

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 * www.ewmediagroup.com

8th



Sat, Nov. 23, 2019 — Noon to 10:00PM
Houston Water Works, 105 Sabine, Houston, TX 77007

Houston's 8th Annual Margarita Festival takes place Sat, Nov. 23, 2019 from Noon - 10 PM at Houston Water Works, 105 Sabine, Houston, TX 77007. The Festival is a celebration of Houston's #1 mixed beverage, the margarita, and is the largest of its kind in the United States!

Margaritas are not the only great thing about the festival; it also features a "Best Margarita Competition" where Houston's top margarita makers (restaurant/bars & mixologists) compete for bragging rights and prizes, a salsa dance competition with \$1,500 in cash prizes, live entertainment, a limbo competition, great food, arts & crafts and more.

Celebrating its **8th anniversary**, the Houston Margarita Festival has become one the hottest festivals in the city. Part of the Festival's attraction is that the Festival takes advantage of one of Houston's newest venues, The Water Works. Only rediscovered recently this underground cavern was where Houston originally stored its Downtown water supply.

Fans will also want to attend the:

- **3rd Austin Margarita Festival, Sat., Sept. 12, 2020 @ Austin American-Statesman**
- **5th Woodlands Margarita Festival, Sat., June 27, 2020 @ Town Green Park**

NOTE: Only adults ages 21 and older are permitted to enter the Festival, including vendors. Children are not permitted inside the Festival.

Vendors can expect 8,500 attendees. Vendor space for this Festival does sell-out. 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 online or view a schedule of upcoming shows: www.ewmediagroup.com

Application begins on next page...

8th Annual Houston Margarita Festival - Vendor Application

Sat, Nov. 23, 2019, Noon-10 PM @ Houston Water Works, 105 Sabine, Houston, 77007

Contact: Don Schwarzkopf, 832-413-2217 * 866-875-8960 - toll-free phone/fax * don@ewmediagroup.com

Company: _____ Contact Name: _____

Business Phone: _____ Home: _____ Alternate: _____

Fax: _____ Email: _____ Web: _____

Address: _____ City _____ State _____ Zip _____

Size of Booth, Truck, Trailer (include hitch): _____ Items Sold: _____

1-DAY BOOTH RENTAL FEES

This application can be paid for online <https://ewmediagroup.com/payments>

List Your Fees in this Column	10x10	10x15*	10x20	Type of Booth (Space Rental Only – No Tents Provided)
	\$260	\$325	\$445	COMMERCIAL see Page #3, #23 for larger booth sizes
	\$170	\$210	\$290	ARTS & CRAFTS / NON-FOOD SALES
	\$130	\$165	N/A	JURIED ARTS & CRAFTS – Approval Needed to Apply
	\$130	\$165	N/A	NONPROFIT BOOTH (Sales)
	\$113	\$113	\$113	ELECTRICITY (110v/20a)- see page 3, #24 - #29
	\$50	\$50	\$50	VIP PARKING FEE – Inside Festival Gates
	\$200	N/A	\$200	PROPANE ALLOWED – Requires Payment see p2, #9
	\$380*	N/A	\$650*	FOOD - limit of 3 pre-approved entrees – NO Beverages
N/A	N/A	N/A	N/A	FOOD TRUCKS – not allowed @ this venue
	\$285*	N/A	\$480*	DESSERT / SPECIALTY – not limited to 3 items
	\$50	\$25	\$50	LATE FEE - Applications Postmarked after 11/1/2019
	+ 3.5%	CREDIT CARD FEE – 3.5%		
\$	TOTAL		NOTE	* 5 exterior feet creates 2 selling sides - see Page 2 #2

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

1. After 11/1/2019 - only credit cards, cash, cashier's checks or money orders accepted.
2. Online registration & credit card payments may be made at: www.ewmediagroup.com
3. Include deposit & late fee with payment along with:

A	1. Application & payment - sign all pages	due 11/1/2019
P	2. List of items you sell	due 11/1/2019
P	3. List of personnel	due 11/1/2019
L	4. Electrical Needs Worksheet – page 3	due 11/1/2019
Y	5. Food Vendors Insurance Binder (see #10)	due 11/1/2019

Mail Application & Payment To: Don Schwarzkopf – EWMedia Group
6606 FM 1488, Ste 148-116, Magnolia, TX 77354

RELEASE: Applicant's signature on this application releases and forever discharges the Houston Margarita Festival, EWMedia, the Houston Water Works, 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 Houston 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

MF-19 VENDOR AGREEMENT – GUIDELINES Packet - Page 3 of 4 / Application - Page 2 of 3

