

DEADLINE: FEBRUARY 18, 2012

2012 COWBOY DAYS
Farm and Ranch Heritage Museum • Las Cruces, NM
March 17 - 18, 2012
10:00 am – 5:00 pm

The annual Cowboy Days at the Farm and Ranch Heritage Museum celebrates its 13th year.

Promotion

Cowboy Days is promoted through several media outlets including: posters and fliers widely distributed inside the museum, newspapers, event publications and online. Attendance is expected to be 4000 – 6000 over the two days.

Vendor Eligibility

Any licensed business with an approved product is encouraged to apply. Special preference is given to cowboy, ranch, and western related items. The Organizer 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 base. Vendors are divided into 2 categories:

- Arts/Crafts must be original, unique and represented by the artist at the festival. All media are eligible and encouraged. Photos of product and/or booth set up must be submitted with application.
- Food vendors: Food vendors must submit a typed menu. Duplication of items is limited so you may be asked to remove an item from your menu. Mobile vending units and food trailers MUST submit exact dimensions (including tongue) and a photograph or drawing of the unit with the application. Electric requirements, health permit, and proof of insurance MUST be submitted.

Location. The festival takes place at the Farm and Ranch Heritage Museum, located at 4100 Dripping Springs Road in Las Cruces, New Mexico.

Security. Security will be provided from 5:00 pm on Friday through 8:00 am on Monday. Neither the Farm and Ranch Heritage Museum, 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' x 10'. Exhibitors must provide booth structure, tables, and chairs. You are encouraged to provide sun, wind and rain protection for your booth space. Vendors who do not secure their booth properly for the weather will be liable for damages to other structures and/or injury to other individuals.

Deadlines and Refunds: If an exhibitor cancels on or before February 1, 2012, a refund, less \$25 will be issued. No refunds after the COB on that date. Vendor spaces are assigned based on date when complete applications (including fees) are received and written requests for special placement. Special consideration is given to placement that affects product quality, but request must be in writing. Vendor site placement is FINAL and will not be changed by the festival management. **Pets are absolutely NOT permitted.**

Permits/Licenses. For health permits, contact the Dona Ana Health Dept, 1170 N. Solano #M, Las Cruces, 88001, 575-524-6300. Vendors are responsible for all county permits and must provide a NM CRS number for reporting gross receipts taxes.

Set Up: Set up is on Friday from noon – 5:00 pm and on Saturday from 7:30 am – 9:30 am. Any vendor not checked in by 9:30 am will forfeit their space in the show.

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Application deadline is February 18, 2012.

Fee Schedule:

	Fee	Fees Due:	Products:
Arts & Crafts 10 x 10	\$50		
Food vendors 10 x 10	\$100		
Additional Fees:			
Electricity	\$25		
TOTAL:			

Space is sold in increments of 10 feet. If you require additional space, you must purchase a second space. If an exhibitor cancels on or before the close of business on February 1, 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 look not 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, plus full payment for calculated fees.
Insurance must be included for food products to be sampled on site and consumer at home (ag products)

Food Vendor Check List:

- ___ Complete Application
- ___ Full Payment of Fees
- ___ Proof of Liability Insurance
- ___ Space Dimensions
 - _____ feet frontage
 - _____ feet depth

Make checks or money orders payable to: Helping Hands Event Planning
Mail applications to: Cowboy Days, P.O. Box 15150, Las Cruces, NM 88004

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