



## MERCHANT ROW AT RIVERFEST 2012

Riverfest has experienced tremendous growth and success since its debut in 1978 and for the past several years has attracted record crowds of over 250,000 festival-goers over three days. Our hope is that our Merchant Row will be an exciting component of the overall festival experience, offering arts, crafts & other products that will appeal to the widely diverse interests of our festival-goers.

Riverfest also understands that times are tough, so new for 2012; we are offering the option to pay your booth fee in two installments. If you apply by December 1, 2011 and are accepted to participate, only one half of your booth fee will be due along with your signed contract by January 15. The second installment will be due no later than April 1, 2012. If you apply after December 1, 2011 the installment plan will not be an option.

All applicants will be notified of acceptance, non-acceptance or placement on a waiting list by March 15, 2012. Accepted Merchant Row Artist/Merchants will receive their contract along with notification.

### IMPORTANT DATES, DEADLINES AND FEES

RIVERFEST 2012:	May 25, 26 & 27
BOOTH SIZES & FEES FOR ARTIST/MERCHANT: <i>Riverfest provides tent &amp; electricity</i>	10'x10' - \$700 10'x20' - \$1400 10'x30' - \$2100
EARLY BIRD APPLICATION:	December 1, 2011
<i>DEADLINE FOR SIGNED CONTRACT &amp; ½ SPACE FEE:</i>	<i>January 15, 2012</i>
<i>DEADLINE FOR 2<sup>ND</sup> HALF OF INSTALLMENT:</i>	<i>April 1, 2012</i>
DEADLINE TO APPLY:	March 15, 2012
DEADLINE FOR SIGNED CONTRACTS & FEES:	Due upon receipt
PROOF OF LIABILITY INSURANCE:	May 1, 2012

# **RIVERFEST 2012 (MAY 25-27)**

## **SELECTION CRITERIA AND PROCESS**

The Riverfest 2012 Merchant/Vendor committee will be looking for artisans, designers and manufacturers who exemplify the creativity, diversity and individuality of our festival-goers. Each individual applicant will be reviewed and selected by a committee based on the following criteria:

1. Offers high-quality, contemporary merchandise that appeals to the Riverfest audience.
2. Goods are hand-crafted, hard-to-find, or unusual items that are not widely commercially available. There will be a limited number of resell and miscellaneous merchants.
3. Preference will be given, but will not be exclusive, to Arkansas-based artists and merchants.

In addition, we seek to provide a wide assortment of items in various price ranges and styles. Therefore, even artists or merchants who meet the criteria noted above might not be chosen because others offer the same or similar wares.

Riverfest, Inc. does offer exclusivity in some categories. Exclusivity and fee structure is done on a case by case basis. If interested, please contact the Riverfest office directly.

Applicants will be required to submit at least five (5) photos, but no more than ten (10) photos, that accurately represent the type and variety of items they wish to sell, and the appearance of their booth. A description of the photographs should also be included.

We expect to receive many more applications than there are available spaces. It is imperative that you submit your application and photographs by the stated deadline.

### **ANY POTENTIAL ARTIST/MERCHANT VENDOR MUST UNDERSTAND THAT:**

- **Riverfest offers no guarantee for sales.**
- **Riverfest is an investment and an outdoor event is always a gamble, particularly for a small Vendor.** The cost to participate in the festival includes space rental and electricity, insurance binders, product, and equipment.
- Vendor location on site is totally at the discretion of the Artist/Merchant Relations Committee. Please do not make site location requests. No Vendor will be leased more than two locations on site unless Vendor has been deemed "exclusive".
- **Riverfest has an exclusive agreement with Nashville Glow Light/Electralite on all Chemical Glow and Electronic Light-Up Novelties for the 2012 festival.**

## **ARTIST/MERCHANT REGULATIONS AND REQUIREMENTS**

### **HOURS OF OPERATION**

The Artist/Merchant shall be open for business and operated by Vendor during the entire time that Riverfest is open to the public. Festival hours are:

Friday, May 25<sup>th</sup> 6:00 p.m. -11:00 p.m.  
Saturday, May 26<sup>th</sup> 11:00 a.m. -11:00 p.m.  
Sunday, May 27<sup>th</sup> 1:00 p.m. - 11:00 p.m.

