



COLD BEER
HOT BBQ
LIVE MUSIC
GAMES OF SKILL
Sunday Sept 4, 2011
Buda City Park, Buda, TX 78610
11 am – 11 pm. Est. attendance: 10,000

The Texas Brew B Que Festival is a one-day outdoor event combining a BBQ Cook-Off, Beer, Country Music, Games of Skill, and Chihuahua Races!

BBQ: FREE BBQ samples from the Backyard BBQ Cook-off Contestants plus mouthwatering BBQ and other yummy goodness for sale by professional vendors.

Beer: Local breweries and national brands join forces so that adults 21+ can try a little bit of everything. Live home brewing demonstrations!

Music: Live bands and entertainment all day long. Put on your dancing shoes!

Games: Get your game on with washers, horseshoes, pong, keg toss, and best beer belly. There's something for every skill level!

Chihuahua Races: The name says it all. Actually any little dog is eligible. Bring your pup!

All professional vendors are invited to participate.

The TEXAS BREW B QUE FESTIVAL will be marketed to Texas and beyond with an extensive advertising campaign. It will include newspaper, TV, radio, social media, and internet marketing.

Vendor Application and Information

TYPES OF VENDORS

FOOD – Up to eight (8) food booth spaces are available to professional vendors. All items must be approved by the event jury committee. All items must show good taste and taste good.

ARTS & CRAFTS / MERCHANDISE – Sixteen (16) booth spaces will be available for arts and crafts. Roadway will accept handmade, as well as resale gift items. All items must be approved by the jury committee, be family appropriate, and show good taste.

COMMERCIAL & BUSINESS SERVICES – A very limited number of booth spaces will be available for commercial businesses or services. Commercial vendors are defined as widely available retail products and business services.

Roadway Productions reserves the right to limit similar vendors in all categories to insure variety and prevent undue competition.

VENDOR SELECTION

Is your merchandise or menu appropriate for the event?

The Texas Brew B Que Festival's target demographic is beer-drinking, BBQ-eating adults 21 – 35 but all ages are welcome.

All vendors are selected by an event jury committee. All applications are accepted on a first come first served basis. Submitting your application before the deadline is not a guarantee of acceptance. Applications are juried in the order received so the earliest submissions have the best chance of acceptance. Previous participation is not a guarantee of acceptance. "Green" vendors are encouraged to apply – in both merchandise and food categories.

HOW TO APPLY

- **Application.** *Be sure to enclose your completed & signed application pages 4 & 5.*
- **Entire Booth fee.** *Sorry, we can't accept partial payments.*
- **Texas Sales & Use Tax Permit.** *Please include a legible copy.*
- **Certificate of Insurance.** *Please include a legible copy of the declarations page of the insurance policy coverage for your business.*
- **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 attachments to 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 Texas Brew B Que Festival.*
- **Texas Food Handler's Card.** *Required if you sell or sample any food or drink.*
- **Keep a copy of all paperwork for your reference.**

Sorry, incomplete applications cannot be considered.

APPLICATION DEADLINES

Vendor applications are being accepted now through August 14, 2011. Late applications are accepted August 15 – 29, 2011 with \$25 late fee. No applications accepted after August 29, 2011. 50% of booth fee charged on all cancellations through August 14, 2011. No refunds, transfers or credits on cancellations after August 14, 2011.

SHOW SCHEDULE (Subject to change)

- **Early Vendor Set up Saturday Sept 3, 2011:** 2pm–7pm. (Early set up preferred)
- **Cook Off set up Sat Sept 3, 2011:** 4pm–9pm. (All cooking must be done on site. Early set up required)
- **Overnight Saturday September 3:** You may leave your display set up within the event area as long as it is secured against weather and intruders. We do have an overnight security team, but we are not responsible for damage to your property. No camping in park overnight. **Cook Off participants may not leave BBQ's unattended overnight.**
- **Set up Sunday September 4:** 7am – 10am. All vehicles must be off the site by 10 am. No vehicles allowed inside the festival area during operating hours.
- **Show hours:** 11 am – 11 pm. All vendors must be open, operational, and fully staffed throughout the event. Vendors may not close early.
- **Tear down: 11pm – 2am.** Security & common sense 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 11 pm. All equipment must be gone by 2am on Mon, Sept 5, 2011.

