

Vendor Management by EWMedia Group  
6606 FM 1488, Ste 148-116, Magnolia, TX 77354  
832-413-2217, 866-875-8960 - Toll-Free Phone/FAX  
[don@ewmediagroup.com](mailto:don@ewmediagroup.com) \* [www.ewmediagroup.com](http://www.ewmediagroup.com)



## 3<sup>rd</sup> Austin Margarita Festival Sat, Sept. 14, 2019 - Noon to 8:00pm

**@ Austin American-Statesman, 305 S. Congress, Austin 78704**

Austin's Annual Margarita Festival takes place Sat, Sept. 14, 2019 from Noon to 8:00 PM at the Austin American-Statesman's riverside property located at 305 S. Congress, Austin, TX 78704. This venue is located in Downtown Austin on the Colorado River next to Auditorium Shores.

With Austin's reputation for being the Live Music Capital of the World, we could only think of one thing that might add to that status – MARGARITAS! This 21+, one day event is a reflection of Austin's plethora of eclectic styles and artistry, this diversity shows through in the 20+ Margarita Flavors, including the Bourbon St. Hurricane, Grapefruit Groupie and Jalapeno Pepper. Served frozen or on the rocks, the endless choice of mouthwatering margaritas can be enjoyed against the backdrop of Austin's beautiful skyline.

Adding to the cool vibe of this Margarita Mecca, you can sip to the sounds of live bands and DJs, eat great food and visit the vendors. You've heard the tagline, "Keep Austin Weird". Well, Austinites, on Sat, Sept. 14, 2019, you'll hear a new adage – "Keep the margaritas flowin' and the good times goin'!"

**NOTE:** Festival is 21 and up due to alcohol – this **does not apply** to vendors working the Festival. Vendors cannot be younger than 14 due to labor laws and children are **not** allowed at this Festival.

Fans will also want to attend:

- **8<sup>th</sup> Houston Margarita Festival on Sat., Oct. 5, 2019**
- **The 4<sup>th</sup> Woodlands Margarita Festival, June 29, 2019 in The Woodlands, TX.**

**Vendor space for this Festival does sell-out due to the limited space  
Booths are sold on a first-come, first-serve basis.**

**HOW TO APPLY FOR THIS FESTIVAL**

The 3-page Vendor Application is included in this packet.

Apply & pay online or view a schedule of upcoming shows: [www.ewmediagroup.com](http://www.ewmediagroup.com)

**FOOD VENDOR ADDENDUM ATTACHED TO THIS PACKET**

**Application begins on next page...**

# 3<sup>rd</sup> Austin Margarita Festival - Vendor Application

Sat, Sept. 14, 2019; Noon – 8:00 PM @ 305 S. Congress, Austin 78704

Contact: Don Schwarzkopf, 832-413-2217 \* 866-875-8960 - toll-free phone/fax \* [don@ewmediagroup.com](mailto:don@ewmediagroup.com)

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Home: \_\_\_\_\_ Alternate: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_ Web: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Booth Size Requested – include hitch \_\_\_\_\_ Items Sold: \_\_\_\_\_

**1-DAY BOOTH RENTAL FEES** - This application can be paid online at: [www.ewmediagroup.com](http://www.ewmediagroup.com)

List Your Fees	10x10	10x15	10x20	Type of Booth/Service – WHITE TENTS REQUIRED
	\$270	\$335	\$460	COMMERCIAL see Page #3, #20 for larger booth sizes
	\$145	\$180	\$245	ARTS & CRAFTS / NON-FOOD SALES
	\$110	\$135	N/A	JURIED ARTS & CRAFTS – Preapproval Needed-see page 2, #3
	\$110	\$135	N/A	NONPROFIT BOOTH (Sales) - see page 2, #4
	\$25	N/A	N/A	NONPROFIT BOOTH (No Sales) - see page 2, #4
	\$55	\$55	\$55	ELECTRICITY (110v/20a) - see page 3, #25 - #28
Pay to City	\$95 / \$98	N/A	\$95 / \$98	FOOD PERMIT FOR MOBILE / TENT VENDORS – page 4, #29
	\$495	N/A	\$795	FOOD - limit of 3 pre-approved items, NO BEVERAGES
	\$495	N/A	\$795	FOOD TRUCKS - limit of 3 pre-approved items, no beverages
	\$335	N/A	\$535	DESSERT / SPECIALTY
	\$25	\$25	\$25	LATE FEE - Applications Postmarked after 9/1/2019
\$	TOTAL			