### **PRODUCT GUIDELINES AND LIMITATIONS**

- A selected participant can only sell those types of items listed on his/her application. Participants may not sell any additional items outside of their represented product line without prior approval from Riverfest. This is to ensure a variety of unique products throughout the festival.
- If there is a particular item that needs to be excluded from your product line, we will contact you prior to acceptance of your booth fee.
- Arkansas sales tax of 7.5% (subject to change) must be charged on all sales. Exhibitors are solely responsible for collecting, reporting and paying all sales tax collected. Forms are included in the information packet provided at check-in.
- Artist/Merchant participants may not sell any item with the Riverfest logo without the express written consent of Riverfest. Additionally, participants may not sell any item with the name or image of any act playing the Festival.
- Artist/Merchant participants may not sell any drug paraphernalia, tobacco products, weapons or studded jewelry of any kind.
- Artist/Merchant participants are prohibited from selling any beverages, and from selling food items that are not professionally packaged and labeled.

Note: Failure to comply with these Guidelines and Limitations will result in removal from the Festival. Riverfest will incur no expenses associated with the closing of the booth.

## **BOOTH DETAILS**

Participants may request a double booth (two adjacent booths). Each booth will be charged at full price. Riverfest reserves the right to grant or deny any requests for additional booths.

### **Tents and Signage**

Riverfest will provide all tents. Participants are responsible for providing their own tables and chairs. Participants may display their own signage within their tent — any decoration, signs or merchandise may not extend beyond the interior of the tent. Final booth setup and display will be reviewed by Riverfest Staff and is subject to approval.

### **Booth Power and Lighting**

Power and basic area lighting are provided. Participant is responsible for supplying all interior lighting, (**NO HALOGEN BULBS ARE ALLOWED**) extension cords, and accessories for booth space. No generators or propane lanterns allowed. Additional Power is not available to Merchant participants.

## **LAYOUT OF FESTIVAL GROUNDS**

The Riverfest site changes every year, therefore the final layout and placement of key areas of the Festival will be determined in the course of production planning.

## **FESTIVAL PASSES FOR ARTIST/MERCHANT PARTICIPANTS AND STAFF**

For a single booth space, participants will receive:

Two (2) admission wristbands good for entrance all three days. Additional admission wristbands will be available for purchase at \$15.00. You must notify the Merchant/Vendor Relations Committee of additional admission requirements prior to the festival and you must pay before receiving them.

## **LOAD IN/OUT & RESTOCKING**

Festival staff will provide a specific schedule regarding Artist/Merchant load in/out times in order to facilitate and expedite this process for the more than 100 Artist/Merchant participants and food vendors. Be prepared to bring extra help, rolling carts, and hand-trucks to load in to your booth space. Festival staff cannot be responsible for loading in your items.

After load-in, no vehicles (incl. golf carts, scooters, etc.) of any kind can be used on site by vendors except during specified restocking times.

All booths must be completely set up and secured by 12:00 noon, Friday, May 25<sup>th</sup> - 5/25/2012. Vehicles must also be off of the festival grounds by 12:00 Noon that same day. Sorry, no exceptions

No Artist/Merchant Vendor vehicles may be parked on-site or have access to the site once the festival gates have opened each day. **THERE WILL BE NO EXCEPTION TO THIS POLICY.**

Vendors may restock during the designated time period below. Drivers will be responsible for driving **very slowly and following the designated route assigned by Riverfest.** If possible, restocking should be done without an automobile entering the site. All Artist/Merchant Vendors will be required to sign a Motorized Vehicle Guideline.

Restocking will be permitted during the following hours:

- Friday 12:00 midnight - Saturday 8:00 a.m.
- Saturday 12:00 midnight - Sunday 10:00 a.m.
- Automobiles will be allowed back on-site after 12:00 a.m. Monday, May 28 through a designated route and entry point provided to you by Riverfest, Inc.

Vendor automobiles will **NOT** be allowed on-site at any time other than specified above. This policy will be strictly enforced.