BACKYARD BBQ COOK-OFF COMPETITION

Chefs who think their brisket is the best in Texas will have a chance to prove it during the Texas Brew B Que Festival's Backyard BBQ Cook-Off. Roadway Productions is providing 5000 pounds of brisket. BBQ Teams will cook it on site and give free samples to the public. The public will vote for their favorite brisket. The winning team will be awarded braggin' rights and a trophy. Food vendors may not participate in the brisket cook-off and cook-off participants may not sell any food.

BOOTH FEES

Your entire booth fee is required with your application. Your booth fee is a flat fee based on booth size. No percentage of sales is required. The Texas Brew B Que Festival will not issue refunds or credits if vendor sales are less than the booth fees paid.

LOCATION: BUDA CITY PARK
204 SAN ANTONIO RD
BUDA TX 78610

BASIC DO'S AND DON'TS FOR VENDORS

- All items sold and displayed must be juried and approved.
- All items must show good taste, (or taste good), and be family appropriate.
- Vendors may not sell weapons (or items resembling weapons i.e. switchblade combs, etc.), fireworks, laser pointers, drug paraphernalia, smoking materials or accessories, lighters, adult novelties, live animals, or medicinal supplements.
- Roadway will handle all sales of alcohol, bottled water, & soft drinks. These items will be available in the event but vendors may not sell or give them away. **Vendors may not excessively consume alcohol during the event.**
- If you sell food or drink, it is your responsibility to read and follow the Texas Food Handler Certificate guidelines.
- Purchase the right size booth for your set-up. Your entire display must fit in your allotted booth space, including the tongue & awnings if using a trailer.
- Merchandising (event t-shirts, cd's, etc.) is not allowed.
- Texas Brew B Que Festival hours are 11am – 11pm on Sunday, Sept 4, 2011. Your booth must be open & staffed the entire time. All booths and/or vehicles must be removed by 2am on Sept 5, 2011.
- You must have and display a current Texas Sales & Use Tax Permit or a certificate stating your business is tax exempt.
- 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.

Vendors who violate these rules may be asked to leave with no refunds.

BOOTH AESTHETICS: WHAT THE JURY COMMITTEE LOOKS FOR

- All vendors will be juried for a professional booth set-up and display. Booths include a space only. Display or set-up equipment, such as tables, chairs, signs, lighting, and decorations are not provided.
- Is your merchandise appropriate for the event's demographics? Is your booth visually appealing? Is it bright and colorful? Does it invite people in? Your display must be clean, organized and professional.
- White tent canopies are recommended. Colored canopies can distort the look of your merchandise – especially when light shines through them. (It can be like wearing colored sunglasses.) White canopies can be a few degrees cooler too – very important on a hot day!
- Your display must be in good repair. No obvious dirt or damage. No torn or moldy tent canopies.
- Tables must be covered and **draped to the ground**. It is recommended you keep your storage containers, supplies, and stock hidden under table coverings or behind solid counter displays. Your display must not have visible cardboard storage boxes or trash. Storage containers and trash must be hidden or moved offsite.
- Is your booth vertically appealing? A simple bakers rack or folding shelf is a great way to display your merchandise or hold your equipment while maximizing your booth space.
- Remember the floor! This is an outdoor venue that can be dusty or muddy. A rug, tarp, or piece of carpet greatly enhances the overall look of your booth and provides dust control to keep your booth display and merchandise cleaner.
- Is your booth well lit? Fact: day or night, people won't shop if they can't see it clearly.
- All booths must have a printed sign or banner with your name or indicating what you sell. No hand-written signs on paper or cardboard. No large "Going out of Business" or "75% off everything" signs or banners.
- Food booths must have a fixed menu with prices.
- All personnel should look clean, smell clean, be sober, and appropriately attired for the event at all times.
- No matter your set-up, the perimeters of your booth must be entirely defined. Decorations are encouraged to make the event fun and help advertise your menu or merchandise.