**APPLICATION & PAYMENT:** Make checks & money orders payable to: *EWMedia*

**MAIL APPLICATION & PAYMENT TO:** Don Schwarzkopf – EWMedia Group  
6606 FM 1488, Ste. 148-116, Magnolia, TX 77354

1. After 8/15/2019 - only credit cards, cash, cashier's checks or money orders accepted.
2. Online registration & credit card payments may be made at: [www.ewmediagroup.com](http://www.ewmediagroup.com)
3. Include deposit & late fee with payment along with: |

A P P L Y	1. Application & payment - sign all pages	due 8/23/2019
	2. List of items you sell	due 8/23/2019
	3. List of personnel	due 8/23/2019
	4. Electrical Needs Worksheet – page 3, #27	due 8/23/2019
	5. Food Vendors Insurance Binder – page 4, #30	due 8/23/2019
	6. Food Vendor's Notify us if you use Propane	due 8/23/2019
	7. Food Vendor's Health Permit – App & Payment	due 8/23/2019

**RELEASE:** Applicant's signature on this application releases and forever discharges the Austin Margarita Festival, EWMedia, the Austin American-Statesman, all sponsoring organizations, their elected officials, directors, employees, and volunteers from any responsibility, personal liability, or claims of loss or damage arising out of, or in conjunction with participation in the Austin Margarita Festival. The Festival is not responsible for any injury sustained by exhibitors, patrons or guests. Applicant stores and exhibits, their goods at their own risk. I understand that EWMedia contracts with the Festival to provide vendor management and does not retain any vendor funds. In addition, I/we have read and agree to abide by all festival regulations stated in this packet or risk removal from Festival site without refund.

Print Name \_\_\_\_\_ Signature \_\_\_\_\_ Date: \_\_\_\_\_, 2019

**MFA-19 VENDOR AGREEMENT – GUIDELINES Packet - Page 3 of 5 / Application - Page 2 of 4**

1. **CONFIRMATION & BOOTH ASSIGNMENT:** Booth space (No tents provided) is limited and vendors are selected on first-come/first-serve basis. Acceptance and booth location are determined by the date application & full payment are postmarked. We will send a payment receipt immediately. We will send you a **Load-In Information Packet** approximately 3-days before the Festival.  
**NOTE:** Festival is 21 and up due to alcohol – this **does not apply** to vendors working the Festival. Vendors cannot be younger than 14 due to labor laws and children are **not** allowed at this Festival.
2. **BOOTH SPACE:** Spaces are 10'x10' or 10'x20' (see #24 for larger sizes). For an additional fee, you may be able to rent 5 feet of space external to your booth, allowing you to sell out of 2 sides of your booth. See the 10'x15' column on the Rental Fee chart on page 1 of this application.
3. **JURIED ARTS & CRAFTS:** Requires all merchandise to be hand-made by the artist who is selling them. You must submit photos of your goods. Go to: <https://ewmediagroup.com/juried-arts-crafts-program/3>
4. **NONPROFITS:** Submission of a 501(c)(3) Letter of Determination is required
5. **FIRST-RIGHT-OF-REFUSAL:** If you work one of our festival's, we will make every attempt (this is not a guarantee), to give you first-right-of-refusal for the next year's festival as long as you pay for your booth by the first-right-of-refusal cut-off date, your spot cannot be taken by another vendor.
6. **SALES / SUBLEASING:** Sales must take place within your booth space. No subleasing of booths allowed. Festival only provides the space; Vendors must provide their own booths, tents, tables, chairs, etc.
7. **EQUIPMENT RENTAL:** Festival does not rent equipment. For referrals, contact us.
8. **EXCLUSIVITY** – Types of merchandise sold must be included in application and approved by festival. For an exclusive on any product call 832-413-2217 or email [don@ewmediagroup.com](mailto:don@ewmediagroup.com)
9. **LATE FEES** – Applications paid after 9/1/2019 require a \$25 late fee.
10. **ELECTRICITY/PROPANE:** For electricity, see **Page 3, #25 - 28 on page 3**. Propane can be found on **Page 4, # 31**.
11. **FOOD VENDORS:** See **Page 4, #28**.
12. **REQUIRED FOOD VENDOR INSURANCE:** See **Page 4, #30**.
13. **WASTE DISPOSAL:** it is responsibility of each vendor to keep the booth and the surrounding area clean. Vendors must provide their own garbage receptacles and garbage bags. Double-bag food waste. Vendors failing to abide by waste disposal guidelines may lose their deposit.
14. **EVENT DAY SETUP:** Vendors cannot set up until fees are paid. **Vendor Check-in will begin Sat, 9/14/19** You will be assigned to one of 3 load-in times. The **Day-of Information Packet** you receive 3 days before the Festival will give you specific instructions and override information contained here. You may not be able to pull up to your booth, so **bring a dolly or wagon**. **Tents:** No staking of any kind is allowed. Bring your receipt as only paid vendors will be allowed into the unloading area. Vendors who have not pre-applied and paid are not guaranteed space. **Vehicles:** Allowed on festival grounds to unload only. Vendors requiring restocking of supplies may re-enter the festival with a dolly. **Parking:** Convenient surface parking is available. There is also extensive parking in garages close to the festival site. For more information, see **Day-Of Info Packet**. **Business Hours:** Vendors must be ready for business by 11AM Sat. **Tear Down** may not begin until after 8:00 PM. Vendors may **not** break down early.
15. **BEVERAGE SALES:** The Festival sells all beverages at the event. Vendors may not sell beverages.
16. **PROHIBITED:** Vendors may not sell drug paraphernalia, guns & weapons or fireworks.
17. **SALES TAX:** You must comply with city and state sales tax guidelines. The Texas Sales Tax Info Line is: 800-252-5555 Free publication that will answer your questions: Fairs, Festivals, Markets & Shows: [http://comptroller.texas.gov/taxinfo/taxpubs/tx96\\_211.pdf](http://comptroller.texas.gov/taxinfo/taxpubs/tx96_211.pdf)
18. **ONLY ITEMS** listed in your vendor application and approved by the festival may be sold.
19. **SECURITY:** The site is fenced & the Festival has security. Vendors are solely responsible for the security of their cash, coupons, equipment, goods, inventory, supplies or any other property.
20. **FESTIVAL GUIDELINES** will be strictly monitored. If violations occur, two warnings will be issued. Additional violations will result in removal from the Festival site by Police without refund.
21. **SOUND LEVELS:** Vendors may not play their own music at this event.
22. **ACTS OF GOD:** The festival producers, promoters, sponsors, staff/employees, volunteers, etc. are in no way responsible or liable for personal adversity or acts of God.
23. **RAIN OUT POLICY:** If a date is cancelled due to rain, technical problems or any other act of God beyond the control of the festival the following shall apply: If a rain date for the Festival is scheduled, Vendor may set up and the basic booth fee only will be waived. Other fees will still apply.