- No Vendors will be allowed to bring a mule, four-wheeler, golf cart or similar vehicle for restocking on-site at any time during festival operating hours. These vehicles are to be used for restocking purposes only, during the designated times listed above. **Vendor must have written approval by Riverfest before bringing this type vehicle on the Riverfest site and vehicle must be registered & permitted by Riverfest.** Riverfest reserves the right to authorize use of any vehicle on the Riverfest site at any time.

## **PRODUCTS**

Only items of the type represented in the application and approved by Riverfest may be sold. A comprehensive list of product guidelines can be found in the "Product Guidelines & Limitations" section. Requests for any changes or additions to product line must be received in writing by 4/1/12.

## **CAMPING/PETS**

No pets of any kind are allowed on the Festival site. Overnight camping is not allowed on the Festival grounds.

## **SECURITY**

Riverfest provides reasonable security on the park grounds during the Festival and overnight. However, Riverfest will not be responsible for the loss or damage of merchandise or equipment in the booth area, nor does it assume responsibility for any liability incurred by any Merchant participant.

## **FAILURE TO COMPLY**

If the participant does not fulfill their obligations to Riverfest during their tenure at Riverfest 2012, and does not operate their booth in a reasonable and prudent manner as determined solely by the Riverfest Staff, removal of the participant or objectionable work(s) will be requested.

## **CONTRACTUAL AGREEMENTS**

Participants will operate as independent contractors. Substantial changes to the Festival rules and guidelines are not anticipated, but are subject to change at any time, with notice in writing to selected participants. Selected 2012 participants understand that completing certain steps, such as submitting an application, paying the fees, and otherwise mutually agreeing to participate in the 2012 festival, indicate that you have read and agree to all rules and guidelines. Selected participants will be required to sign and return a contract with their fees. The 2012 contract will be provided to selected participants prior to the deadline for fee payment.

## **INSURANCE REQUIRED**

Proof of comprehensive general liability insurance listing Riverfest as an additional insured is required and proof of such must be submitted along with the fees by May 1, 2012. A sample is attached for your benefit.

Artist/Merchant participants who cannot provide evidence of this insurance will not be allowed to participate. Please contact the Riverfest office at 501-255-3378 if you would like us to put you in touch with our insurance company to obtain this coverage.

Artist/Merchant participants agree to indemnify and hold harmless Riverfest, Inc., the City of Little Rock, the City of North Little Rock and any of Riverfest sponsors, directors, agents or other vendors against loss resulting from any activity of the participant during the Festival. Riverfest, Inc. agrees to obtain liability insurance to protect Riverfest against claims for losses, injury or property damage during the Festival.

## **FEE PAYMENT AND SCHEDULE**

**Please note that Riverfest is held rain or shine. All Merchant fees are non-refundable.**

A \$25 non-refundable application fee is required along with the application to participate. Selected participants must submit the booth fees and required documents upon receipt of contract. Failure to submit payment and required documents by date(s) on your contract will result in forfeiture of your booth space.

### **Payments Accepted:**

Money Order, Cashier's Check, Master Card or VISA. All payments must be made to "Riverfest, Inc." and sent to this address:

Riverfest, Inc.  
Attn: Artist/Merchant Committee  
500 President Clinton Avenue, Suite 217  
Little Rock, AR 72201

If sending via an overnight service, the office phone number for the shipping form is 501-255-3378.

## **ALL APPLICANTS**

Complete and return your application by March 15, 2012 along with a \$25 non-refundable application fee. As part of the application, representative photos must be submitted. Submit a showcase of your work with up to 10 representative photos of the types of items you will sell at Riverfest and examples of your booth display.

There are two options for submitting photos:

- 1) Via e-mail to vendors@riverfestarkansas.com
  - 2) Via mail or courier along with your completed application and deposit.
- All materials will remain the property of Riverfest, Inc. and must be received by March 15, 2012.

