.)

**ALL Vendors:** Please tell us if you need special accommodations or require handicap access.

**4<sup>th</sup> of JULY EVENT ACKNOWLEDGMENT & RELEASE**

- I understand that during my participation as a vendor in the FOURTH OF JULY SYMPHONY & FIREWORKS (EVENT), French N. Smith IV, Roadway Productions, and the City of Austin, TX merely arrange for the exhibition and sale of items and assume NO responsibility for the supervision or safekeeping of the same. The exhibitor further agrees to hold blameless the EVENT, French N. Smith IV, Roadway Productions, and the City of Austin, TX from any claim, action, or demand by any person for expense or damage arising from the exhibition.
- I agree to keep, save and hold the EVENT, French N. Smith IV, Roadway Productions, and the City of Austin, TX 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, French N. Smith IV, Roadway Productions, and the City of Austin, TX 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. In addition, I will be responsible for reimbursement to the EVENT, French N. Smith IV, Roadway Productions, and the City of Austin, TX whenever such claims and actions reach voluntary settlements rather than judgments. Subsequent full contribution shall be paid to the EVENT, French N. Smith IV, Roadway Productions, and the City of Austin, TX.
- I agree that Roadway Productions 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 FOURTH OF JULY SYMPHONY & FIREWORKS with no reimbursement or legal recourse whatsoever.

**AGREED AND ACCEPTED BY:**

\_\_\_\_\_  
Vendor, Volunteer, or Participant's Printed Name

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

\_\_\_\_\_  
Vendor, Volunteer, or Participant's Signature

\_\_\_\_\_  
Date