



Riverfest 2018 - May 25 – 27

EXHIBITER - MERCHANT ROW APPLICATION

About RiverFest: Riverfest has been a part of the Little Rock social scene for over 40 years. This year, RiverFest will consist of two main stages with national headline acts each night, many food vendors, and the Ford Family Fun Zone that will have over 25 carnival rides. The event takes place along the downtown Little Rock riverfront.

Opportunities: The RiverFest event site has many space and presentation size options. Merchant Row is a vendor sales area that spreads along the walkway between the two main stages. The area is high traffic and has been the historical location for vendor sales. Due to the nature of Merchant Row's site, the booth spaces cannot exceed 10' deep. See the application form for details. Riverfest will also place vendors near one of its main stages or in other high traffic areas. If you want a custom size or something not offered on this application, please feel free to contact us

2018 Updates: The new operators of RiverFest have significantly reduced the cost of entry for both vendors and patrons alike. We desire to present an exciting and affordable event for patrons of all ages and walks of life. Riverfest will also significantly increase the marketing spend on RiverFest.

Payment: Vendors will be able to take payment at their location. The 'River Bucks' program will no longer be in use. Riverfest will have ATMS scattered through the event site.

Tents: No pop-up tents are allowed. All private tents must be properly anchored and able to pass the inspection of the City of Little Rock Fire Marshall and RiverFest staff. Permits from the City of Little Rock Fire Marshall must be pulled for any private tent. Vendors wishing to rent a tent at RiverFest's volume pricing must do so on their entrance form. The tent provider will pull the City of Little Rock Fire Marshall permit on your behalf.

Insurance: All exhibitors/vendors must have commercial exhibitor/vendor insurance with liability limits of 1 million, listing [RiverFest, LLC, Universal Fairs LLC, Little Rock Convention and Visitors Bureau, The Clinton Presidential Center] as additional insured - NO EXCEPTIONS

Criteria and Process: RiverFest is looking to present a vendor mix as diverse as its patrons. We are specifically looking for high-quality, contemporary merchandise with goods that are hand-crafted, hard-to-find, or unusual items that are not widely commercially available. We also are looking to present a limited number of resell merchants. Preference will be given to Arkansas-based artists and merchants.

Guidelines and limitations:

- Vendors may not sell any item with the Riverfest logo without the express written consent of RiverFest. Additionally, participants may not sell any item with the name or image of any act playing the Festival.
- All non-concession exhibitors are prohibited from selling any beverages, and from selling food items that are not professionally packaged and labeled. Additionally, you may not sell any drug paraphernalia, tobacco products (without permission), weapons, umbrellas with any type of point; plastic or metal, (Must have button top.)
- Artist/Merchant may not distribute literature, coupons, or other materials without prior written approval from Riverfest. Vendor may not publicly represent or be affiliated with a cause (cancer, arthritis, etc.) or solicit donations of any kind. (those interested in supporting a cause should contact our sponsorship staff)
- Restocking of booths must be complete one hour before the event begins. If you would like to keep a restocking vehicle onsite, please contact RiverFest for information.
- RiverFest will provide overnight security but is not responsible for loss or damage to any items in booth area.
- Sales tax collection and payment is the responsibility of the exhibitor.

FEES – These fees will be due at time of application into the event.

BOOTH FEES – MERCHANT ROW

- ___ 10' x 10' space - \$400.00 EACH
- ___ 10' x 20' space - \$700.00 EACH
- ___ 10' x 30' space - \$1000.00 EACH

BOOTH FEES – FESTIVAL GROUNDS

- ___ 10' x 10' space - \$500.00 EACH
- ___ 10' x 20' space - \$850.00 EACH
- ___ 10' x 30' space - \$1200.00 EACH
- ___ 20' x 20' space - \$1500.00 EACH

TENT/EQUIPMENT RENTAL – Mark the Quantity (if needed)

- ___ 10' x 10' tent - \$150.00 EACH
- ___ 10' x 20' tent - \$225.00 EACH
- ___ 10' x 30' tent - \$285.00 EACH
- ___ 20' x 20' tent - \$350.00 EACH
- ___ 1 6' Table and 2 Chairs Package - \$75.00

SERVICES & AMENITIES (Check all that apply)

- ___ \$50 - Re-supply vehicle pass – (restricted site access)
- ___ \$40 - Parking pass at vendor lot - price per vehicle, (good for entire event)
- ___ \$50 – Forklift labor to unload/load items.
- ___ \$150 - Golf cart permit – restricted to cart paths only.
- ___ \$30 - Additional Vendor Pass (Vendors will be issued a specific quantity based on booth size).

ELECTRICAL SERVICE FEES – Vendors have the responsibility for properly grounded service and panel.

- ___ \$100 – 20 Amps
- ___ \$250 - 30 - 99 Amps
- ___ \$500 - 100 – 150 Amps
- ___ \$200 - for 24 Hour Power (Availability based on location)

Notes and Offers

Item Exclusivity – If you are interested in holding category exclusivity – please email the RiverFest staff (condred@riverfestarkansas.com) to negotiate price.

Vendor Tickets Deal – Vendors have access to special pricing for RiverFest weekend passes. A \$30.00 reduced pass will be available for sale to vendors until April 1st. Sales are limited to 10 per vendor. Contact the RiverFest office for the coupon code.

Load-in Times and Event hours - Load-in will be based on booth location and size. Inform RiverFest if you require any special load-in accommodations or timing. All booths must be fully installed by 2 PM on May 25th. All vendors are required to be open during public festival hours. All locations must be removed by the end of the day on Monday, May 28th.

Questions? - call RiverFest at 866-99FAIRS. Or email condred@riverfestarkansas.com. We are happy to answer whatever questions you may have.

**Return this fully completed application and \$25.00 fee to:
RiverFest - Attention - Exhibitor Services P.O. Box 1327, Cordova TN, 38088-1327**

RiverFest Toll Free: 866-99FAIRS - Fax (901) 867-7121 - Web: riverfestarkansas.com



2018 Vendor Application Form

Company Name: _____ Contact Person: _____

Booth Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Items for Sale _____

Fees

\$ _____ 25.00 _____ Application Fee

\$ _____ 200.00 _____ Deposit

\$ _____ Total Space Fees

\$ _____ Total Rental Fees

\$ _____ Service & Amenity Fees

\$ _____ Electrical Fees Tent Fees

\$ _____ **Fees Total – (Due April 1, 2018)**

Credit Card Information – Make Check Payable to RiverFest, LLC

Card Type: _____ Card Number: _____

Expiration Date: _____ Security Code on back: _____

Billing Address and Zip: _____

“My firm acknowledges the rules and regulations set forth by RiverFest and that our employees and representatives will at all times observe, perform and abide by such rules.”

Official Representative Signature: _____ Date: _____

Return this fully completed application with your full payment to: condred@riverfestarkansas.com or RiverFest - Attention - Exhibitor Services P.O. Box 1327, Cordova TN, 38088-1327