



6th Annual

# Austin Batfest

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

Saturday, August 21, 2010

Event Hours: 1:00 pm - 12 midnight

*Vendors must be open and staffed the entire time*

**A**ustin, 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 is proud to present the **AUSTIN BATFEST** – an annual party on the bridge celebrating the Bats and benefiting local bat conservation efforts.

**BATFEST** 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 by the numbers:

- 1 Bridge
- 2 Million Mexican free-tail bats
- 30,000 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 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** – About 20 food and beverage booth spaces are available in the Austin Batfest. 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.***

### APPLICATION SCHEDULE AND DEADLINES

- Applications will be accepted on a first come first served basis.
- Previous participation in a Roadway show is not a guarantee of acceptance to Batfest.
- 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.
- **July 23, 2010: cancellation deadline.** No refunds, credits, or transfers on cancellations after July 23, 2010. \$35 fee on all other cancellations.
- **July 24 – August 6, 2010:** Pending space availability, food applications will be accepted with \$25 late fee. August 6 is the deadline to get a health permit, so no food applications can be accepted after August 6, 2010.
- **July 24 through August 13, 2010:** Pending space availability, non-food applications will be accepted with \$25 late fee.



## 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 Batfest*
  - 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.

## 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

- Batfest hours are 1:00 pm – 12 midnight on Saturday, August 21, 2010. Your booth must be open & staffed the entire time.
- All items sold or displayed must be juried and approved. Photos required. All items must show good taste, 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, adult novelties, live animals, or illegal substances.
- No alcohol can be sold or consumed by vendors during the event.
- Participation in previous Roadway events does not guarantee your participation in the 2010 Batfest.
- You must have and display a current Texas Sales & Use Tax Permit or a certificate stating your business is tax exempt.
- Booths include a space only. Display or set-up equipment, such as tables & chairs, are not available but we can help you find them.
- Your booth must be kept clean and orderly at all times.
- Personnel must be clean and appropriately attired at all times.
- You are responsible for the clean-up of your booth area.
- All booths spaces are assigned in order received, allowing for proper distance between similar items. We cannot guarantee a specific location or type of booth.
- Shared booths are not allowed.
- The perimeters of your booth must be entirely defined. If using tables, they must be draped or decorated. Each booth's appearance must be neat and professional. Decorations are encouraged to make the event fun and help advertise your menu or merchandise.
- All booths must display a sign or banner with your business name. If you sell food or beverage, you must display a menu with prices.
- No open flame lanterns or heaters are allowed under tents. If you have any flame (including candles) you must have a fire extinguisher.
- If you're using electricity, bring at least 100 feet of your own heavy-duty extension cords labeled with your name.
- All booths are located on a paved surface. No nails, spikes, or fastening devices can be driven into pavement. Your display and set up must be secured with weights.
- ***IT CAN BE VERY WINDY on the bridge in Austin. If your display is not securely weighted and causes injury or loss to any person or property, you are liable for any damages. Roadway Productions reserves the right to permanently remove any vendor with an unsecured display.***
- All booths and/or vehicles must be removed by 4 am on August 22, 2010.
- 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.



## **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.
- Preference will be given to green products and handmade arts & crafts.
- Roadway will handle all sales of alcohol, bottled water, & soft drinks.
- 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.

## **INFO FOR FOOD VENDORS**

- About 20 food booth spaces are available in the Batfest.
- Roadway Productions will exclusively handle sales of all alcohol, bottled water and sodas. Vendors may only sell items approved in advance & disclosed on your application.
- 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 in a line along the west rail of the bridge and will serve on 1 side facing east.
- 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.
- No pets in the food booths at anytime and no workers under age 14.
- You must have a fire extinguisher in your booth.
- At this time, there is not a nearby water source. Bring 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**

- About 100 Arts & Crafts booths are available. A limited number of Commercial 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.
- Arts & Crafts and Commercial booths are located back to back down the center of the bridge and will face east or west.
- Basic electricity (10 amps) is available for purchase.
- All booths spaces are assigned in order received, allowing for proper distance between similar items.

## **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 food or commercial booth fee. Arts & Crafts vendors can purchase electricity. 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.
- No show = No refunds = No excuses = No kidding.

## **BATFEST SHOW SET-UP SCHEDULE** *(Subject to change)*

**Set up** 8 am – 12 noon Saturday August 21, 2010

*All vehicles must be out of the festival area by 12 noon. No vehicles allowed inside festival area during operating hours.*

**Show hours** 1 pm – 12 midnight Saturday August 21, 2010. *All vendors must be open, operational, and fully staffed throughout the event.*

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

*Security will determine when it's safe to drive into the area for load out. All equipment must be gone by 4 am on Sunday August 22, 2010.*

## **SHOW LOCATION**

Batfest 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 happens directly on the bridge.

## **ADMISSION**

Admission to Batfest is FREE to the public. No tickets are required.

## **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 vendor credentials will be mailed to the address on your application about 2 weeks before the event.



### **CLEANING DEPOSIT**

All **food vendors** are required to pay \$75 refundable cleaning deposit to cover the cost of power washing to remove any oil and grease 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.

### **ELECTRICITY / POWER**

- Your booth must be adequately lit after dark. Basic electricity is included in food and commercial booth fees but 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.**
- Personal silent generators are 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.
- If you purchase electricity, 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 a copy of your valid TX Sales Tax permit 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.

### **LOAD IN / LOAD OUT**

Batfest's vendor set up window is 8am to 12 noon. You will be able to drive to your booth to load in/out. To relieve congestion on the bridge, there may be assigned times for vendors to load in/out or one way traffic during set-up / tear down. You will receive specific details with your booth admission packet mailed in early August.

Between set-up and tear down, no vehicles are allowed inside the festival area. **Vendors arriving late for set-up will be admitted at the show's discretion and may have to hand-carry all items to their booth space.**

### **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, admission wristbands, 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 the Batfest.

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)



# Batfest Vendor Application

August 21, 2010 - Congress Ave Bridge, 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)
- 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  
[info@roadwayevents.com](mailto:info@roadwayevents.com)

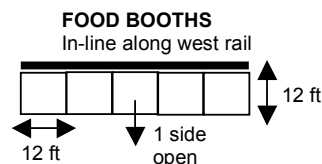
FOR OFFICE USE ONLY	Reg #	Booth #
Contacted:		Pmt Amt:
Ck# or CC tran#		
Dt recd:		Dt Dep:

Please indicate ✓ your booth preferences:

### Food or Drink Vendors – all booths are in-line along the west rail

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

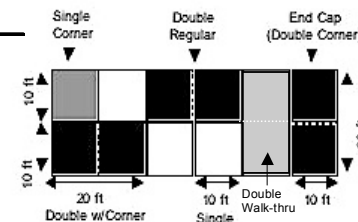
- Single 12' x 12' \$425
- Double 12' x 24' \$650
- Mini (single item only) 5'x7' \$350
- Health Permit \$45 (Required to sell ANY food/drink)
- Late Fee \$25 (For applications submitted after July 23, 2010)



- Cleaning Deposit \$75** All food vendors are required to pay \$75 refundable cleaning deposit to cover the cost of power washing to remove oil and grease stains left on the ground.. 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. Make check payable to Roadway Productions.

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

Booth Type	East Facing Bat-View	West Facing Lake-View
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 23, 2010)

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

Includes 10-amp 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 23, 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 July 23, 2010.

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 the Austin Batfest. No food applications accepted after August 6, 2010. No arts & crafts or commercial applications accepted after August 13, 2010. No excuses, no whining.

