

Roadway Productions and the City of Austin present the 8th Annual

Batfest &

Night of the Bat

On the Ann Richards Congress Avenue Bridge
Downtown Austin, TX 78704

Saturday, August 25, 2012

Event Hours: 4:00 pm - 12 midnight

Vendors must be open and staffed the entire time

Austin, Texas is fortunate to be the home of the largest urban bat colony in the world because 2 million Mexican Free-Tail Bats live underneath the Ann Richards Congress Ave Bridge in the heart of Downtown! Every night during spring and summer, these magnificent creatures fly out from their roosting places in search of tasty Texas insects. Thousands of people from all over the world visit the Ann Richards Congress Ave Bridge every night to witness this amazing sight.

Roadway Productions and the City of Austin are proud to present the **BATFEST / NIGHT OF THE BAT** – an annual party on the bridge celebrating the Bats and benefiting local bat conservation efforts.

BATFEST / NIGHT OF THE BAT is all about Music, Arts & Crafts, Food, Family Fun, Children's Activities, Educational Displays, and of course, **BAT WATCHING!** *Best of all, Admission is FREE to the Public!*

BATFEST /NIGHT OF THE BAT by the numbers:

1 Bridge
2 Million Mexican free-tail bats
20,000 people
100 Arts & Crafts vendors
30 Food & Beverage vendors
20 Bands
2 Stages

Vendor Information

All professional vendors are invited to participate.

TYPES OF VENDORS

ARTS & CRAFTS – About One Hundred (100) booth spaces will be available for arts and crafts vendors. Roadway will accept handmade, as well as resale gift items. All items must be juried, be family appropriate, and all items must show good taste.

FOOD – Up to Twenty (20) food and beverage booth spaces are available in the Batfest/Night of the Bat. All food vendors are required to have a Travis County Health Department Temporary Food Permit to participate. All items must be juried and all items must show good taste and taste good.

COMMERCIAL – A very limited number of booth spaces will be available for commercial businesses or services. Commercial vendors are defined as widely available products and services.

Roadway Productions reserves the right to limit similar vendors in all categories to insure variety and prevent undue competition.

Additional sponsorship opportunities are available. Please contact us for details!

BEFORE YOU APPLY.....

- All vendors are selected by a jury committee. Previous participation in a Roadway show is not a guarantee of acceptance to Batfest / Night of the Bat.
- Applications will be accepted on a first come first served basis. Only complete applications can be processed. 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.
- **Applications are being accepted now through July 15, 2012.**
- **\$25 late processing fee on all applications received July 16 – August 17.**
- **Sorry, no applications can be accepted after August 17, 2012.**
- **\$35 cancellation fee before July 15. No refunds, transfers, or credits on cancellations after July 15, 2012.**

HOW TO APPLY

1. Read the entire application carefully.
2. Print out pages 6 & 7 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 6 & 7.*
 - Entire Booth fee/deposit.** *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 attachments to 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.

SHOW LOCATION

Batfest / Night of the Bat is located on the Ann Richards Congress Avenue Bridge over Lady Bird Lake in downtown Austin, Texas. The address is 100 S. Congress Ave, Austin TX 78704. It is between Cesar Chavez Drive to the north and Barton Springs Road to the south.

Batfest / Night of the Bat is an outdoor show. It happens directly on the bridge. All vendors are located on the bridge.

IT CAN BE VERY WINDY on the bridge in Austin. YOUR TENT & DISPLAY MUST BE SECURED WITH WEIGHTS. You cannot drive any nails, spikes or fastening devices anywhere into the bridge pavement, sidewalks, or railings. (Vendors who intentionally damage city property will be removed from the show with no recourse and may receive a citation and possible misdemeanor charges.) If your display is not securely weighted and blows over causing injury or loss to any person or property, you are liable for any damages. Roadway Productions reserves the right to remove any vendor with an unsecured display.