Print Name \_\_\_\_\_ Signature \_\_\_\_\_ Date: \_\_\_\_\_, 2019

**24. OVERSIZE COMMERCIAL** – Booths with an internal volume greater than 10’ x 20’ shall include at no cost 5 extra feet external to tent perimeter on the 2 sides adjacent to the front of the booth. **Pricing:** (tent not provided). Tents larger than 1200 sq. ft. require permits, the presence of a Fire Marshal, fire extinguishers and signage. Contact [don@ewmediagroup.com](mailto:don@ewmediagroup.com) for assistance and sourcing of these tents.

10X30	\$650		20X20	\$840
10X40	\$840		20X25	\$1030
10X50	\$1030		20X30	\$1220

**25. ELECTRICITY:** We provide (1) 20-amp, 110-volt circuit for \$55. Vendors must provide their own lighting fixtures and enough grounded heavy-duty outdoor cable to reach service. No light-duty cords.

**NOTE: If you are requesting a 30 or 50 amp circuit, send us a picture of your plug.**

**26. GENERATORS** are not allowed. If you have a inverter type of generator (i.e. Honda Quiet) an exception may be possible. Battery sound boxes may also be allowed. **Prior approval required for both.** Contact us.

**27. ELECTRICAL NEEDS WORKSHEET:** Vendors whose electrical needs exceed (1) 20-amp, 110-volt circuit must submit this information for each piece of equipment 1 week before the Festival. If you do not submit this form, we won’t be able to incorporate your needs into the Festival’s electrical design and you will not be supplied with electricity. An electrician will be available (at your expense) on-site during the Festival if you have a problem. Summary: Vendor Coordinator **must** be notified in advance of your needs.

\_\_\_\_\_ **Total pieces of electrical equipment you use.** (Example: fryers, warmers, heat lamps, etc....)

