



July 9 - 10, 2010

The Reserve at Lake Travis

Vendor Hours:

Friday July 9: 12 noon - 7:30 pm
Saturday July 10: 12 noon - 7:30 pm

Simply put, AquaPalooza is the world's largest on-water celebration, held annually at more than 100 locations around the world during July. This year, the signature event is happening on Friday & Saturday, July 9 - 10, 2010 at The Reserve at Lake Travis near Austin, Texas. Coordinated by Sea Ray Boats and hosted by Austin's Sail & Ski Center, AquaPalooza is featuring a concert by Country Superstar **BRAD PAISLEY** (and a Bunch of his Friends) on Saturday, July 10th! It's free to boaters (no land access to the concert) and very family-centric. Each gathering features fun activities for family and friends of all ages, including live entertainment, games, giveaways and much more. It's also a unique opportunity for vendors to reach affluent, recreation-minded consumers while they're having fun!

By water, The Reserve at Lake Travis is located at:
Calcasieu Point, mile marker 22 on the lake.

By land, The Reserve at Lake Travis is located at:
19926 Thurman Bend Road
Spicewood, Texas 78669

All professional vendors are invited to participate.

Vendor Information & Application

In addition to the local media frenzy surrounding AquaPalooza, the event is heavily marketed to Sea Ray's consumer database consisting of more than 700,000 boat owners and enthusiasts across the country. Estimates of weekend attendance on Lake Travis are 35,000.

- Up to fifteen (15) food booth spaces are available to professional vendors. All menus are welcome from corndogs to world cuisine. All food items must show good taste and taste good. Vendors are encouraged to present unique food items.
- Up to twenty (20) merchandise booth spaces are available to professional vendors. All merchandise must be "boating event" relevant.
- All vendor menus and merchandise must be approved by the AquaPalooza Lake Travis, LLC committee.
- AquaPalooza's vendor goal is great food, attractive and relevant merchandise, friendly service and low patron waiting time.
- AquaPalooza reserves the right to limit vendors with similar menus or items to insure variety and prevent undue competition.

SHOW SCHEDULE (Subject to change)

Load-In and Set-up: Thursday July 8, 10:00 am – 7:00 pm

Vendor Credential Pick-up: Thursday July 8, 10:00 am – 7:00 pm. *Vendor credential packages will be available at the entrance to The Reserve.*

Show hours: Friday July 9, 12 noon – 7:30 pm
Saturday July 10, 12 noon – 7:30 pm

Overnight: *You may leave your display set up within the event area as long as it is secured against weather and intruders. We do have a substantial security force, but we are not responsible for damage to your property.*

Tear down and Load-out: *Load out is approximately 8:00 pm at the earliest on Saturday, July 10. Security will determine when it's safe to drive into the area. You may not tear down or dolly your items out before 8 pm. All equipment must be gone by 3:00 pm on Sunday July 11, 2010.*

APPLICATION DEADLINE

June 21, 2010: Application deadline. Applications are accepted on a first come first served basis. Only complete applications that include full booth fee and all required paperwork can be accepted. Sorry, no refunds, credits or transfers on cancellations.

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, menu or merchandise list, and required health department paperwork if applicable.
- All vendor menus must be approved by the AquaPalooza committee. The photos you submit are the main criteria used for vendor selection.
- All vendors will be juried on visual appeal. Food vendors will be judged on uniqueness of menu. All menus will be considered. All 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.

PHOTOS

- The photos you provide with your application are the main criteria used for vendor selection.
- Please include recent photos representing all items you want to sell in your booth, plus a photo of your booth set-up.
- Email your photos (suggest 300 dpi) as JPG or GIF attachments to vendor@roadwayevents.com. Hard photos may be mailed to Roadway Productions. Enclose a self addressed stamped envelope if you want them returned.

