

2011 King Biscuit Blues Festival

GUIDELINES & PROCEDURES STATEMENT

Subject: Commercial Vending, Product/Service Promotion & Sampling

CONGRATULATIONS! You have been accepted to participate in the King Biscuit Blues Festival 2011, October 6th, 7th and 8th. Along with participating you will also receive Sponsorship privileges. Arkansas' largest Blues Festival features 4 outdoor stages over three days, food vendors, arts & crafts and children's activities. Attendance over prior years was approximately 60,000.

The following guidelines have been established in order to outline the terms for your participation in the 2011 Blues Festival. The King Biscuit Blues Festival has limited and restricted commercial vending opportunities, therefore reserves the right to reject any application for any reason. You must comply with the attached guidelines to participate.

FEE

Fees are due no later than August 1, 2011.

CATEGORY RESTRICTIONS

KBBF does not allow commercial vending, product / service promotion or product sampling in many categories including: credit cards, liquor, tobacco, firearms, sex, religion, or politics. KBBF will not allow participation by companies in competition with certain sponsor categories, including but not limited to telecommunications, soft drinks, marketing agency, health care, ice cream, pest control, office/business systems, and hotel.

SET-UP

Upon acceptance you may set-up on-site Thursday, October 6, 2011 from 8:00 a.m. to 11:00 a.m.

Vehicles must be off-site by 11:00 a.m. Thursday, October 6, 2011.

SECURITY

Security will be provided on-site Thursday night and Friday night. However, King Biscuit Blues Festival will not be held responsible for any damage or theft to your property.

OPERATING HOURS

Thursday, October 6, 2010 11:00 a.m. - 11:00 p.m.

Friday, October 7, 2010 11:00 a.m. - 11:00 p.m.

Saturday, October 8, 2010 11:00 a.m. - 11:00 p.m.

PROMOTIONAL SPACE

All tents must be rented from the King Biscuit Blues Festival, unless approved by the festival board. Vendors will be responsible for supplying a banner, which will be displayed on your tent. You may display additional banners and promotional materials within your tent and in accord with the attached guidelines.

BREAK-DOWN

You must breakdown your area and be completely off-site Sunday, October 10, 2010 by 10:00 a.m. Please keep all throughways open so traffic jams are avoided. King Biscuit Blues Festival will not be held responsible for any items left on-site.

We look forward to working with you in the coming months and on-site to deliver the festival-goer a fantastic Blues Festival weekend. Thanks.

KING BISCUIT BLUES FESTIVAL 2011
OCTOBER 6TH, 7TH, AND 8TH
COMMERCIAL VENDING
PRODUCT/SERVICE PROMOTION & SAMPLING
GUIDELINES

KBBF must receive a written description of your proposed on-site promotion and all potential promotional give-away or sampling items, and a signed and dated copy of these guidelines.

COMMERCIAL VENDOR may not:

- ❖ *Sell or give away any item or activity of any kind that is not pre-approved in writing by King Biscuit Blues Festival. Any item or activity not pre-approved in writing that is discovered at your tent or promotional area will be confiscated immediately and returned to you after the Blue Festival 2011.*
- ❖ *Bring any live animal on-site unless specifically trained to assist the disabled.*
- ❖ *Represent a non-sponsor of KBBF in any form, including logo display.*
- ❖ *Display banners, signs, logo tape/wrap or other promotional or logo materials outside your tented area.*

COMMERCIAL VENDOR:

- ❖ *May only distribute literature, souvenirs or logo bags that have been pre-approved in writing by King Biscuit Blues Festival in advance of the festival. Vendor must supply a sample of any giveaways.*
- ❖ *Must have someone staffing location during operating times.*

Vendor agrees to indemnify and hold harmless King Biscuit Blues Festival, the city of Helena/ West Helena, and any of ABHF's sponsors, officers, directors, employees, volunteers, agents or other vendors against any loss, damage or claim resulting from any act or omission of the vendor during the festival.

Agreed and Accepted:

Name: _____

Company: _____

Title: _____ Date: _____

2011 King Biscuit Blues Festival

FEES

For Promotional Booths

| Block | Fee |
|------------------|----------------|
| 100 Block | \$3,000 |
| 200 Block | \$2,000 |
| 300 Block | \$1,000 |
| 400 Block | \$500 |
| | |

Total: _____

***Set-up: Wednesday October 5, 2011 8:00 a.m. – 5:00 p.m.**

And

Thursday October 6, 2011 8:00 a.m. – 11:00 a.m.