**List each piece of equipment:** *The amps, watts, and volts are stamped on the name plate on each piece of electrical equipment. Each major appliance, cooler, grill, deep fat fryer, etc. must have its own circuit.*

1. Type of Equipment: \_\_\_\_\_  
 Voltage \_\_\_\_\_ Amps \_\_\_\_\_ Watts \_\_\_\_\_ Phase \_\_\_\_\_
2. Type of Equipment: \_\_\_\_\_  
 Voltage \_\_\_\_\_ Amps \_\_\_\_\_ Watts \_\_\_\_\_ Phase \_\_\_\_\_
3. Type of Equipment: \_\_\_\_\_  
 Voltage \_\_\_\_\_ Amps \_\_\_\_\_ Watts \_\_\_\_\_ Phase \_\_\_\_\_
4. Type of Equipment: \_\_\_\_\_  
 Voltage \_\_\_\_\_ Amps \_\_\_\_\_ Watts \_\_\_\_\_ Phase \_\_\_\_\_
5. Type of Equipment: \_\_\_\_\_  
 Voltage \_\_\_\_\_ Amps \_\_\_\_\_ Watts \_\_\_\_\_ Phase \_\_\_\_\_

**28. Electrical Pricing**

- \$ 55.00 - 20-amp, 110-volt circuit - Vendor must have 100' cable or more to reach power supply
- \$ 110.00 - 30-amp, 208 volt circuit - Vendor must have 150' cable or more to reach power supply
- \$ 165.00 - 50-amp, 208 volt circuit - Vendor must have 150' cable or more to reach power supply

**Print Name** \_\_\_\_\_ **Signature** \_\_\_\_\_ **Date:** \_\_\_\_\_, 2019

### FOOD SECTION

29. **FOOD VENDORS:** Vendors may sell 3 pre-approved items, No Beverages. Food Vendors must have a Temporary Health Permit – Permit Payment: We must have your Temporary Health Permit Application plus \$98 Temp. /\$95 Mobile payment no later than Sept 1. 1.

Permit Applications – Fill out & Submit to us by Sept. 1.

A. Tent Vendor Food Permit - [Permit to Operate](#):

B. Mobile Vendor Food Permit - [Permit to Operate](#)

**Questions:** Austin Health Dept, 7201 Levander Loop Austin 78702. Lobby Hours: 7:45am - 3:30pm; Office Hours: 7:45am - 4:45pm, Mon – Fri, 8 AM – 3 PM. **Propane** is allowed. You must have a **Fire Extinguisher** (Rated 2-A10-B:C or better or Rated K if cooking in oil) with **current inspection sticker**. Fire Marshal will inspect booths. **See Fire Protection Guidelines below**

30. **REQUIRED FOOD VENDOR INSURANCE:** We require that you have a \$1 million per occurrence, \$2 million aggregate liability policy naming the **Austin Margarita Festival, EWMedia & the Austin American-Statesman as Additional Insured.**

31. **PROPANE:** Propane can be used. Notify us if you will be using propane so we can notify the Fire Marshal

32. **WASTE DISPOSAL:** it is responsibility of each vendor to keep the booth and the surrounding area clean. Vendors must provide their own garbage receptacles and garbage bags. Double-bag food waste. Vendors failing to abide by waste disposal guidelines may lose their deposit.

33. **BEVERAGE SALES:** The Festival sells all beverages at the event. Vendors may not sell beverages.

### City of Austin Temporary Food Events

**Applications - [Permit to Operate](#):** This approval is required to complete the permitting process. Once approved, the owner will receive a physical permit and permission to operate a temporary food booth.

#### Guides

- [How to Setup a Temporary Food Booth](#): find complete information on setting up a temporary food event.
- [Temporary Food Setup Guide](#): View a visual setup guide for temporary food booth layout instructions and fire department guidelines.
- [Food Waste](#): Learn about food waste and how to do your part to reduce it.
- [Fire Protection Guidelines](#): Find pertinent information on Austin Fire Department’s rules and regulations for special events.
- [Spanish Version of Fire Protection Guidelines](#).

**Frequently Asked Questions - [General FAQ](#):** View frequently asked questions about temporary food booths.

**Permit Fee Schedule - [Fee Schedule](#):** Current fee schedule for all permits and services (updated 4/17/17).

### City of Austin Mobile Food Vendors

**Applications - [Permit to Operate](#):** This approval is required to complete the permitting process. Once approved, the owner will receive a physical permit and permission to operate a Mobile Food Unit.

#### Guides

- [Fire Protection Guidelines](#): Find pertinent information on Austin Fire Department’s rules and regulations.
- [Spanish Version of Fire Protection Guidelines](#).

#### Frequently Asked Questions

- [General FAQ](#): View frequently asked questions about mobile food establishments.

Print Name \_\_\_\_\_ Signature \_\_\_\_\_ Date: \_\_\_\_\_, 2019