



Dickson St. Oktoberfest Family Festival

**Saturday, October 16th, 2010
11am to 11pm
Fayetteville, AR
Walton Arts Center Parking Lot**

INFORMATION, RULES, REGULATIONS & APPLICATION FORMS: NON-FOOD VENDORS

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INFORMATION, RULES AND REGULATIONS FOR ALL VENDORS

WHAT: The 2nd Annual Dickson Street Oktoberfest is a beer and food celebration held in Fayetteville, Arkansas. Oktoberfest is a 16-day festival that started nearly 200 years ago in Munich, Bavaria, Germany, running from late September to early October. It is now one of the most famous events in Germany and the world's largest fair, with some six million people attending every year. Oktoberfest is an important part of Bavarian culture. Other cities across the world also hold Oktoberfest celebrations, modeled after the Munich event

Admission to the event is **FREE** to the public and the event will be held Saturday October 16, 2010.

WHEN: This **FREE** event will be open to the public on Saturday, October 16. If you are a truck and/or trailer, make plans to arrive on Friday October 15th after 7pm, or before 9am Saturday October 16th (more info concerning setup will be under SET UP section). The festival officially opens to the public at 11:00 a.m. on Saturday, October 16th. Vendors should be open for business at 11:00 a.m. until as late as 11 p.m. Saturday October 16th. The festival officially ends at 11 p.m. Saturday October 16th.

WHERE: The 2010 Dickson Street Oktoberfest rally will be held on Dickson Street in the Walton Arts Center Parking lot.

NOTE: Further instructions for set-up, staging, etc. will be provided before the event by mail and/or email.

SPACE ALLOCATION: Vendors will only be allowed one (1) location per vendor type per reservation: Food and Non-Food. The space may not be allocated for multiple booths. If, for example, a 10' x 50' space is requested, only one vendor booth is permitted within the designated location. You will not be permitted to arrange a 10' x 20' booth and a 10' x 30' booth within the 10' x 50' location. **All space assignments are the sole authority of the board of Dickson Street Oktoberfest and/or its designee.**

INSURANCE: Vendor will be required to provide Dickson Street Oktoberfest with a **current** certificate of insurance, showing liability limits of no less than \$500,000 per occurrence for premise and operations liability, and naming **Dickson Street Oktoberfest** as an additional insured. Certificate of insurance (COI) should be sent with application. **(Dickson Street Oktoberfest must receive the COI no later than October 10, 2010).**

DEADLINES: **Vendor applications and fee must be received by October 10, 2010. All applications received after October 1, 2010 will have no guarantee on location. The deadline for us to receive your final payment is October 10, 2010.** Your payment must be paid in full when you send in your application. Remember to make a copy for yourself and mail the original back to **Dickson Street Oktoberfest**, 430 W. Dickson, FAYETTEVILLE, AR 72701.

REFUNDS: If you pay for a vendor space and find you are unable to attend the festival, your payment will be **NON-REFUNDABLE**. **NOTE: No refunds will be given due to inclement weather.**

WEATHER: **Dickson Street Oktoberfest** is an outdoor event and will be held rain or shine.



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PROHIBITED ITEMS: The following items can **NOT** be displayed, sold or dispersed: Firearms (knives are OK), pornography of any kind, controlled substances of any kind, drug related paraphernalia, and **offensive and/or profane items**. Prostitution and gambling of any kind are strictly prohibited. Dickson Street Oktoberfest has the sole authority to determine if a vendor has violated this policy, and if it is concluded this policy has been violated, the vendor will be removed for the remainder of the event without the refund of any of the vendor fee payment. **NOTE: NO STAKES CAN BE DRIVEN INTO ANY LOT WITHOUT APPROVAL FROM Dickson Street Oktoberfest.** **PLEASE REMEMBER** Dickson Street Oktoberfest reserves the right to refuse (prior to), OR remove during the event any vendor whose products, intentions, or attitudes are not compatible with the family-oriented nature of the Dickson Street Oktoberfest. **Offensive merchandise will result in vendor(s) being removed from the event without refunds.** **Please discuss any questionable items in advance.**

TELEPHONES: There are no telephone service lines in the lot.

ELECTRICITY: Electricity will be available for our official lot only. You will need to provide your own extension cords. If you can't use a GFI and you need to be hard wired, you need to include this information on your vendor application. We will need to know this information before the festival. Please contact Julie Sills at 479-283-3516. **Additionally, a charge will be applied to all electrical needs. Please refer to page 10.**

WATER: Is provided for a fee of \$10 to food vendors **ONLY**. You will need to bring your own hoses.

CITY OF FAYETTEVILLE VENDOR PERMIT FEES: The City of Fayetteville at this time does not have a vendor permit fee, however, they are considering enacting one. If the City of Fayetteville enacts a vendor permit fee, then that fee will be charged to the vendor in addition to the fees owed to Dickson Street Oktoberfest.