1. **CONFIRMATION & BOOTH ASSIGNMENT:** Booth space (No tents provided) is limited and vendors are selected on first-come/first-serve basis. Required: Weights for your tent – no takes. Acceptance and booth location are determined by the date application & full payment are postmarked. We will send a payment receipt immediately & a **Load-In Information Packet** approximately 3-days before the Festival.
2. **BOOTH SPACE: White tents are required** 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. **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.
4. **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.
5. **EQUIPMENT RENTAL:** Festival does not rent equipment. For referrals, contact us.
6. **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
7. **LATE FEES** – Applications paid after Nov. 1, 2019 incur a \$25 late fee.
8. **JURIED ARTS & CRAFTS** – Pre-approval required. Please find information/requirements at <https://ewmediagroup.com/juried-arts-crafts-program/>
9. **PROPANE / ELECTRICITY: Propane can be used.** Requires a \$200 payment. Propane cost to Festival is split among the vendors using it. If your share is more or less than \$200, you will be notified and refunded or charged the difference before the Festival. If you owe additional funds, you must pay prior to being able to set up at the Festival. For electricity, see #'s 24 - 27 on page 3.
10. **FOOD VENDORS:** Vendors may sell **3 pre-approved items, No Beverages. Food Vendors must have a Temporary Health Permit** – purchase 1 more than 1 week before festival to avoid late fee - City of Houston Health Dept, 8000 N. Stadium Dr., Houston, TX 77054; 832-393-5100 or Mon – Fri, 8 AM – 3 PM. https://www.houstontx.gov/health/Food/documents/tempfood_permit_application_1_9days_2018.pdf **Propane** is allowed. **Charcoal** is NOT allowed. **All Food Vendors must have flooring in this venue.** You must have a **Fire Extinguisher** (Rated 2-A, 10-B:C or better or Rated K. if you cook in oil) with **current inspection sticker** Fire Marshal will inspect booths.
11. **REQUIRED FOOD VENDOR INSURANCE:** We require that you have a \$1 million per occurrence, \$2 million aggregate liability policy naming **Houston Margarita Festival, EWMedia, the Houston Water Works and the City of Houston as Additional Insured.**
12. **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.
13. **EVENT DAY SETUP:** Vendors will not set up until fees are paid. **Vendor Check-in** will begin Sat, Nov. 23, 2019. You will be assigned to one of 6 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 will not be able to drive up to your booth, **Bring a cart / dolly** as you will have to go up a ramp. **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:** Not allowed on festival grounds. Vendors requiring restocking of supplies may re-enter the festival with a dolly. **Parking:** Extensive Surface parking is available in lots 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 10 PM. No early load-out.
14. **BEVERAGE SALES:** The Festival sells **all** beverages at the event. Vendors may **not** sell beverages.
15. **PROHIBITED:** Vendors may not sell drug paraphernalia, guns & weapons or fireworks.
16. **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
17. **ONLY ITEMS** listed in your **vendor application** and **approved by the festival** may be sold.
18. **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.
19. **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.

Print Name _____

Signature _____

Date: _____, 2019

- 20. **SOUND LEVELS:** Vendors may not play their own music at this event.
- 21. **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.
- 22. **CANCELLATION:** Vendors who cancel 30 or more days before the Festival will receive a full refund. Vendors who cancel 29 days or less will pay a \$25 fee.
- 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.
- 24. **OVERSIZE COMMERCIAL:** Booths with an internal volume greater than 10’ x 20’ shall include a 5 foot external to tent perimeter on one of the 2 sides adjacent to the front of the booth. Tents larger than 1200 sq. ft require City Permits, the presence of a Fire Marshal, fire extinguishers and signage. **Pricing:** (tent not provided) Contact don@ewmediagroup.com for assistance, permits, pricing and sourcing of these tents.
- 25. **ELECTRICITY:** We provide (1) 20-amp, 110-volt circuit for \$113. Must be ordered by 11/15/2019 Vendors must provide their own lighting fixtures and enough grounded heavy-duty outdoor cable to reach service. No light-duty cords.
- 26. **30 OR 50 AMP CONNECTION:** If needed you must provide us with pictures of your plug prior to Electrical Deadline (*see page 1 of application*) It is the vendor’s responsibility to match connections to the Festival’s electrical equipment Label your electrical equipment, including cables to prevent confusion with the electrical contractor’s equipment.
- 27. **GENERATORS** may be allowed. If you have a inverter type of generator (i.e. Honda Quiet Generator) an exception may be possible. Battery sound boxes may also be allowed. **Prior approval required for both.** Contact don@ewmediagroup.com, 932-413-2217 with Make & Model.
- 28. **USAGE:** Festival electrician will visit your booth ensure that you ordered the correct amount of electricity. **Vendors caught using more electricity than they paid for will be fined \$200, the fine must be paid immediately. Avoid this by seeking our assistance determining your electrical needs beforehand.**
- 29. **ELECTRICAL NEEDS WORKSHEET:** Vendors must submit this information for each piece of equipment 2 weeks before the Festival. If you do not submit this form, we cannot incorporate your needs into the Festival’s electrical design and you will not be supplied with electricity. An electrician may be available (at your expense) on-site during the Festival if you have a problem. 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 _____

30. Electrical Pricing

- \$ 113.00 - 20-amp, 110-volt circuit – Vendor must have 100’ cable or more to reach power supply
- \$ 216.00 - 30-amp, 208 volt circuit – Vendor must have 150’ cable or more to reach power supply
- \$ 319.00 - 50-amp, 208 volt circuit – Vendor must have 150’ cable or more to reach power supply

Print Name _____ **Signature** _____ **Date:** _____, 2019