

16th Annual Louisiana

Swamp Thing & Crawfish Festival

Downtown Austin – 4th & Guadalupe, 78701

1 block south of Republic Square & the Farmer's Market

Saturday, April 10, 2010

Event Hours: 11:00 am – 11:00 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 Austin's largest family celebration of everything from the bayou!

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

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.
- **March 12, 2010: cancellation deadline.** No refunds or transfers on cancellations after March 12, 2010. \$35 fee on all other cancellations.
- **March 13 - March 31, 2010:** Pending space availability, food applications will be accepted with \$25 late fee. March 31 is the deadline to get a health permit, so food applications can be accepted after March 31, 2010.
- **March 13 through April 5, 2010:** Pending space availability, non-food applications will be accepted with \$25 late fee.

Vendor Information

Please Read Carefully

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 20 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 food vendors are required to have a Travis County Health Department Temporary Food Permit to participate in the event. All items must be juried and all items must show good taste and taste good.

ARTS & CRAFTS – A limited number of booth spaces will be available for arts and crafts. 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 booth spaces will be available for commercial businesses or services. 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 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.***

SHOW LOCATION

The Swamp Thing and Crawfish Festival is located at the intersection of 4th and Guadalupe Streets in downtown Austin. It is 1 block south of Republic Square and the Farmer's Market. It is bordered by West 4th Street, Guadalupe Street, West 3rd Street and San Antonio Street.

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 rachel@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.*
 - 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 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, 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 – 11:00 pm on Saturday, April 10, 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, 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 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 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 in downtown 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 2 am on April 11, 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 authentic Cajun foods and Louisiana items.
- 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 (T-shirts, Mardi Gras items, etc.) is not allowed.

INFO FOR FOOD VENDORS

- About 20 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 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.
- 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

- A limited number of Arts & Crafts and 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.
- 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.

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.

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

Set up 5 am – 10:30 am Saturday April 10, 2010

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

Show hours 11 am – 11 pm Saturday April 10, 2010. *All vendors must be open, operational, and fully staffed throughout the event.*

Tear down / Load out 11 pm – 2 am

Security will determine when it's safe to drive into the area for load out. All equipment must be gone by 2 am on Sunday April 11, 2010.

ADMISSION

Admission to Swamp Thing is \$10 - \$20, 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.

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.

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 your booth fee but 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 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.

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.

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 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

Website: www.RoadwayEvents.com

Swamp Thing & Crawfish Festival

April 10, 2010 – 4th & Guadalupe, Austin, TX

Vendor Application

Please indicate ✓ your booth preferences

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 rachel@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

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

Food or Drink

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

- Single 12' x 12' \$625
- Double 12' x 24' \$875
- Mini (single item only) 5'x7' \$350
- Health Permit \$45 (Required to sample ANY food/drink)
- Late Fee \$25 (For all applications submitted after March 12, 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 (Flat fee, no percentage)

Includes electricity (10-amps).

- Single Booth 10' x 10' \$225 (Flat fee, no percentage)
- Double Booth 10' x 20' \$375 (Flat fee, no percentage)
- Health Permit \$45 (Required to sample ANY food/drink)
- Late Fee \$25 (For all applications submitted after March 12, 2010)

Commercial (Flat fee, no percentage)

Includes electricity (10-amps).

- Single Booth 10' x 10' \$450 (Flat fee, no percentage)
- Double Booth 10' x 20' \$850 (Flat fee, no percentage)
- Health Permit \$45 (Required to sample ANY food/drink)
- Late Fee \$25 (For all applications submitted after March 12, 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 March 12, 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 Louisiana Swamp Thing & Crawfish Festival. No food applications accepted after March 31, 2010. No arts & crafts or commercial applications accepted after April 5, 2010. No excuses, no whining.