SALES TAX: Vendors will be responsible for paying any and all applicable city and state sales tax. The State of Arkansas form ST 370 will be given to you along with a vendor packet when you check in and **MUST** be filled out accurately and turned in to a Dickson Street Oktoberfest representative by the end of the event to be forwarded to the State of Arkansas.

SECURITY: Official event security will be provided 11 a.m. – 11 p.m.

FIRE SAFETY: All vendors using tents will be required to use flame retardant tents according to the Arkansas Fire Prevention Code Section 2404 (NFPA 701). Also, **ALL VENDORS** must have one (1) Class ABC fire extinguisher per location – **NO EXCEPTIONS**. These rules will be enforced through inspections by the fire marshal. Also, propane tanks must be secured and/or fastened in place to prevent tampering or damage.

VENDOR CAMPING: On the website www.dicksonstoktoberfest.com you will find listings of hotels, motels and campsites. You can also call the Fayetteville Visitor's Bureau at 800-766-4626. You may not stay in your tent or trailer at night, and **NO RV's** or campers can be parked behind your vendor space as there is **NO** room.



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VENDOR PARKING: Limited vendor parking will be provided. If you would like to secure a parking space, you may purchase a space for \$50.00. That will reserve one (1) space for you throughout the entire festival. These spaces will be reserved on the first come, first served basis at the rally. If you do not wish to secure a parking space, then you may find parking in other municipal lots, or side streets near the venue.

*****VENDOR FEES:** From September 1, 2010 to October 10, 2010, the price of a vendor space is \$250 In addition to 20% of gross sales per 10' x 10' space. Also, a refundable cleanup deposit of \$200 for non-food vendors and \$500 for food vendors must be paid as well. Please note: your cleanup deposit must be send in with your vendor application in order to reserve your spot.

READ THIS!

CLEAN UP AND MOVE OUT DEPOSIT: Each vendor will be required to pay a clean up fee of either \$200 or \$500 depending on their trade which will be refunded on site after the event if: (1) the vendor space is cleaned up as required, (2) moved out by the required time, (3) and checked out with a member of the Dickson Street Oktoberfest staff. **TEAR DOWN:** you must be out of the lot by 9:00 a.m. Sunday, October 17 and checked out with a member of the Dickson Street Oktoberfest staff in order to receive your clean-up deposit back. **NOTE:** If you do not checkout with the staff you will forfeit your deposit. If the vendor does not move out by the required time then the vendor will forfeit its deposit unless, in the sole opinion of the board or its designee, the vendor could not move out as a direct result of another vendor being in their way preventing them from moving until the other vendor moved. The board or its designee's decision will be final. Each vendor shall not dump anything on the location, including, but not limited to, waste, waste water, grease, trash, etc. If the vendor does, then they will be charged an additional lot clean up fee which will be determined by the board or its designee. If the vendor does not pay the additional lot clean up fee the vendor will be refused admittance to the event in future years.

CLEANUP DEPOSIT REFUND PROCEDURE: In order to increase the efficiency and speed of the refund of your cleanup deposit, please include a self-addressed stamped envelope with the name and address of the person who should receive the refund check. The return address on the envelope should be: Dickson Street Oktoberfest 430 W. Dickson, Fayetteville, AR, 72701. Vendor refund checks will be mailed within 10 days of the end of the festival.

Also, please indicate below whom the refund check should be issued to, either you personally or your business name. If no indication is made, the default payee will be the business name.

PERSONAL or BUSINESS (circle one): _____



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HEALTH DEPARTMENT: Food vendors will have additional qualifications to meet according to the laws of the Arkansas State Health Department. Your compliance with their regulations is mandatory to be a food vendor. **THEY WILL INSPECT YOU.** For info, contact James Shumate at 479-521-8181.

FOOD VENDORS: All food vendors are required to post their prices during the event. **Additionally, food vendors must include a full menu with prices of items to be sold during the rally with their application.**

APPAREL VENDORS: Pictures of all merchandise to be sold needs to be sent to **Dickson Street Oktoberfest** staff prior to June 1, 2010.

VENDOR SUPPLY PURCHASES: ALL vendors are required to purchase additional/replenishment rally supplies (for example, ice, soft drinks, buns/bread products, utensils, etc.) from the official rally supplier. A list of available supplies will be provided to vendors prior to the rally.

MOVE IN: There will be a pre-staging location and all vendors are to go to the pre-staging area to check-in and receive the official vendor packet. All move in will be initially coordinated from the pre-staging area.