PUBLIC SAFETY

FIRE EXTINGUISHER: Vendors having any flames or electrical equipment whatsoever, must have a working fire extinguisher in their booth. This includes vendors with candles and/or incense, as well as food vendors with freezers. Food vendors with fryers must have a TYPE K fire extinguisher, specifically rated for grease fires.

GLASS: No glass drinking bottles or containers allowed in the park.

SMOKING: This is a no-smoking show. Smoking is not allowed anywhere in the park. This includes cigarettes, cigars, and pipes.

LITTERING: Vendors may not hand out paper flyers or advertisements because they often end up being discarded on the grounds.

PETS: No pets in the food booths at any time. All vendors are **strongly discouraged** from bringing any pet to the event. We cannot guarantee your booth will be in the shade. There is no place for pets to use the bathroom. We love your animals. Please leave them safely at home.

WATER AND WASTEWATER: There is a water hook-up in Buda City Park. Vendors must bring their own hose (food grade hose for food booths) and containers to transport it. OK for vendors to bring in their own water for food preparation, hand washing, or personal use. All water sales will be handled exclusively by the Texas Brew B Que Festival. Wastewater must be dumped in the holding tanks provided or carried offsite. It cannot be dumped anywhere on the ground, or in the fixed bathroom facilities.

ELECTRICITY / POWER: Two (2) 110V outlets are provided with your booth fee. There is a minimum \$25 surcharge for additional power. Let us know your power requirements before the show. All vendors need to bring their own lights, equipment, and extension cords. Personal silent generators may be used as long as there are not fumes or excessive noise. Battery or solar operated equipment is OK. No open flame lanterns. 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.

IMPORTANT: GENERATORS WILL NOT BE ON OVERNIGHT! If you set up on Saturday, you will need to store any perishables off site or provide your own generator power overnight.

IMPORTANT! IT CAN BE VERY WINDY in the park. 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.

PARKING: Limited vendor parking is available in the adjacent lot. First come first served. No parking inside the fenced area during show hours. You must unload at your booth and find parking.

ADMISSION: Texas Brew B Que Festival tickets are around \$18 for adults, kids under 8 are free with an adult. Vendors will receive up to 4 worker wristbands per booth space for worker admission. Let us know in advance if you need additional wristbands or purchase tickets at the gate.

ACCEPTANCE NOTICES: You will be notified by email that you have been accepted to participate. Checks are only cashed upon acceptance or credit cards only charged upon acceptance. If you are not accepted to participate, your check will be returned to you or your credit card number will be shredded.

TAXES: Vendors are responsible for collecting and paying their own sales tax. San Marcos tax rate is 8.25%. All vendors must have a tax ID certificate. Contact the TX Comptroller's Office with questions 1-800-252-5555 or check their website at www.window.state.tx.us

INSURANCE: Vendors must have insurance coverage for their businesses. Include a copy of your policy's declaration page with your application.

WEATHER: This is an outdoor show and subject to the elements. The SHOW GOES ON RAIN OR SHINE but 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 event, rescheduling and refunds are not possible.

VENDOR CANCELLATION: All cancellations must be in writing. 50% of booth fee charged for cancellations through August 14, 2011. No refunds, credits or transfers on cancellations after August 14, 2011.

TEXAS BREW B QUE FESTIVAL CONTACT INFO

Roadway Productions:

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

Website: www.RoadwayEvents.com

Production manager:

French Smith marketing@roadwayevents.com

Vendor coordinator:

Rachel Adelman rachel@roadwayevents.com

3 Way Events:

Mailing address:

PO Box 8266
Round Rock, TX 78683

Phone: 512-494-6824

Website: www.3wayevents.com

Contact: Rachel Simmons Rachel@3wayevents.com

For info on participating in the BBQ Cook Off, contact Jessie Pauly at 512-494-6824 or Jessie@3wayevents.com.

