



Country Thunder 2010 Retail Vendor Application

Dear prospective vendor,

Thank you for your interest in participating in the 2010 Country Thunder West festival in Florence, AZ. We look forward to working with you. Along with this letter, you will find an application to be a vendor at our upcoming festival. Please return the application by the appropriate date for consideration.

The rules and regulations that are enclosed with the application apply to each applicant. It is imperative that you pay close attention to the rules to avoid dismissal from the selection process. Country Thunder will issue invitations based on the information provided in the application. Incomplete applications will not be considered. All applications must be hand delivered, emailed or submitted by US Mail or express mail service (i.e. Fed Ex, UPS, etc.) to the address below. No faxed applications will be accepted. The deadline for retail vendor applications is January 18, 2010 for the \$5 per square foot booth fee. Applications submitted after the January 18 deadline will be required to pay \$6 per square foot for retail vendor space Participation invitations and contracts will be issued via phone and/or US Mail on or before January 22, 2010 for applications submitted by the January 18, 2010 deadline.

Please mail completed application to:
Country Thunder 2010
Attn: Concessionaire Coordinator
1601 Gulf St # 500
Chattanooga, TN 37408
Or via email to: vendors@countrythunder.com

If you have any questions regarding the application or questions regarding the event details, feel free to contact me during regular business hours.

Best,
Tiffanie Campbell
Vendor Coordinator
Country Thunder
877.999.8008

2010 Retail Vendor Application

All retail vendors interested in participating in the 2009 Festival must submit a completed application form, a proposed menu with pricing, a layout of their area including width and depth, and a picture (photo) of their booth and/or trailer by the application deadline; application and photos may be submitted electronically.

Vendor Contact _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Telephone DAY _____ EVENING _____

E-mail Address _____

Do you prefer to be contacted through e-mail or postal mail?

Tax ID # _____

Items planned to be sold:

Each retail vendor accepted into the festival will be required to pay \$5 per square footage for their space, a \$250 clean-up deposit and will be charged for electrical needs.

Size of Vending Space (width x depth): _____

Electrical needs: _____

Festival Rules & Regulations

Event Dates & Hours of Operation

Country Thunder 2010 will be held April 14 - 17, 2010 at the Canyon Moon Ranch in Florence, AZ. The event is held rain or shine. Attendance averages over 60,000 over the four days.

On event days, vendors are expected to be open, staffed and ready for business when the gates open and to operate continuously until the end of the event day. Vendors are not permitted to close early. The mandatory hours of operation for each event day are as follows:

Wednesday, April 14th 2:00 pm - 12:00 am

Thursday, April 15th 11:00 am - 12:00 am

Friday, April 16th 11:00 am - 12:00 am

Saturday, April 17th 11:00 am - 11:30 pm

All vendor vehicles must exit the festival grounds one (1) hour prior to gates opening and will not be permitted to re-enter the park until one (1) hour after the event closes.

Selection Criteria and Process

Selections will be based on several criteria. These include, but are not limited to: quality, value and uniqueness of proposed retail selections, ability to effectively service thousands of patrons over the course of the event, experience in festival retail vending, level of professionalism exhibited by signage, equipment and set-up, and local or regional representation. **The appearance of your vending operation is highly important.** Vendors will be notified of their selection status via phone or US Mail on or before **January 22, 2010.**

Retail Selection and Policies

As part of the application process, vendors are required to submit a proposed list of items including prices. Selection of vendors is based, in part, on items offered as well as value to the patron, with preference given to vendors that offer unique or more regional selections at reasonable prices. If selected, your final items and prices will be subject to approval by Country Thunder. **Selected vendors may only sell those items listed in their contract and must sell them at the prices specified.**

Vendor Fees

Selected vendors will be required to pay a participation fee, clean-up deposit and temporary health permit fee. Vendor fees are based on total space required for vending, electrical service and trash pick-up. Vendor fees for the 2010 Festival are as follows:

Participation Fee: \$5 per square foot for retail space (if submitted by Jan. 18, 2010)

Clean-up Deposit: \$250 per space, refundable if space is clean upon load-out

A minimum of 8 linear feet (frontage) and a maximum of 20 linear feet per stand are allowed.

Participation fees, clean-up deposit(s) and permit fees are due upon return of the signed contract (**NOT** application).

Vendor Camping: Vendor camping is available for \$150. All camping is primitive and no electricity or water is provided. Vendor camping may not be placed inside the festival bowl near booth space.

Product Exclusivity

Vendors interested in selling particular items exclusively should contact vendors@countrythunder.com to discuss available options. Vendors granted exclusivity for a particular item will pay a higher fee, to be negotiated on an individual basis.

Vendor Badges

Each vendor is provided a number of admission badges for employees. Vendors with a booth space of 100 square feet and less will receive 4 badges per booth space, while vendors with a greater square footage will receive 4 badges per 100 square feet. Additional badges may be purchased in advance of the Festival; information on this will be relayed to selected vendors at a future date. Country Thunder is not responsible for lost or stolen badges. To receive new badges, the vendor will purchase badges at the given vendor rate. Admission badges must be distributed to employees prior to their scheduled shift. There is no will call for vendor badges.

Permits, Licenses, and Insurance

Participating retail vendors are expected to comply with all rules and regulations of the Pinal County Sheriff's Office, Florence Fire Department, Pinal County Division of Environmental Health and any other governing authorities' rules and regulations which might apply. Proof of insurance on retail goods or business insurance is required for participation.

Additional Requirements and Regulations:

- All vendor prices must include sales tax.
- Vendors must order reasonable electrical service directly from Country Thunder. Vendors are prohibited from bringing their own generators on-site. Electrical service will be provided at a reasonable rate to be announced to the participating vendors upon acceptance.
- All participating food vendors must display professional looking signage items and prices.
- Retail vendors will not be allowed to sell, give away or consume alcoholic beverages.
- Retail vendors will not be allowed to sell any non-food items without written permission from Country Thunder. Use of the name "Country Thunder" or any variation thereof, on any signage, T-shirts, printed materials, etc. will not be allowed without written permission from Country Thunder.
- The solicitation and/or acceptance of tips by participating vendors and their employees is strictly prohibited. Vendors found to be soliciting and/or accepting tips will be fined \$100 per incident, and/or closed and evicted from the event site.