### **Producer:**

Riverfest, Inc.  
500 President Clinton Avenue, Suite 217  
Little Rock, AR 72201  
Tel 501-255-3378 Fax 501-255-3379  
[www.riverfestarkansas.com](http://www.riverfestarkansas.com)



## **THE FOLLOWING IS YOUR APPLICATION**

**PLEASE RETURN ALL OF THE FOLLOWING PAPERWORK  
TO INCLUDE:**

\_\_\_\_\_ COMPLETED APPLICATION WITH SIGNATURE

\_\_\_\_\_ \$25 NON-REFUNDABLE APPLICATION FEE

\_\_\_\_\_ DESCRIPTIVE PHOTOS OF YOUR WORK OR  
MERCHANDISE

\_\_\_\_\_ DESCRIPTIVE PHOTOS AND EXAMPLES OF  
YOUR BOOTH DISPLAY



RIVERFEST 2012  
MAY 25, 26 & 27  
ARTIST/MERCHANT APPLICATION  
(PLEASE PRINT)

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address: \_\_\_\_\_

Website: \_\_\_\_\_

**Art/Craft Category:**

(Please choose only 1 primary category and then give description of all items in space provided)

- |  |   |  |   |
|--|---|--|---|
| <input type="checkbox"/> Accessories       | <input type="checkbox"/> Country Wood     | <input type="checkbox"/> Metal         | <input type="checkbox"/> Sculpture      |
| <input type="checkbox"/> Aroma-therapy     | <input type="checkbox"/> Dolls/Doll Items | <input type="checkbox"/> Miscellaneous | <input type="checkbox"/> Specialty Food |
| <input type="checkbox"/> Baskets           | <input type="checkbox"/> Fiber            | <input type="checkbox"/> Mixed Media   | <input type="checkbox"/> Stone          |
| <input type="checkbox"/> Candles           | <input type="checkbox"/> Folk Art         | <input type="checkbox"/> Painting      | <input type="checkbox"/> Toys           |
| <input type="checkbox"/> Ceramics          | <input type="checkbox"/> Fragrance        | <input type="checkbox"/> Pet Products  | <input type="checkbox"/> Wood           |
| <input type="checkbox"/> Clay              | <input type="checkbox"/> Furniture        | <input type="checkbox"/> Photography   | <input type="checkbox"/> Other _____    |
| <input type="checkbox"/> Computer Gen. Art | <input type="checkbox"/> Glass            | <input type="checkbox"/> Pottery       |   |
| <input type="checkbox"/> Clothing          | <input type="checkbox"/> Jewelry          | <input type="checkbox"/> Quilts        |   |

**Merchant/Vendor Category:**

(Please choose the one category that best describes your art or product)

- Artist/Hand Crafter  
 Reseller/Miscellaneous Vendor

Detailed description of items offered. (Please include a brochure and price list if applicable): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please provide a price range of your merchandise: \_\_\_\_\_

Do you demonstrate your Art/Craft? Yes \_\_\_ No \_\_\_

Have you participated in Riverfest before? \_\_\_\_\_ If so, how many years? \_\_\_\_\_

Please indicate the number of 10' x 10' spaces you are requesting. \_\_\_\_\_

Please write any special requests and/or site needs here:

*We will make every attempt to accommodate special requests. Please be aware special requests are not guaranteed.*

*Enclosed please find my application and non-refundable application fee to participate in Riverfest 2012 as a Merchant/Vendor at Riverfest. If accepted to participate, I agree to assume full responsibility for my conduct and for all property I will bring on the premises, and I will not hold Riverfest, Inc. or anyone else responsible for any damages or personal injury or theft or any act that may occur at Riverfest, Inc. I agree to carry liability insurance and I will provide proof of such insurance. I understand that my name and or business name and any photos may be used for promotional and/or informational purposes. **I understand that once accepted all fees are non-refundable.** I have read and agree to abide by all rules and regulations.*

Signature

Date

Printed Name

Method of payment:

Money Order     MasterCard     Visa

We charge a \$35 fee each time a check is returned.

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Card Holder Name: \_\_\_\_\_ SEC Code \_\_\_\_\_  
Signature: (For credit card use) \_\_\_\_\_

**APPLICATION MUST BE RETURNED BY MARCH 15, 2012**

Return completed and signed application to: Julie Shindler  
Special Events/Vendor Coordinator  
500 President Clinton Avenue, Suite 217  
Little Rock, AR 72201