The TEXAS BREW B QUE FESTIVAL is a cooperative production of Roadway Productions and 3 Way Events. Additional corporate sponsorship opportunities are available. Contact us for more info.

For information on other shows and events, visit RoadwayEvents.com and 3wayevents.com

Vendors can Download applications at www.roadwayevents.com/vendors

ROADWAY PRODUCED EVENTS (subject to change)

- **SXSW Showcase**, March. All over Austin, TX
- **Mighty Texas Dog Walk**, April. Austin, TX
- **Louisiana Swamp Thing & Crawfish Fest**, April. Buda, TX
- **Rockabilly Revival Festival**, May. Austin, TX
- **ROT Rally Parade**, June. Austin, TX
- **4th of July Symphony & Fireworks**, Austin, TX
- **Red White & Buda**, July 4, Buda, TX
- **San Marcos River Reggae Series**, July San Marcos, TX
- **Austin Ice Cream Festival**, August. Austin, TX
- **Batfest: Night of the Bat**, August, Austin, TX
- **Texas Brew B Que Festival**, September, Buda, TX
- **Buda Beer & Polka Fest, October**, Buda, TX
- **Freak Show Festival**, Oct, Austin, TX (produced by 3 Way Events)



TEXAS BREW B QUE VENDOR APPLICATION

Please Print!

Your Name _____
 Business Name _____
 Mailing Address _____
 City/State/Zip _____
 Area Code & Phone _____
 Cell/alternate phone _____
 Email _____
 Website _____
 Tax ID _____

Please indicate your preferences. All Applications must include photos, all fees, and required paperwork. Sorry, we cannot accept incomplete applications. No applications accepted after Aug 29, 2011. \$25 late fee for all applications submitted between Aug 15 - 29, 2011. Submitting your application before the deadline is not a guarantee of acceptance.

Food/Drink Booths

- Single 10x10 - \$350
- Dbl or trailer 20x10 - \$500
- Single menu item - \$225

List your power requirements:

- _____
- \$25 fee for more than 10 amps or (2) 110V outlets

Arts & Crafts Booths

- Single 10x10 \$100
- Double 10x20 \$190
- Late Fee \$25 (for all applications submitted between August 15-29, 2011)

Commercial Booths - Included upon request:

- Single 10x10 \$350 _____ 10x10 tent
- Double 10x20 \$500 _____ 8' table & chair

Payment Amount Enclosed: _____
 \$25 returned check fee. \$5 convenience fee added to all credit card transactions.

Make checks to: ROADWAY PRODUCTIONS
 PO BOX 152020, Austin, TX 78715-202

CREDIT CARD NUMBER _____
 CREDIT CARD EXPIRATION (MMYY) _____
 CREDIT CARD BILLING NAME/ADDRESS (If different from application address) _____

Location: Buda City Park, 204 San Antonio Rd, Buda, TX 78610
Date: Sunday, September 4, 2011. Estimated attendance: 10,000

Vendor Merchandise / Menu Disclosure

Please List Each Item to be Sold (use additional sheets if necessary)	Price
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Remember, you cannot sell it at Texas Brew B Que Festival if it's not disclosed on your application!

TEXAS BREW B QUE ACKNOWLEDGEMENT & RELEASE:

- I understand that during my participation as a VENDOR in the Texas Brew B Que Festival (EVENT), French N. Smith IV, Roadway Productions, & 3 Way Events (PROMOTER) merely arrange for the performance and assume NO responsibility for the supervision or safekeeping of the same. The vendor further agrees to hold blameless the EVENT and PROMOTER from any claim, action, or demand by any person for damages to personal equipment or injury during participation.
- I agree to keep, save and hold the EVENT and PROMOTER 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 PROMOTER 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.
- I agree that PROMOTER 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 Texas Brew B Que Festival with no reimbursement or legal recourse whatsoever.

AGREED AND ACCEPTED BY: MUST BE SIGNED!

 Printed Name

 Business Name

 Signature

 Date

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