BASIC DO'S AND DON'TS FOR VENDORS

- All items sold and displayed must be juried and 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, smoking materials or accessories, lighters, adult novelties, live animals, or medicinal supplements.
- Preference will be given to green products and handmade arts & crafts.
- Roadway will handle all sales of alcohol, bottled water, & soft drinks. These items will be available in the event but vendors may not sell or give them away. Vendors may not excessively consume alcohol during the event.
- If you sell food or drink, 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.
- Merchandising (event t-shirts, cd's, etc.) is not allowed.
- Batfest hours are 4:00 pm – 12 midnight on Saturday, August 25, 2012. Your booth must be open & staffed the entire time. All booths and/or vehicles must be removed by 4 AM on August 26, 2012.
- 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.

WEATHER

- This is an outdoor show and subject to the elements. Roadway cannot control the weather.
- The FESTIVAL GOES ON RAIN OR SHINE.
- 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.
- Due to the complexities of the festival, rescheduling and refunds are not possible.

ADMISSION

Public admission to Batfest / Night of the Bat is FREE. No tickets are required.

LOAD IN, LOAD OUT, & SET-UP SCHEDULE (Subject to change)

***Set up** 10 am – 3 pm Saturday August 25, 2012

No vehicles allowed on the bridge between 3pm and midnight.

Show hours 4 pm – 12 midnight Saturday August 25, 2012.

All vendors must be open, operational, and fully staffed throughout the event.

****Tear down / Load out** 12 midnight - 4 am

All equipment must be gone by 4 am on Sunday August 26, 2012.

**** Public safety regulations (and common sense) dictate that no vehicles can drive on the bridge between set-up and tear down or when there are numerous people on the bridge, regardless of what time it is. Items will have to be carted during event hours.**

VENDOR BOOTH FEES

- Your entire booth fee is due with your application. All vendor booth fees are flat fees. No percentage is required.
- Health permits, credit card convenience fees, and late fees are separate charges and not included in your booth fee. If applicable, you must pay these charges in addition to your booth fee.
- Your booth space includes a space only. You are responsible for your own equipment, signage, merchandise and display. If purchasing electricity, you must bring your own lighting and extension cords.
- Basic electricity is included with your food or commercial booth fee. Arts & Crafts vendors can purchase electricity. There may be a surcharge for all vendors needing excessive power.
- 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.
- No show = No refunds = No excuses = No kidding.

ELECTRICITY / POWER

- Your booth must be adequately lit after dark. Basic electricity is included in food and commercial booth fees but you need to bring your own lighting. Arts & Crafts vendors can purchase electricity. **Note: if you do not purchase electricity in advance, you will NOT be able to add it day of show.**
- No generators without advance Roadway approval.
- Battery or solar operated lanterns are OK. No open flames.
- Let us know about your power requirements before the show.
- If you purchase electricity, bring at least 100' of heavy gauge extension cord labeled with your name on both ends.
- Electricity will be available about 2 hours before and 2 hours after the show starts/ends. Electricity is not available overnight.

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 a copy of your valid TX Sales Tax permit or a current certificate stating that your business is tax exempt. Applications cannot be accepted without this information.
- Vendors are responsible for collecting & paying State Sales Tax.
- Contact the TX Comptroller's Office with questions 1-800-252-5555 or check their website at www.window.state.tx.us.

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.

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, and merchandise list or menu.
- All Batfest / Night of the Bat vendors are selected by a jury committee based on the information and photographs you provide. 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.

VENDOR BOOTH LOCATIONS & SIZES

- Approximately 100 ARTS & CRAFTS booth spaces are available. All Arts & Crafts booths are located back to back in the center of the bridge. Half of them face east (bat view) and half of them face west (lake view). Single booth spaces are 10' wide x 10' deep and can face east or west. Double booth spaces are 20' wide x 10' deep and can face east or west. Walk through booth spaces are 10' wide x 20' deep and face east AND west.
- About 20 FOOD booth spaces are available. All food booth spaces are located along the west side rail and serve on 1 side towards the east. All food booth spaces are 15' deep that allows 10' for your booth plus 5' for equipment & supply storage behind your booth. Single food booth spaces are 10' wide x 15' deep. Double food booths are 20' wide x 15' deep. Trailer booth spaces are 25' wide x 15' deep. Power requirements, especially for food booths, determine on-site locations.
- Bridge space is limited. All vendors must stay entirely within their designated booth spaces. *Note: Food trailers, including the tongue and awnings and outside condiment tables, must fit completely within the allotted space.*
- A limited number of single-item food carts (6'x6') are available and can be placed almost anywhere on the bridge at Roadway's discretion.
- Commercial and sponsor booth spaces and other attractions are typically in the center of the bridge but actual locations are determined by Roadway Productions based on power requirements, size, & public safety requirements.
- All booths spaces are assigned in order received, allowing for proper distance between similar items.

