

DEADLINE: APRIL 30, 2012

2012 ALBUQUERQUE WINE FESTIVAL

Balloon Fiesta Park Albuquerque

Memorial Day Weekend: May 26 – 28, 2012

The Albuquerque Wine Festival celebrates and promotes New Mexico's historic wine industry, showcasing the best of the state's wines, along with local and regional artists and entertainers. You are invited to be a vendor at this well-established show. 2011 attendance was approximately 11,000 adults

Promotion: The Albuquerque Wine Festival utilizes numerous media to promote the festival including: a full color rack card and poster widely distributed throughout the area, newspaper, radio, tourism associations, and the internet.

Vendor Eligibility: Any licensed business with an approved product is encouraged to apply. Vendors are admitted in the following categories at the discretion of the Event Organizer, who reserves the right to refuse entry to anyone, based on issues of balance of like-products, timeliness and thoroughness of application, and appropriateness of product to the client event.

- **Agricultural** products must be commercially prepared, packaged, and labeled. Proof of liability insurance must be provided with application. Foods may be sampled on site, but are sold for at-home consumption.
- **Arts/Crafts** handcrafted items that must be original, unique and represented by the artist at the festival. All media are eligible and encouraged.
- **Commercial products** will be accepted on a case by case basis based on the quality of the product and its appropriateness to the audience.
- **Food vendors.** Food vendors are those selling food for consumption on site. Food vendors must:
- Submit a type menu with prices. Duplication of items is limited so you may be asked to remove an item from your menu
 - Provide on application specific electric requirements
 - Submit a completed health permit application with separate check for those fees payable to City of Albuquerque. Event Organizer will submit all health permit paperwork at one time.
 - Provide valid proof of million dollar liability insurance

Location. The festival takes place at the Balloon Fiesta Park, located at 5000 Balloon Fiesta Parkway NE, Albuquerque

Security. Security will be provided from 5:00 pm on Friday through 10:00 am on Tuesday. New Mexico Wine Growers Association, the Balloon Fiesta Park, nor Helping Hands Event Planning will be responsible for damages, theft, or loss before, during or after festival hours.

Exhibition Space. Booth space is 10'x20' (10' front, 20' deep) to facilitate the permit process with the Albuquerque Fire Department; booth fees include professionally installed tents for all non-food vendors. Spaces are assigned on a system based on timely, complete application and written requests for special placement. "Same spot as Last year" is not a valid request – organizer will NOT look up previous placement to honor such a request. Vendor site placement is FINAL and will not be changed by the festival management.

Show Hours: The show hours are Noon – 6:00 pm each day. Vendor's vehicles will not be allowed onto the lot after 11:00 am each day. Any vendor who leaves before the show is closed on Monday will not be invited back to another show. Vendors who drive onto the lot before 6:30 pm will be banned from future shows.

Deadlines & Refunds. **Application deadline is April 30th and no refunds will be given after 15th.**

Permits/Licenses. It is your responsibility to be a professional, legal business. For questions about health permits, Contact the Health Department at 505-768-2600 HEALTH PERMIT APPLICATIONS ARE SUBMITTED WITH YOUR FOOD VENDOR APPLICATION TO US! Vendors are responsible for a temporary business license before the event. Call 505-768-3463 for information. Gross receipts must be reported on your CRS form for Bernalillo County.

Set up: Friday May 25th 8:00 am – 6:00 PM Saturday May 26th Set up 7:00 AM – 10:30 am
Vendors who are not checked in by 10:30 Saturday will forfeit their spot.

Other: Pets are NOT permitted.

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	FEES	FEES DUE:	List of products sold
10 x 20 space: arts & crafts, agricultural or commercial ****	\$455		
Food Vendors 10 x 20 ***	\$695		
Food Vendors with trailers	\$550		
Additional Fees:			
Electricity	\$25		
*** fee includes your tent	TOTAL:		

If an exhibitor cancels on or before the close of business on April 15, 2012 a refund less \$25 will be issued. No refunds after that date.

Please **PRINT** all information especially your email address

Contact Name: _____

Business Name: _____ CRS Number**: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ **Emergency Cell Number:** _____

Email: _____

****Required.** Contact New Mexico Taxation and Revenue if you do not have a CRS number.

Any special requests or notes. Space requests need to be specific and detailed "Same space as last year" is not appropriate. We will not look up last year's event to find space number/letter for you.

ALL Vendors:

Your completed application package includes: this application completely and thoroughly filled out, full payment for calculated fees. Insurance must be included for food products to be sampled on site and consumed at home (Ag products).

- ___ Complete Application
- ___ Full payment of fees
- ___ Proof of Liability Insurance
- ___ Menu with Prices
- ___ Space Dimensions:
 - _____ Feet frontage
 - _____ Feet depth
- ___ Tent or Trailer: _____
- ___ Health Permit application and check for fee

FOOD Vendor Check List

Make checks/money order payable to:
Albuquerque Wine Festival
P.O. Box 1387
Las Cruces, NM 88004

Email: Diane@HelpingHandsEvents.com or call 575-522-1232 for more information.