FOOD VENDOR REQUIREMENTS

- **Food Entrées:** A minimum of 1 and a maximum of 4 entrée items are permitted for each food booth. A limited number of side dishes are allowed in addition to entrees.
- **Bottled Water:** If Vendors want to sell bottled water, they must agree to exclusively purchase bulk ice and private labeled Skinny Water and Paisley Water from AquaPalooza at an established wholesale price and to exclusively resell the products at a price to be set by AquaPalooza.
- **Bottled Drinks & Tea:** Vendors may sell non-alcoholic bottled drinks (no glass containers to the public.) Vendors agree that should any non-alcoholic beverage provider be signed by AquaPalooza as an exclusive Sponsor for the Event, Vendors will contract with and exclusively sell the Sponsor’s beverages at the Event.
- **Other Beverages:** Vendors may sell site-prepared beverages if they have been disclosed on their application. (Example: brewed iced tea, lemonade, limeade, etc.)
- **Alcoholic Beverages:** Vendors may not sell any alcoholic beverages. Alcoholic beverages will be sold exclusively by the AquaPalooza event.
- You must have a Health Department Temporary Food Permit if you sell or sample any food or beverage. Your booth may be inspected by the Health Department prior to operating and during the event.
- All vendors must be “Green”. Cups must be #1 recyclable. Cardboard boxes must be broken down. Vendors must use non-toxic cleaners.
- Condiments are to be in “pump” style dispensers. Individual packets are not allowed.
- **Each food vendor is asked to please supply tickets for 10 complimentary items a day, which will be given to AquaPalooza staff and volunteers.**

RULES FOR ALL VENDORS

- All items sold must be juried and approved. Photos required w/application.
- No event merchandising (T-shirts, cups, 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.
- All booths are assigned in the order received, allowing for proper distance between similar items. Similar items will be limited to ensure variety and undue competition.
- Two booth sizes are available: 10'x10' and 10'x20'. 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!
- Power requirements, especially for food booths, may determine on-site locations.
- Space may not be subleased or combined with a business other than the company doing-business-as (DBA) named on the application and contract. This includes other businesses owned under the same corporation operating under a different DBA.
- Display or set-up equipment, such as tables, chairs and tents are not provided.
- **IT CAN BE VERY WINDY on Lake Travis. Your booth/display must be weighted. If your display is not securely weighted and causes injury or loss to any person or property, you are liable for any damages. AquaPalooza reserves the right to permanently remove any vendor with an unsecured display.**
- Event hours are 12 noon – 7:30 pm on Friday and 12 noon – 7:30 pm on Saturday. Your booth must be open & staffed the entire time.
- Personnel must be clean and appropriately attired at all times.
- No pets in food booths at anytime and no workers under age 14.
- Booth locations are assigned and cannot be changed on site. Requests are first come first served. We cannot guarantee a specific location or type of booth (i.e. corner) but will do our best to accommodate you.
- The perimeters of your booth must be entirely defined. If using tables, they must be draped or decorated. Any color display tents are acceptable; strung up tarps are not.
- 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.
- Styrofoam and Plastic Bags of any kind are prohibited.
- No open flames are allowed under tents. If you have any flames at all, including candles, you must have a working fire extinguisher in your booth.
- No nails, spikes, or fastening devices can be driven into pavement.
- All booths and/or vehicles must be removed by 3:00 pm on Sunday July 11, 2010.
- Your booth must be kept clean and orderly. Vendors must use non-toxic cleaners. You are responsible for clean-up of your space during and after the show.
- Each booth is responsible for disposal of all trash generated by your operation. Cardboard boxes must be broken down. All boxes and trash must be disposed of in the roll off containers provided on-site. 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, lakes, woods, or adjacent area! If you leave anything behind, you will have to pay a removal fee and a fee for cleaning the area.
- Each booth will be monitored for compliance.

HEALTH DEPARTMENT INFO FOR FOOD VENDORS

- You are required to have an Austin / Travis County Health Department Temporary Food Permit to sell or sample any food or beverage.
- You must abide by the rules of the Austin / Travis County Health Department Code for Temporary Food Establishments. The acknowledgement page of the document must be completed and returned with your application and fees. Contact us right away if you need this document.
- **Health department documents cannot be accepted and permits will not be issued after June 21, 2010.**
- As the vendor coordinator, Roadway must apply for the health permit on your behalf. Roadway Staff will give you your health permit during set-up.
- Your booth may be inspected by the Health Department prior to operating and during the event. It is your responsibility to read and follow the Health Department guidelines. The Health Department Inspectors have the final word.

VENDOR FEES

- All fees or deposits must be paid with your application. Booths fees are a flat rate with no percentage required.
- Vendors are responsible for paying their own taxes.
- If vendor sales are less than the booth fee paid, AquaPalooza will not issue refunds or credits.

CANCELLATION AND REFUNDS

- NO REFUNDS or TRANSFERS on cancellations.
- All cancellation requests must be in writing.