VENDOR BOOTH AESTHETICS – WHAT THE JURY LOOKS FOR

- All vendors will be juried for professional booth set-up and display.
- Booths include a space only. Display or set-up equipment, such as tables, chairs and decorations are not provided.
- Is your merchandise appropriate for the event?
- Is your booth visually appealing? Is it bright and colorful? Does it invite people in? Your display must be clean, organized and professional.
- White tent canopies are recommended. Colored canopies distort the look of your merchandise – especially when light shines through it. It's 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! You never know exactly what surface you'll be set up on, especially during an outdoor show. Is the pavement oil stained? Is it dusty or muddy? A rug or piece of carpet greatly enhances the overall look of your booth.
- Is your booth well lit? Fact: people won't shop if they can't see it clearly.
- All booths must have a printed sign or banner with your name or indicating what you sell. No hand-written signs on paper or cardboard. No large "Going out of Business" or "75% off everything" signs or banners.
- Food booths must have a fixed menu with prices.
- Personnel must be clean and appropriately attired at all times.
- You are responsible for the clean up of your booth area.
- No matter your set-up, the perimeters of your booth must be entirely defined. Decorations are encouraged to make the event fun and help advertise your menu or merchandise.
- Remember, this is BATFEST / NIGHT OF THE BAT. Special "bat" themed items are strongly encouraged!

VENDOR ACCEPTANCE NOTICES

The jury process usually takes 1-3 weeks. You will be notified by email that you have been accepted to participate in Batfest / Night of the Bat. Send a self-addressed stamped envelope if you want a written acceptance notice. Your booth location, set up info, and parking pass will be mailed to the address on your application about 2 weeks before the event.

If you are not accepted to participate for any reason, your check will be returned to you or your credit card number will be shredded. Checks are only cashed and credit cards are only charged upon acceptance.

PARKING

There is a designated vendor parking area on the south side of the bridge within easy walking distance. A vendor parking permit is required to access the vendor parking area. Parking spaces are limited so only (1) vendor parking pass per booth space, please. Let us know if you need handicap parking access or have special needs.

CLEANING DEPOSIT

All **food vendors** are required to pay \$75 refundable cleaning deposit to cover the cost of power washing to remove any oil, grease, or food stains left on the ground. Please submit a separate check for \$75 payable to ROADWAY PRODUCTIONS. If your booth space is left clean, your check will be returned to you at the end of the show. Your deposit check will only be cashed if, at the end of the show, power washing or additional cleaning of your booth space is required.

WATER & ICE

WATER: There will be a nearby water source for food preparation or hand washing. Roadway Productions will let you know the exact location during set-up. Bring your own containers and method of transport to get the water from the source to your booth. Food vendors must provide their own food-grade hose. Vendors may bring their own water.

ICE: 20 lb bags of ice will be available for vendors to purchase on site. The price will be determined at the show, but it's typically under \$5 per bag. Vendors must provide their own ice chests and method of transport to get the ice to their booths. Vendors may bring their own ice.

GRAY WATER: Vendors can dispose of gray water in the holding tank provided by Roadway Productions (location TBA) or carry offsite for proper disposal.

PUBLIC SAFETY

FIRE LANE: The Austin Fire and Police Departments require a designated fire lane to be in effect during the entire Batfest / Night of the Bat street closure. No vendor tents, tables, displays, awnings or structures in the fire lane at any time.

FIRE EXTINGUISHER: Vendors having any flames whatsoever, must have a working fire extinguisher in their booth. This includes vendors with candles and/or incense, as well as food vendors. Food vendors must have a TYPE K fire extinguisher, specifically rated for grease fires.