SET-UP FOR TRUCK and/or TRAILER VENDORS: If you are a truck or trailer vendor you may need to make plans to arrive in the evening on **Friday, October 15 at the staging area**, however the **Dickson Street Oktoberfest** staff will create a definite schedule and you are to arrive at the date and time you are assigned, not any earlier. At the staging area your truck and/or trailer will be measured including the hitch and tongue (the measurement will be from the farthest point that anything sticks out at both the front and end). If the measurement is more than the measurement you have listed on your application and for which you paid for, then you will have a choice of either shorting the truck and/or trailer to the measurement you listed in your application or you will not be allowed to be a vendor and **THERE WILL BE NO REFUND OF YOUR PAID VENDOR FEE.**

TRASH: Trash cans will be provided throughout the lot. **EACH VENDOR IS RESPONSIBLE FOR THEIR OWN TRASH.** At festival closing, which is officially 11 p.m. on Saturday, October 16, vendors must collapse all boxes and dispose of their trash bags in dumpsters located in each lot. Leave collapsed boxes in a pile beside the dumpsters. Food vendors will be provided with trashcans and extra bags near their spaces. **FOOD VENDORS WILL BE RESPONSIBLE FOR PULLING FULL BAGS, REPLACE WITH CLEAN BAG, AND PLACING BAGS IN DUMPSTERS PROVIDED.** Dickson Street Oktoberfest prides itself on being a family friendly, and CLEAN rally. Please help in our efforts to keep it clean. If these rules are not followed, you will not be asked back the following year. **PLEASE REMEMBER:** Trash pick up is everyone's responsibility.

SALES REPORTING: All vendors are required to submit cash register or electronic calculator tape to report all sales made during the festival. Vendors should keep a record of each day's sales using the register tape then sign and date the tape and turn it in to a member of the Oktoberfest staff on the last day of the festival along with their sales tax form. **Failure to turn in register tape from each day will result in the forfeiture of the vendor's cleanup deposit & 20% of gross sales**

FESTIVAL NAME, LOGO AND ARTWORK: If you would like to use the festival name, Dickson Street Oktoberfest or the logo, you must make us an offer in writing and include pictures of the merchandise the logo will appear on. However, Dickson Street Oktoberfest reserves the right to deny anyone's request. **NOTE:** Any unauthorized use of the rally name and logo, which includes altering the official logo or using the name Dickson Street Oktoberfest in any form, will result in immediate confiscation of items, and merchandise will **NOT** be returned.



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PROBLEMS: If you have any problems or questions during the rally, there will be several staff members available to assist you. If you are unable to find a staff member, you can call the office between 8:00 am and 11:00 pm at 479-283-3516

SPONSORSHIP: Our sponsorship program is an advertising promotional program. It allows you as a vendor great exposure opportunity for months leading up to Dickson Street Oktoberfest. The advertising campaign has proved monetarily successful to our vendors with Dickson Street Oktoberfest who took advantage of the sponsorship program in the past. Sponsorship is what makes Dickson Street Oktoberfest happen, and if you'd like more information on how to become a sponsor for 2010 Dickson Street Oktoberfest, contact Julie Sill and staff at 479-283-3516 or via e-mail at Julie@DicksonStOktoberfest.com



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ACKNOWLEDGMENT OF RECEIPT OF ALL VENDOR RULES AND REGULATIONS

A signed copy of this Information, Rules and Regulations for Vendors must be returned to Dickson Street Oktoberfest along with your application, acknowledging you have read said form, and agree to abide by all items therein. Failure to return a signed copy of this Information, Rules and Regulations for Vendors will result in your application being denied.

SUBLETTING: No vendor may sublet their space or any part of it without prior approval of Dickson Street Oktoberfest

CONTACT INFORMATION: The Dickson Street Oktoberfest official mailing address is:

Dickson Street Oktoberfest
430 W. Dickson St.
Fayetteville, AR 72701

PHONE: Julie Sill, Event Director: 479-283-3516

E-MAIL: Julie@DicksonStOktoberfest.com

WEBSITE: www.DicksonStOktoberfest.com

FINE PRINT: Dickson Street Oktoberfest officials maintain the right to remove any vendor that is in violation of the policies and rules of Dickson Street Oktoberfest. This includes, but is not limited to, laws of Fayetteville, Arkansas, and the ethical conduct of vendor’s representatives prior to and during the event.

PRINT NAME: _____ **DATE:** _____

SIGNATURE: _____

Dickson Street Oktoberfest 2010
NON-FOOD VENDOR SPACE APPLICATION
(REMEMBER TO READ THE INFO, RULES AND REGULATIONS FOR ALL VENDORS)



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NAME OF BUSINESS: _____

NAME(s) OF OWNER/CONTACT PERSON(s): _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

E-MAIL: _____

TAX ID NUMBER: _____

TYPE OF GOODS/SERVICES TO BE SOLD/EXHIBITED*: _____

REQUESTS/SPECIAL NEEDS: _____

If you desire a certain location we will do our best to accommodate your request; however, we make no promises and Dickson Street Oktoberfest reserves the right to change a vendor's location for unavoidable reasons. We absolutely will not reserve or hold any location without first receiving your completed application and full payment of your vendor fees, electrical and/or water, and cleanup deposit.