ELECTRICITY

- Food Vendors receive (2) 20-amp outlets with your booth space. Merchandise vendors receive (1) 20-amp outlet with your booth space. Additional power may be available for an additional fee.
- All vendors using electricity need to bring at least 100 feet of heavy-duty extension cord labeled with your name and a grounded surge protector.
- No personal generators may be used without prior festival approval.
- NO OVERNIGHT ELECTRICITY! Electricity will be available about 1 hour before and 2 hours after the show starts/ends. Perishables must be stored off-site.

TAXES

- All Vendors are responsible for collecting & paying State Sales Tax. Austin sales tax is 8.25%. If you have any questions, contact the Texas Comptroller's Office at 1-800-252-5555 or check their website at www.window.state.tx.us.
- Vendor must be current on all state and local tax payments to participate in the event. AquaPalooza Lake Travis LLC has been directed to provide a vendor listing to the State Comptroller's office for review. Any vendor found to be delinquent on tax payments could be prohibited from participating in the event and subject to forfeiture of booth fees.

INSURANCE

- Vendors and vendors are strongly urged to provide and maintain at their sole expense, an insurance policy covering the Vendor and his/her employees under this Agreement and throughout the event.
- **Watercraft Liability:** All vendors/suppliers providing services or selling goods "in watercraft" must provide proof of watercraft liability coverage in an amount not less than \$1,000,000 each occurrence combined single limit bodily injury and property damage.

WEATHER

- This is an outdoor show and subject to the elements. **The SHOW GOES ON RAIN OR SHINE** but vendor and public 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.

EVENT CONTACT INFORMATION

- All communications will be e-mailed. You may send a self-addressed stamped envelope if you want written communication.
- Booth assignment, show info, and instructions will be emailed to the address on your application around the first week of July.
- Pick up your vehicle pass and vendor credentials during set up on July 8, 2010.
- Prior acceptance to a Roadway show or previous AquaPalooza event does not guarantee your acceptance into AquaPalooza 2010 on Lake Travis.

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

Application Physical address: 12305 Twin Creek Drive
Manchaca, TX 78652

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

Email: vendor@roadwayevents.com
marketing@roadwayevents.com

Website: www.AquaPalooza.com

APPLICATION CHECKLIST

- Application.** Don't forget to return your completed and signed application pages 4 & 5.
- Entire Booth fee or deposit.** Sorry, we can't accept partial payments.
- Texas Sales & Use Tax Permit.** Please include a legible copy if you plan to sell anything.
- Photos.** The photos you provide with your application are the main criteria the jury committee uses for vendor selection.
- Menu/Merchandise Disclosure.** Please include a list of all menu items. If it's not disclosed on your list, you may not sell it during AquaPalooza.
- Health Department Acknowledgement Sheet.** Required if you serve food or drink.
- Keep a copy of all paperwork for your reference.
- You will be notified by email of your acceptance status within 2 weeks.

Vendor Technical Information

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

MERCHANDISE 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.

AQUAPALOOZA 2010 ACKNOWLEDGMENT & RELEASE

- I understand that during my participation in the AQUAPALOOZA 2010 (EVENT), AquaPalooza Lake Travis, LLC, Sail & Ski, Inc., and The Reserve at Lake Travis (PROMOTERS) and French N. Smith IV and Roadway Productions (COORDINATORS) 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 and PROMOTERS and COORDINATORS 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 and PROMOTERS and COORDINATORS 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 and PROMOTERS and COORDINATORS 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 and PROMOTERS and COORDINATORS whenever such claims and actions reach voluntary settlements rather than judgments. Subsequent full contribution shall be paid to the EVENT and PROMOTERS and COORDINATORS.
- I agree that EVENT and PROMOTERS and COORDINATORS may use any photos or images of me (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 disqualification and/or expulsion from the AquaPalooza 2010 with no reimbursement or legal recourse whatsoever.
- The Vendor/Supplier's insurance shall act as primary and not require contribution from any other valid and collectible insurance available to the EVENT and PROMOTERS and COORDINATORS. In no way shall the EVENT and PROMOTERS and COORDINATORS' right of recovery against the Vendor/Supplier be limited to the insurance carried by the Vendor/Supplier.
- The Vendor/Supplier and its insurers waive any and all rights of recovery against EVENT and PROMOTERS and COORDINATORS, or their agents, officers, employees, insurers and representatives for any claim made for loss or damage.

AGREED AND ACCEPTED BY:

X

Vendor or Participant's Printed Name

X

Vendor or Participant's Signature

X

Business Name

X

Mailing Address

X

Email

X

Date