



# Red, White and Boom 2011

## Maggie Valley Festival Grounds

### Food Vendor Rules and Regulations

[www.maggiervalleyfestivalgrounds.org/rwb](http://www.maggiervalleyfestivalgrounds.org/rwb)

Thank you for your interest in Red, White and Boom 2011. This will be a spectacular event with more than 10,000 people expected to attend over the four day period. Attendees will go in and out of the Maggie Valley Festival Grounds with an estimate of 2,500 people on the grounds at one time. This year the festival has expanded to include amusement rides. Palmetto Amusements, committed to safety, professionalism and customer service has been selected. They will not be providing food vendors. The Town of Maggie Valley is selecting their own food and craft vendors.

#### Event Dates and Times

Maggie Valley Festival Grounds

- Friday, July 1 - 5pm to 10pm
- Saturday, July 2 - 2pm to 10pm
- Sunday, July 3 - 2pm to 10pm; Fireworks @ ~9:45pm
- Monday, July 4; 10am to 6pm

Gate: Free Admission; Free Parking (1<sup>st</sup> come, 1<sup>st</sup> serve)

Activities: Live Music & Entertainment Daily; MC/DJ Provided by Sound Entertainment; Food & Beverages, including beer & wine, available for purchase • Craft & Food Vendors • Games • Kids Toys, Craft & Novelty Vendors; Great Local Food; Games • Fireworks Sunday, July 3 @ ~9:45pm

Amusement Rides: 14 Mechanical rides varying ride selection from Kiddie, Family and Major rides; 3 Inflatable Attractions

- \*Potential Ride List: Merry Go Round, Up and Down Helicopter, Fun House, 30ft Caged Ferris Wheel, 100ft 3 Lane Hard Slide, Tempest, Rock O Plane, Loop O Plan, Way Out Swing, Kids Town Play House, Pirate Ship, Flying Saucers, Rio Grande Train Ride, & Zamperlla Hot Air Balloon Ride. Inflatable Attractions: 30ft Tree House Slide, Toddler Town and Extreme Obstacle Course. \*Rides are subject to change.
- Now on sale unlimited rides with a daily wristband at [www.maggiervalleyfestivalgrounds.org/rwb](http://www.maggiervalleyfestivalgrounds.org/rwb); at [www.etix.com](http://www.etix.com) or by calling 1-800-514-ETIX (3849) Advance purchase price for unlimited rides with a daily wristband is \$7 per day plus convenience fee for Friday, July 1 Family night and \$10 per day plus convenience fee for July 2, 3 & 4. Day of purchase of wristbands is available online and at the venue on each event day. Wristbands are unlimited to that day only. Per Ride Tickets are available for purchase at THE VENUE - EVENT DAYS ONLY. Ticket Value: \$1 per ticket; 1 - 4 ticket per ride.

Vendor Load-in and out:

- Load-in: 9:00am - 4:00pm Friday, July 1, 2011; Vendors may load-in anytime from 9:00am to 4:00pm; All vendors must be in the venue by 4:00pm and setup by 5:00pm for the gates to open.
- Load-out: 6pm - 12:00am; Vendors may not begin loading out until 6pm Monday, July 4, 2011.
- All vendors must stay all four days

Booth Space:

- The Rental Fee is inclusive of the space (location only) and 1 - 20amp electrical hookup. You must supply your own cord (100+ft. recommended.) Additionally, you are responsible for supplying your own tents, tables, chairs and any other booth equipment or signage you may need.
- Booth size needed must be indicated on the application. All booths are 12x12 unless otherwise requested.
- Vendors are required to dispose of their own waste products in the provided dumpster. Trash receptacles placed around the grounds are for the customers use and convenience. Cardboard boxes must be broken down

and placed in dumpster. Any vendor's assigned space left in disarray or with loose trash may forfeit their participation in any future festivals. DO NOT dump grease or ash on festival grounds.

- No security will be provided for booths. Vendors are responsible for their own booths and contents.
- GENERATORS ARE PROHIBITED. Questions or concerns, please contact Audrey Hager @ 828-926-0866, ext. 113
- Water will be available near the rest room building.
- All booths must be self contained and independently operated.

#### Application/Booth Fees:

- A limited number of booths will be available and approved through the application process on a first come first serve basis.
- Booth fee is \$100 per day, inclusive of the space only and one-1 electrical 20 amp circuit. All vendors must supply their own cord (100+ft. recommended.) An extra electrical hookup may be available for an additional \$25.00.
- Fee(s) must be submitted with the application. Checks returned from the bank for any reason will void your show eligibility and you will be responsible for all penalty fees incurred.
- Booth fee is non-refundable once accepted.
- Checks are to be made out to The Town of Maggie Valley and mailed with the application to: 3987 Soco Rd; Maggie Valley, NC 28751
- Pictures must be submitted with the application.

Rain Date Policy: The festival goes on Rain or Shine. No Refunds.

Food Vendors - Health Inspections: All Food Vendors are to follow all federal, state and local food handling regulations and are to deal directly with all appropriate agencies.

#### Vendor Parking

- Limited parking will be available just outside the festival grounds after load-in is complete. No parking will be allowed adjacent to booths unless this is a part of the booth. All vehicles must be out of the venue by 4:00pm.
- No vehicles will be allowed in the show/vendor area before 6:15pm, Monday, July 4 to begin the load-out process.
- Set up and Breakdown times will be enforced.

#### Vendor Conduct

- Please be respectful of others. As an agent and/or representative of Maggie Valley Festival Grounds, discourteous and/or inappropriate acts will not be tolerated.
- Show directors reserve the right to remove any vendor violating the guidelines.

Taxes: Each vendor is responsible to collect and report NC sales tax. Remit to: Sales & Use tax Division, NC Department of Revenue, PO Box 25000, Raleigh, NC 27640

Pets: No vendor's pets allowed in food booth during show hours. All pets must be on a leash and under control at all times. Please clean up after your pets.

#### General Rules

- Overnight vendor camping is allowed onsite as approved on a case by case basis and with prior authorization by Festival organizers.
- Show sponsors reserve the right to deny any application without explanation.

Indemnification Claus: By signing the application you agree with the standards and regulations listed for the show. Additionally, your signature on the application indemnifies that you will not hold The Town of Maggie Valley or its officials liable for claims, injuries, cost of damages, or other liabilities which may result from attending the 2011 Maggie Valley Festivals.