

17<sup>th</sup> Annual Louisiana  
**SWAMP THING**  
& **CRAWFISH FESTIVAL**

**Buda City Park, Buda, TX 78610**

***Buda is 15 miles south of downtown Austin on IH-35***

**Saturday, April 9, 2011**

**Event Hours: 11:00 am - 10:00 pm**

***Vendors must be open and staffed the entire time***

**Is it Cajun??? Zydeco???** The Louisiana Swamp Thing & Crawfish Festival is all about the Music and the Food! All professional vendors and concessionaires are invited to join Roadway Productions in Central Texas' largest family celebration of everything from the bayou!

The event includes local, national, and international bands playing on multiple stages, plus parades, drum circles, beads, shopping, food, and fun.

An extensive marketing campaign, including television, radio & newspaper coverage will supplement publicity in promoting this event to the area. Attendance estimate is 10,000.

## **FREE Crawfish!!!**

That's right, we're not kidding! Roadway Productions is providing 7,500 pounds of FREE boiled crawfish to all festival attendees and we're expecting record crowds! One plate at a time and only while supplies last. Hopefully 7,500 pounds will last quite a while!

# **Vendor Information**

## **TYPES OF VENDORS**

**FOOD** – If it crawls, slithers or hops out of a swamp, you can catch it, cook it, and put it on the menu! About 10 food booth spaces are available in the Swamp Thing and preference will be given to **AUTHENTIC CAJUN FOOD vendors**. A very limited number of non-Cajun food vendors may be considered. All items must be juried and all items must show good taste and taste good. *Important: All food booth workers are required to have a Texas Food Handler's Certification Card to participate in the event.*

**ARTS & CRAFTS** – About 45 booth spaces will be available for arts & crafts and merchandise. 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.

**COMMERCIAL** – A very limited number of sponsorship opportunities are available for your commercial business or service. Commercial vendors are defined as widely available products and services.

All items must be juried and all items must show good taste. Preference will be given to CAJUN and LOUISIANA products!

*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.***

## **New Location!!!**

The Swamp Thing & Crawfish Festival is located in Buda City Park, 204 San Antonio Rd, Buda, TX 78610. It is at the intersection of Garison Road and San Antonio, right across from the railroad tracks.

## 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 the Swamp Thing & Crawfish Festival or other Roadway shows is not a guarantee of acceptance.
- **March 11, 2011: cancellation deadline.** No refunds or transfers on cancellations after March 11, 2011. \$35 fee on all other cancellations.
- **March 12 through April 1, 2011:** Pending space availability, applications will be accepted with \$25 late fee.

## SWAMP THING SET-UP SCHEDULE *(Subject to change)*

**Vendor Early Set up:** (preferred) 10am - 6pm Friday April 8, 2011

**Vendor Regular Set up:** 7am – 10am Saturday April 9, 2011

*All vehicles must be out of the festival area by 10:30 am. No vehicles allowed inside festival area during operating hours.*

**Show hours** 11am – 10pm Saturday April 9, 2011. *All vendors must be open, operational, and fully staffed throughout the event.*

**Tear down / Load out:** 10pm – 12 midnight Saturday April 9, 2011. *Security will determine when it's safe to drive into the area for load out.*

**Later tear down / Load out:** 9 am – 12 noon Sunday, April 10, 2011  
*All equipment must be gone by 12 noon on Sunday April 10, 2011.*

## EARLY SET-UP AND OVERNIGHT

- If you set up early on Friday, you may leave your booth overnight as long as you secure it against weather and intruders.
- No vehicles are allowed inside the festival area between 10 pm and 6 am.
- We have a fenced area and substantial overnight security and do not anticipate any problems, however we do not assume any responsibility for your property.
- It can be **VERY WINDY** in central Texas so your tent and display must be properly weighted and secured. If your display is not properly weighted and causes injury or damage to another person or property, you are responsible. Roadway Productions may remove your improperly secured display from the show with no recourse whatsoever.

## 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 Swamp Thing & Crawfish Festival.*
  - Texas Food Handler's Certification Card.** *Required for ALL food booth workers (Please include copy of card only for person whose name is on application.)*
4. Keep a copy of all paperwork for your reference.
5. You will be notified by email of your acceptance within 1 week.

