



### 3. EXHIBITOR /VENDOR SETUP

Type of exhibit / vending unit (check one) Tent\_\_\_\_\_ Trailer\_\_\_\_\_ Pop-Up Canopy\_\_\_\_\_ Other\_\_\_\_\_

**Total space needed:** (include door openings, overhangs, hitches, etc... provide measurements)

Frontage\_\_\_\_\_ Depth\_\_\_\_\_ Height\_\_\_\_\_

**Trailer** (if applicable):

**Length**, including hitch/awnings/overhangs\_\_\_\_\_

Is hitch removable? Yes\_\_\_\_\_ No \_\_\_\_\_

From what side or end of trailer do you operate? \_\_\_\_\_

Where is the entrance door of the unit? \_\_\_\_\_

**Tent** (if applicable):

**Dimensions** (include stakes):

Length\_\_\_\_\_ Width\_\_\_\_\_

**Pop-up Canopy** (if applicable):

Length\_\_\_\_\_ Width\_\_\_\_\_

**Other:** Length\_\_\_\_\_ Width\_\_\_\_\_

**ELECTRICAL NEEDS:**

What is the total wattage required to operate your site?\_\_\_\_\_ Total Amps?\_\_\_\_\_

Will you require our electrician to hardwire conductors directly into a two-pole breaker at 120/240 volts? Yes\_\_\_\_\_ No\_\_\_\_\_

If yes, which installation do you require? 30 amps \_\_\_\_\_ 40 amps\_\_\_\_\_ 50 amps \_\_\_\_\_ or 60 amps\_\_\_\_\_

All exhibitors/vendors that require electric must supply a minimum of 100 ft of outdoor UL-approved cords no smaller than three wire #12 "U" ground type.

**\*\*Please attach a list of electrical devices you will be using and their required wattage\*\***

**WATER:**

Water is provided, however, the **Food Vendor is responsible to provide a minimum of 100 ft of "Food Grade" water hose with a "Y" gate with a backflow connection.**

### 4. EXHIBITOR/VENDOR LOCATIONS / CATEGORIES / PRICING

Select the desired booth size and booth fee from the choices under the category that applies to you. NOTE: Booth size requested does not guarantee Jam in the Valley will be able to accommodate.

**A. Concert Venue Exhibitor** (Exhibit booth guaranteed a site inside the concert venue)

<u>Fri. Only</u>	<u>Sat. Only</u>	<u>Fri./Sat.</u> *call for custom sized booth
10x10 = \$275 _____	10x10 = \$375 _____	10x10 = \$550 _____
10x20 = \$475 _____	10x20 = \$650 _____	10x20 = \$950 _____
20x20 = \$700 _____	20x20 = \$975 _____	20x20 = \$1400 _____

**B. Concert Venue Vendor** (Vendor point of sale unit [trailer/tent etc.] guaranteed a site inside the concert venue)

**All concert venue vendors pay a minimum flat rate** to secure vendor sites. Jam in the Valley will receive 20% of total gross revenue from concert venue vendors if 20% of gross revenues exceed the minimum flat rate. This will be collected immediately following Jam in the Valley fireworks show.

<u>Fri. Only</u>	<u>Sat. Only</u>	<u>Fri./Sat.</u> *call for custom sized booth
10x10 = \$225 _____	10x10 = \$325 _____	10x10 = \$450 _____
10x20 = \$385 _____	10x20 = \$565 _____	10x20 = \$770 _____
20x20 = \$565 _____	20x20 = \$835 _____	20x20 = \$1130 _____

**4. EXHIBITOR/VENDOR LOCATIONS / CATEGORIES / PRICING (CONTINUED)**

**C. Main Concert Gate / Campground Exhibitor Merchant's Village** (80-90% of all attendees enter through this gate/camping area with as many as 3000-5000 campers and a "concert go'er" leave/return policy in effect at all times)

<u>Fri. Only</u>	<u>Sat. Only</u>	<u>Fri./Sat.</u> *call for custom sized booth
10x10 = \$225 _____	10x10 = \$325 _____	10x10 = \$450 _____
10x20 = \$385 _____	10x20 = \$565 _____	10x20 = \$770 _____
20x20 = \$565 _____	20x20 = \$835 _____	20x20 = \$1130 _____

**D. Main Concert Gate / Campground Vendor Merchant's Village** (80-90% of all attendees enter through this gate/camping area with as many as 3000-5000 campers and a "concert go'er" leave/return policy in effect at all times)

All Main Gate/Campground vendors pay a minimum flat rate to secure vendor sites. Jam in the Valley will receive 15% of total gross revenue from Main Gate/Campground vendors if 15% of gross revenues exceed the minimum flat rate. This will be collected immediately following Jam in the Valley fireworks show.

