

DEADLINE: AUGUST 15, 2012

2012 TULAROSA BASIN WINE & MUSIC FEST
Alameda Park • Alamogordo, NM
September 15 - 16, 2012
Noon – 6:00 pm Daily

The Tularosa Basin Wine & Music Fest celebrates its 6th year. The combined Rotary clubs of the area come together to promote New Mexico's historic wine industry, showcasing the best of the state's wines, along with local and regional artists and live music all day. This event takes place concurrently with the White Sands Balloon Invitational, drawing pilots and crews, along with balloon enthusiasts from around the state, to Alamogordo.

Promotion The Tularosa Basin Wine & Music Fest utilizes numerous media to promote the festival including: posters and fliers widely distributed throughout the area, newspaper, radio, tourism associations, and the internet. Attendance at the new location is expected to be 3000 over the two days.

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 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 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.

Location. The festival takes place at the Alameda Park, located on White Sands Blvd in Alamogordo.

Security. Security will be provided from 5:00 pm on Friday through 10:00 am on Monday. Neither the Tularosa Basin Wine & Music Fest, Alameda Zoo, 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'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.

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.

Permits/Licenses. For health permits, contact the Otero County Health Dept, 411 Tenth St Rm 106, Alamogordo, NM 88310, 575-437-7115 to apply for a health permit. Gross receipts must be reported on your CRS form for Otero County.

Set up: Set up is on Friday from 10:00 am – 5:00 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.

2012 TULAROSA BASIN WINE & MUSIC FEST
Alameda Park • Alamogordo, NM
September 15 - 16, 2012
Noon – 6:00 pm Daily

Application deadline is August 15, 2012.

	Fee	FEES DUE:	Product Description
10 x 10 space: arts & crafts, agricultural or commercial	\$50		
Food vendors 10 x 10	\$75		
Additional Fees:			
Electricity**	\$25		
TOTAL:			

**space is sold in increments of 10 feet. If you require additional space, you must purchase a second space at Cost IF an exhibitor cancels on or before the close of business on August 15, 2012, a refund, less \$25 will be issued. No refunds after COB on that date.*

***Electricity availability is limited and will be on a first received and paid basis.*

Please PRINT all information especially your email address

Contact Name: _____

Business Name: _____ CRS Number***: _____

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

Phone: _____ **Emergency Call 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:

- Complete 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: Tularosa Basin Wine & Music Fest

Mail applications to: Tularosa Basin Wine & Music Fest, P.O. Box 15150, Las Cruces, NM 88004

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