Dickson Street Oktoberfest reserves the right to refuse (prior to) OR remove during the event any vendor whose products, intentions, or attitudes are not compatible with the family-oriented nature of the Dickson Street Oktoberfest. Please discuss any questionable items in advance.

Oktoberfest Family Festival 2010 FEE CALCULATION



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Amperage	Volt	Price
20 amp	120vt	\$25.00
30 amp	120vt	\$35.00
20 amp	220vt	\$50.00
30 amp	220vt	\$70.00
40 amp	220vt	\$90.00
50 amp	220vt	\$120.00
60 amp	220vt	\$140.00
70 amp	220vt	\$160.00
80 amp	220vt	\$190.00
100 amp	220vt	\$230.00

Amperage	Volt	Price
120 amp	220vt	\$270.00
130 amp	220vt	\$300.00
140 amp	220vt	\$320.00
150 amp	220vt	\$330.00
160 amp	220vt	\$340.00
170 amp	220vt	\$360.00
180 amp	220vt	\$380.00
190 amp	220vt	\$420.00
200 amp	220vt	\$450.00

1. If you are running 110 but use a certain splitter which really makes it 220, or if you can't use a GFI and you need to be hard wired, contact Julie @ 479-283-3516 or Julie@DicksonStOktoberfest.com.

2. What amp breaker do you need? _____

3. Truck size: (bumper to bumper) _____

4. Trailer size: (tongue to tailgate) _____

5. How much frontage do you need? _____

6. Tent size: (**NO STAKES**) _____

7. If tent, do you need to unload from a truck and/or large trailer in front of your vending space? YES NO

* Extra electrical needs may carry an additional charge.



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LIABILITY RELEASE FORM

FINE PRINT: This is not a binding contract until signed and approved by Dickson Street Oktoberfest. You will be notified of acceptance at the contact information that you have provided above. An application for space and its acceptance constitutes a contract to use the space assigned. **Dickson Street Oktoberfest retains the privilege to change locations for unavoidable reasons.** Each vendor acknowledges his/her agreement to all the rules set forth by Dickson Street Oktoberfest. No refunds due to inclement weather will be made.

LIABILITY RELEASE: We the undersigned do hereby submit our application for consideration for reservation of display space for Dickson Street Oktoberfest We agree to abide by the rules and regulations set forth by Dickson Street Oktoberfest and will indemnify and hold Dickson Street Oktoberfest harmless from all costs, losses, damages, or expenses including expense of litigation, and attorney's fees, resulting from any person or property arising out of any act of omission of vendor or his employees or other representatives. Vendor is required to furnish Dickson Street Oktoberfest representatives with evidence that vendor has insurance in force with a reputable insurer, including coverage (with limits approved by Dickson Street Oktoberfest) against contractually assumed liability. Dickson St. Oktoberfest its officers, agents, members or volunteers shall not be held responsible for any loss or damage due to theft, fire, accident or act of God, but will use reasonable care to protect the vendor from such loss. I agree to leave my display throughout the duration of the vendor hours, 11 a.m. – 11 p.m. – October 16, 2010.

IMPORTANT: Vendor will be required to provide Dickson Street Oktoberfest with a current certificate of insurance, showing liability limits of not less than \$500,000 per occurrence for premise and operations liability, also naming Dickson Street Oktoberfest as an additional insured. Certificate must be received by October 1, 2010.

PRINT NAME: _____ **DATE:** _____

SIGNATURE: _____



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VENDOR CHECKLIST

Please use this checklist to ensure that you submit a complete application. **ANY INFORMATION MISSING FROM YOUR APPLICATION MAY DELAY YOUR APPLICATION FROM BEING PROPERLY PROCESSED AND RESULT IN MISSING THE OPPORTUNITY TO PARTICIPATE IN 2010 Dickson Street Oktoberfest.**

FORMS:

Cleanup Deposit Payable To – Page 5

Acknowledgement of Receipt of Vendor Rules and Regulations – Page 8

Non - Food Vendor Application – Page 9

Vendor Fee Calculation – Page 10

Electricity Needs – Page 11

Liability Release Form – Page 12

PAYMENT:

Cleanup Deposit

Vendor Fee

Electrical Fee (if applicable)

Water Fee (if applicable)

OTHER:

Self-Address Stamped Envelope for Cleanup Deposit Refund

Certificate of Insurance

Food Menu with Prices (Food Vendors Only)

Pictures of Merchandise (Non-Food Vendors Only)