<u>Fri. Only</u>	<u>Sat. Only</u>	<u>Fri./Sat.</u> *call for custom sized booth
10x10 = \$175 _____	10x10 = \$275 _____	10x10 = \$350 _____
10x20 = \$295 _____	10x20 = \$475 _____	10x20 = \$590 _____
20x20 = \$430 _____	20x20 = \$700 _____	20x20 = \$860 _____

**Electrical Rates:**

- 120 volt/20 amp duplex receptacle (maximum 3 per vendor) \_\_\_\_\_ x \$30 = \$ \_\_\_\_\_  
1 duplex receptacle provides maximum 2400 watts
- 120/240 volt 30 amp hardwiring \_\_\_\_\_ x \$80 = \$ \_\_\_\_\_  
30 amp hardwire provides a maximum of 7200 watts
- 120/240 volt additional Amps (in 10 amp increments) \_\_\_\_\_ x \$30 = \$ \_\_\_\_\_  
Each additional 10 amps hardwired provides an additional 2400 watts

**Total Estimated Cost:** Exhibitor/Vendor Site Fee = \$ \_\_\_\_\_

**Total Estimated Site Fee = \$ \_\_\_\_\_**

**\*\*PLEASE READ AND INITIAL EACH LINE TO INDICATE ACCEPTANCE OF RULES\*\***

**\*\*\*DO NOT SEND MONEY WITH THIS APPLICATION\*\*\***

**PARKING / CAMPING / PROCEDURES FOR VENDORS AND VENDOR EMPLOYEES**

If accepted as a Vendor/Exhibitor for JITV '11, you will mailed procedural information regarding:

- Set up. Time expected to be set up and location
- Parking. Where to park and how many vehicles allowed in Vendor/VIP parking.
- Camping. If you so choose to stay the night, camping will be accommodated for an additional (discounted) fee.
- Employees All Vendor employees must wear a vendors wristband (unless to dangerous for the work at hand) and will be provided additional parking tags if needed

**-ADDITIONAL INFORMATION WILL BE PROVIDED BASED ON THE NEEDS OF YOUR OPERATION-**

## 5. EXHIBITOR/VENDOR AGREEMENT FINE PRINT

### Initial each Box

**PAYMENT** – If approved, site **payment must be received by Jam in the Valley no later than June 3<sup>rd</sup>, 2011**. Any additional commission will be collected immediately following the event. (if selling both nights, then commissions will be picked up after fireworks show on Saturday only)

**SITE** – Exhibitor/Vendor shall provide all items for preparation, service, clean up and general operation of the site. Site assignments are at the sole discretion of Jam in the Valley Inc. and are not transferable.

**BRANDING** – If Jam in the Valley has an agreement for an “official” food, beverage, product or service, Vendors/Exhibitors will be notified prior to the Jam in the Valley event. Failure to use official products and/or services from official sponsors will result in automatic removal from Jam in the Valley.

**FOOD SALES** – All food sales will be for cash. All food/product vendors will pay a minimum flat rate in advance for their site at Jam in the Valley. If agreed upon percentage of gross revenue exceeds the flat rate minimum, and then money will be collected immediately following the fireworks show at the conclusion of Jam in the Valley weekend.

**SET-UP/TAKE-DOWN** – All Exhibitors/Vendors will be notified as to when and where they will be sited prior to the festival. All exhibitors/vendors are expected to be set-up by no later than 2:00 pm each day. There will be no refunds for “no shows” or early departures.

**CLEAN UP** – Exhibitor/Vendor sites must be kept neat at all times. Food vendors must have their own trash bags and trash receptacles are required to keep trash receptacles emptied during the concerts. Grease must be contained and taken with you.

**ELECTRIC** – Electrical capacity is limited in certain areas. Therefore Exhibitors/Vendors must supply accurate wattage needs for their sites. Tampering with Jam in the Valley electrical equipment may result in additional charges or removal from Jam in the Valley. Exhibitors/Vendors must supply up to 100 feet of outdoor UL- approved cords no smaller than three-wire #12 “u” ground type.

**WATER** – Water is provided, however vendors in need of water are responsible to provide a minimum of 100 ft. of “food grade” water hose with a “y” gate with a backflow connection.

**SECURITY** – Exhibitors/Vendors are responsible for the security, storage and proper handling of food and merchandise and for their site in general. Jam in the Valley maintains a limited security presence until about 4am each morning. All Exhibitors/Vendors must wear personal identification as directed by Jam in the Valley personnel.

**CANCELLATION** – All cancellations must be in writing. **Cancellations after June 17<sup>th</sup> 2011 will not be refundable.**

I have read the entire application and I am prepared to comply with all regulations of Jam in the Valley Inc. I have submitted all the information requested in order to be considered as a 2011 Jam in the Valley Exhibitor/Vendor. Any changes to this application must be made in writing and approved by both parties.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Mail application to: Tim Attea, Jam in the Valley, Inc., 1629 Rt 20A, Varysburg, NY 14167**

**e-mail: Tim@jaminthevalley.com**