

**DEADLINE: JUNE 1, 2012**

**2012 LAS CRUCES TOUR DE BEER  
SNM State Fairgrounds • LAS CRUCES  
July 28<sup>th</sup> & July 29<sup>th</sup>, 2012**

*This will be the first, but certainly not the last, Las Cruces Tour De Beer Festival. We have been asked to put on a Beer Festival for some time and now we are ready, willing and able to present the first.*

**Promotion**

The Las Cruces Tour De Beer will utilize numerous media to promote the festival including: a full color rack card 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. 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 4 categories:

- **Agricultural** products must be commercially prepared, packaged, and labeled. Proof of liability insurance must be provided with application.
- **Arts/Crafts** 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. The decision of the Festival Organizer is final.
- **Food vendors** MAY NOT sell beverages. Food vendors must submit a typed menu of no more than five items. 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, even if you have been a vendor previously.**

**Location.** The festival takes place at the Southern New Mexico State Fairgrounds, located west of Las Cruces off of Interstate 10. Exit 132 and follow signs. There are 40 acres of onsite parking.

**Security.** Security will be provided from 5:00 pm on Friday through 10:00 am on Tuesday. Neither Helping Hands Event Planning, nor the Southern New Mexico State Fairgrounds will be responsible for damages, theft, or loss, before, during or after festival hours.

**Exhibition Space.** Booth space is 10'x10'. 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. You may rent a professional 10x10 tent with 4 walls from the event for \$195. The tent will be set up and ready for your arrival on Friday.

**Deadlines and Refunds.** 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 NOT permitted. No refunds will be given after June 1, 2012 and up until that date a \$25 fee is assessed for refunds.

**Permits/Licenses.** For health permits, contact the Dona Ana Health Dept, 1170 N. Solano #M, Las Cruces, 88001, 575-524-6300 to apply for a health permit. Vendors are responsible for all city and state permit fees. Gross receipts must be reported on your CRS form for Dona Ana County. You must also have a Dona Ana County (not City of Las Cruces) Business Registration or Vendors License. To obtain one call 575-647-7350.

**Set up:** Set up is on Friday from 8:00 am – 6:00 pm and on Saturday from 7:00 am – 10:30 am. Any vendor not checked in by 10:30 am will forfeit their space in the show.

**Other:** Pets are NOT permitted. To RV camp at the Fairgrounds, a contact person will be established before the festival.

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**Application deadline is June 1, 2012.**

	<b>FEES</b>	<b>FEES DUE:</b>	<b>Product Description</b>
10 x 10 Space: arts & crafts, Agricultural or commercial	\$250		
Food vendors 10 x 10	\$500		
Food vendors over 10 x 10	\$550		
<b>Additional Fees:</b>			
10 x 10 tent with 4 sidewalls	\$185		
Electricity	\$25		
	<b>TOTAL:</b>		

*\*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 June 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 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).

**FOOD Vendor Check List:**

- \_\_\_ Completed Application
- \_\_\_ Full payment of fees
- \_\_\_ Proof of Liability Insurance
- \_\_\_ Menu with Prices
- \_\_\_ Space Dimensions
  - \_\_\_\_\_ feet frontage
  - \_\_\_\_\_ feet depth
- \_\_\_ Tent or Trailer: \_\_\_\_\_
- \_\_\_ Health Permit

**Make checks or money orders payable to: Helping Hands Events Planning**

**Mail applications to: Helping Hands Events, P.O. Box 15150, Las Cruces, NM 88004**

Email: [Diane@HelpingHandsEvents.com](mailto:Diane@HelpingHandsEvents.com) or call 575-522-1232 for more information.