GLASS: No glass drinking bottles or containers allowed on the bridge.

SMOKING: This is a no-smoking show. Smoking is not allowed anywhere on the bridge. This includes cigarettes, cigars, and pipes.

LITTERING: Vendors may not hand out paper flyers or advertisements because they often end up being discarded into the lake.

PETS: No pets in the food booths at any time. All vendors are **strongly discouraged** from bringing any pet to the event. The event is on a bridge. It is pavement and very HOT on little paws. There is no shade other than what you provide. There is no place for pets to use the bathroom. We love your animals. Please leave them safely at home.

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, parking pass, 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 to Batfest / Night of the Bat

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 IV

Vendor Coordinator: Tara Akins

E-mail: tara@RoadwayEvents.com

Website: www.RoadwayEvents.com

Vendor Application

August 25, 2012 – Congress Ave Bridge, Austin, TX, 4pm – 12midnight

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.

Enclosed (include self addressed stamped envelope if you want them returned)

Emailed (Send 300dpi images to vendor@roadwayevents.com. Attach photos as JPG files. Only attach up to 8 photos per email, but send as many separate emails as necessary.)

All Applications must include photos, all fees, and required paperwork. Sorry, we cannot accept incomplete applications for Batfest: Night of the Bat. No applications accepted after Aug 12, 2011.

Make checks payable to: ROADWAY PRODUCTIONS

Send Applications to: ROADWAY PRODUCTIONS

PO BOX 152020

Austin, TX 78715-2020

Please indicate your booth preferences:

Food or Drink Vendors

includes electricity

- Single 10' x 15' \$425
- Double 20' x 15' \$650
- Trailer 25' x 15' \$750
- Cart 6x6 or Single Item Menu \$350
- Health Permit \$45 (Required to sell ANY food/drink)
- Late Fee \$25 (For applications submitted after July 16, 2011)

Cleaning Deposit \$75 All food vendors are required to pay \$75 refundable cleaning deposit to cover the cost of power washing to remove food stains left on the ground. If your booth space is left clean, your entire cleaning deposit will be refunded to you within 1 week of the end of the show. Make check payable to Roadway Productions.

Arts & Crafts Vendors – all booths are in-line in the center of the bridge

<u>Booth Type</u>	<u>East Facing Bat-View</u>	<u>West Facing Lake-View</u>
Single 10'x10'	<input type="checkbox"/> \$250	<input type="checkbox"/> \$175
Single Corner 10'x10'	<input type="checkbox"/> \$325	<input type="checkbox"/> \$250
Double Regular 10'x20'	<input type="checkbox"/> \$500	<input type="checkbox"/> \$350
Double Walk-thru 10'x20'	<input type="checkbox"/> \$425	<input type="checkbox"/> \$425
Double w/Corner 10'x20'	<input type="checkbox"/> \$575	<input type="checkbox"/> \$425
End Cap 10'x20'	<input type="checkbox"/> \$600	n/a

- Electricity 10-amp outlet \$25
- Health Permit \$45 (Required to sample ANY food/drink)
- Late Fee \$25 (For all applications submitted after July 16, 2011)

Commercial Vendors – all booths are in-line in the center of the bridge

Includes electricity and the following upon request:

- Single 10' x 10' \$600 _____ Tent Rental 10x10
- Double 10' x 20' \$1000 _____ 8-ft wooden table rental
- End Cap 10' x 20' \$1200 _____ Plastic folding chair rental
- Health Permit \$45 (Required to sell ANY food/drink)
- Late Fee \$25 (For applications submitted after July 16, 2011)

Total Amount Enclosed: _____

*Forms of Payment Accepted: Credit Card (MC, VISA, AMEX), Check, Money Order
\$25 returned check fee. \$35 cancellation fee thru July 15, 2011. No refunds after July 15.*

CREDIT CARD NUMBER _____

CREDIT CARD EXPIRATION (MMYY) _____

CREDIT CARD BILLING ADDRESS (If different from application address) _____

\$10 convenience fee added to all credit card transactions.