## 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 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 but preference will be given to Cajun menus. 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**

- Swamp Thing hours are 11:00 am – 10:00 pm on Saturday, April 9, 2011. 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. If it's not disclosed on your application, you cannot sell it at the Swamp Thing. Merchandising (T-shirts, Mardi Gras items, etc.) is not allowed.
- Vendors may not sell weapons (or items resembling weapons), fireworks, smoking materials, adult novelties, live animals, or illegal substances.
- Roadway will handle all sales of alcohol, bottled water, & soft drinks. Vendors cannot consume alcohol during the event.
- Participation in previous Roadway events does not guarantee your participation in the 2011 Swamp Thing.
- 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 grass or dirt.
- ***IT CAN BE VERY WINDY in the park. If your display is not securely weighted or staked 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 12 noon on April 10, 2011.
- 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.

## **INFO FOR FOOD VENDORS**

- About 10 food booth spaces are available in the Swamp Thing.
- Roadway Productions will exclusively handle sales of all bottled water and sodas. Vendors may only sell items approved in advance.
- Food booth spaces are 10'wide x 20'deep (10' selling frontage and 10' extra for food prep) or 25'wide x 20'deep (25' selling frontage and 10' extra for food prep). Smaller 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! If you go outside your booth space, you must pay for the additional space.
- There is an additional fee for electricity. Power requirements, especially for food booths, determine on-site locations.
- All 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.
- No pets in the food booths at anytime and no workers under age 14.
- You must have a fire extinguisher in your booth.
- There is a nearby water source. Ice is available for purchase on site.
- All gray water must be carried offsite or dumped in the holding tank.
- Hays County Health Department requires ALL food booth workers to have a current **FOOD HANDLERS CERTIFICATION** card. Your booth may be inspected by the Health Department before and during the show. The Health Inspectors have the final word.
- It is your responsibility to read and follow the Health Department requirements for Temporary Food Service. Failure to follow the Health Department guidelines may result in your booth being closed down, fines, and possible event expulsion.

## **INFO FOR OTHER VENDORS**

- A limited number of Arts & Crafts (45) and Commercial Sponsorship (6) 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.
- Electricity is available for an additional fee.
- 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.
- There is an additional charge for electricity in Food and Arts & Crafts booths.
- 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.

### **ADMISSION**

Admission to Swamp Thing is \$18 - \$22, depending on the music line-up. Vendors will receive (4) four wristbands per booth space for worker admission. Please let us know in advance if you have additional workers or purchase tickets at the gate.

### **PARKING**

FREE vendor parking in designated area on-site. No overnight camping.

### **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.

### **ELECTRICITY / POWER**

- Your booth must be adequately lit after dark. If you purchase electricity you still need to bring your own lighting.
- 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 flame lanterns.
- 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**

- Buda 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.

### **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 2011 Swamp Thing & Crawfish Festival.

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)

# SWAMP THING & CRAWFISH FESTIVAL

## April 9, 2011 Buda State Park

### 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)

# Vendor Application

Please indicate ✓ your booth preferences

### **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 \$625
- Double or Trailer 25' wide x 20' deep \$925
- Cart or Single menu item only \$350
- Electricity \$25
- Late Fee \$25 (For all applications submitted after March 11, 2011)

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

- Single Booth 10' x 10' \$225
- Double Booth 10' x 20' \$375
- Electricity \$25
- Late Fee \$25 (For all applications submitted after March 11, 2011)

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

Includes logo on website, on site booth with electricity, tent, tables & chairs upon request

- Single Booth 10' x 10' \$500 (Flat fee, no percentage)
- Double Booth 10' x 20' \$875 (Flat fee, no percentage)
- Late Fee \$25 (For all applications submitted after March 11, 2011)

### **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 March 11, 2011.

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 Louisiana Swamp Thing & Crawfish Festival. No applications accepted after April 1, 2011. 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 Swamp Thing 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.

## **SWAMP THING ACKNOWLEDGMENT & RELEASE**

- I understand that during my participation as a vendor in the LOUISIANA SWAMP THING & CRAWFISH FESTIVAL (EVENT), French N. Smith IV, Roadway Productions, and the City of Buda, 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 Buda, 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 Buda, 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 Buda, 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 Buda, 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 Buda, 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 Louisiana Swamp Thing & Crawfish Festival with no reimbursement or legal recourse whatsoever.

## **AGREED AND ACCEPTED BY:**

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

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

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

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

\_\_\_\_\_  
Area Code / Phone

\_\_\_\_\_  
Email

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

\_\_\_\_\_  
Date