

# JULY 4<sup>TH</sup> AUSTIN SYMPHONY FIREWORKS

*Sunday, July 4<sup>th</sup>, 2010*  
*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**

- Vendor Applications are being accepted now. Applications submitted before June 4, 2010 do not have to pay \$25 late fee.
- **June 4, 2010:** cancellation deadline. No refunds or transfers on cancellations after June 4, 2010. \$35 cancellation fee.
- **June 5 through June 18, 2010:** Pending space availability, FOOD applications will be accepted with \$25 late fee. Sorry, no food applications can be accepted after June 19, 2010. No excuses, no whining.
- **June 5 through June 30, 2010:** Pending space availability, NON-FOOD applications will be accepted with \$25 late fee. Sorry, no applications can be accepted after June 30, 2010. No excuses.
- 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.

# Vendor Information

*Please Read Carefully*

## **TYPES OF VENDORS**

- Arts & Crafts and Food/Drink vendors will be given priority to participate in the Fourth of July Symphony event. No commercial product vendors will be allowed but service providers may be considered. Arts & Crafts Vendors can have a fixed booth location or operate as a mobile vendor.

## **IMPORTANT MESSAGE FOR VENDORS!**

- Previous vendors have experienced extremely busy hours between 7 pm and 10pm. Please have adequate staff to handle anticipated crowds.
- Food vendors need to have food pre-cooked and ready to serve by 7 pm.

## **ADMISSION**

- Admission is FREE. No wristband or ticket is required.
- Vendors will receive vendor credentials and 1 vehicle pass per booth space. Please don't ask for more.

## **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 Sunday July 4** .....8 am – 12:00 noon  
*All vehicles must be off the site by 12:00 noon on Sunday, July 4. No vehicles allowed inside the festival area during operating hours. No exceptions.*

**Sunday 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 Monday July 5, 2010.*

## BOOTH SPACES

- Approximately **20** (12x12) booth spaces are available for food, **12** (10x10) booth locations are available for merchandise, and up to **6** mobile vendors will be accepted.
- Similar items will be limited to ensure variety and undue competition.
- Two booth sizes are available (12'x12' or 12'x24' for FOOD and 10'x10' or 10'x20' for merchandise). 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!
- 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.
- 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.

## 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/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 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.*
- All vendors will be juried for professional booth set-up and display.

## RULES FOR ALL VENDORS

- All items sold must be juried and approved. Photos required w/application.
- No fireworks.
- Vendors may not sell anything not disclosed on their application. • No event merchandising (T-shirts, glow lights, etc.)
- All items must show good taste, taste good, and be family appropriate.
- **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 available 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 pop-up 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 must be decorated appropriately for the event and to help advertise its merchandise.
- 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.**
- No open flames are allowed under tents.
- 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 is 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.

## RULES FOR ALL MERCHANDISE

- All items sold and displayed must be juried and approved. All items must show good taste, taste good, and be family appropriate.
- Similar concessions will be limited to ensure variety and undue competition.
- Roadway will handle all sales of alcohol, bottled water, & soft drinks.

## INFO FOR FOOD VENDORS

- 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.
- About 20 food booth spaces are available.
- Roadway Productions will exclusively handle sales of all bottled water and sodas. Vendors may only sell items approved in advance.
- Food booth spaces are 12'x12' or 12'x24'. 5'x7' mini food booth spaces are available for single item menus only. You must stay entirely within your space. Trailers, including the tongue and awnings, must fit completely within the space. **No exceptions!**
- Basic electricity (20-amps) is included with your booth. Power requirements, especially for food booths, determine on-site locations.
- All food booths are located outdoors and subject to the elements. You are responsible for your entire set-up, display, and tent covering.
- Floor coverings are mandatory in all food booths and recommended in all other booths. This applies to all surfaces, paved and not paved.
- No pets in the food booths at anytime and no workers under age 14.
- If you have any type of flame (including candles or incense), you must have a fire extinguisher in your booth.
- 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 porta-potties.

## INFO FOR OTHER VENDORS

- A limited number of Arts & Crafts booth spaces are available.
- Booth spaces are 10'x10' and 10'x20'. Please purchase the proper size as you will be required to stay entirely within your space. No exceptions.
- All booths are located outdoors and subject to the elements. You are responsible for your entire set-up, display, and tent covering.
- Basic electricity (10 amps) is included with your booth space.
- All booths spaces are assigned in order received, allowing for proper distance between similar items.

### **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.

### **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 permit number or a current certificate stating that your business is tax exempt.
- Applications submitted without this information will be discarded.
- 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](http://www.window.state.tx.us).

### **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.

### **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.

### **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: [Rachel@roadwayevents.com](mailto:Rachel@roadwayevents.com)  
Website: [www.RoadwayEvents.com](http://www.RoadwayEvents.com)

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

July 4, 2010 – Auditorium Shores, Austin, TX

## 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
- Enclosed (include self addressed stamped envelope if you want them returned)
- Emailed (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.)

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

# Vendor Application

Please indicate ✓ your booth preferences

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

Includes electricity (20-amps). If using a trailer, be sure to include the tongue and awnings in your booth size.

- Single 12' x 12' \$450
- Double 12' x 24' \$800
- Mini (single item only) 5'x7' \$375
- Health Permit \$45 (Required to sample ANY food/drink)
- Late Fee \$25 (For all applications submitted between June 5 - 18, 2010. Last day to apply for a health permit is June 18, 2010.)

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

Includes electricity (10-amps).

- Single Booth 10' x 10' \$100
- Double Booth 10' x 20' \$175
- Health Permit \$45 (Required to sample ANY food/drink)
- Late Fee \$25 (For all applications submitted between June 5 - 30, 2010)

## Commercial (Flat fee, no percentage)

Includes electricity (10-amps).

- Single Booth 10' x 10' \$400
- Double Booth 10' x 20' \$750
- Late Fee \$25 (For all applications submitted between June 5 - 30, 2010)

## 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 4, 2010.

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

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

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

## Send Applications to:

Roadway Productions  
PO Box 152020  
Austin, TX 78715-2020

## Contact info:

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

