



ViennaTysons®
Regional Chamber of Commerce

Oktoberfest 2011

Saturday, October 1, 2011, Historic Church Street in Vienna

NON-FOOD VENDOR PACKET

Dear Potential Participant,

Announcing the ViennaTysons Regional Chamber of Commerce® **Fourth** Annual Oktoberfest!

Oktoberfest 2011 will be held on **Saturday, October 1, 2011 from 11 a.m. – 7 p.m.** on the Town Green and historic Church Street in the heart of Vienna, VA. The event will feature live entertainment on two stages (a main stage and children's stage), beer garden, food vendor area, live music, children's activities, and a festival marketplace.

Last year we sold out of booth space! We have already heard from most of the vendors from 2010 where the crowd was estimated at 25,000 attendees!

This event provides an ideal venue to showcase your business. You'll have the opportunity to personally interact with 1000's of potential new customers. This is an incredibly affordable way to do marketing, outreach and publicity for your business, all while having fun!

Booth space is limited, so please don't delay and miss out on this fabulous opportunity. The **deadline** to submit your paperwork and payment is **Tuesday, September 6, 2011**.

If you have any questions, please do not hesitate to contact the following individuals:

Festival Chair	Carolyn Warrick	703-934-4626
Non-Food Exhibitor/Sponsor Chair	Rebecca Diamond	703-568-1911
Food Vendor Chair	Ed Rowan	703-480-5120
The Chamber Office	info@vtrcc.org	703-281-1333

We look forward to your participation in

OKTOBERFEST !



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Checklist for Non-Food Vendors

To make your reservation to participate in the VTRCC Oktoberfest, please return the non-food vendor application, full payment, contract and applicable paperwork **by Tuesday, September 6, 2011**. The following is a checklist of items that must be received in order to process your participation request.

Registration Form

Non-Food Vendor Booth Description Form

Signed Signature Page (numbered 5 of 5) of the Non-Food Vendor Agreement

NEW: Two Certificates of Insurance; one naming VTRCC and the other naming the Town of Vienna.



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Non-Food Vendor Registration Form

Name of Company _____

Contact Person _____

Contact Phone _____ Website Address _____

Contact E-Mail _____

Physical Address _____

City, State, Zip _____

Signature _____ Title _____

I would like register for:

Non-Food Vendor **\$ 200 member - \$250 non- member**
 I need a double-sized vendor space (10x20). **Add an extra \$250.**
 I need a booth set-up. Includes a 10x10 tent, one 8 foot table and two chairs. **Add extra \$160.**
Only 20 available - so please check with the office if you need one or any other additional equipment
703-281-1333 or cvanveen@vtrcc.org

SPONSORSHIP OPPORTUNITIES

- Event \$3,500 member - \$4,000 non-member **SOLD Govan Builders**
- Beer Garden \$2,500 member - \$3,000 non-member **SOLD Homeward Deployed**
- Main Stage \$1,250 member - \$1,750 non-member **SOLD Access National Mortgage**
- Children's Stage \$1,250 member - \$1,500 non-member **SOLD Dr. Allen Garai-Orthodontist**
- Laser Tag \$1,250 member - \$1,500 non-member **SOLD Carolyn Does Quickbooks**
- Beverage Tent (2 available) \$ 750 member - \$ 850 non-member **SOLD Asset Construction Services
Wells Fargo Bank - Vienna**
- Sound Equipment-Main Stage \$ 750 member - \$ 850 non-member **SOLD American Disposal Services**
- German Band \$ 750 member - \$ 850 non-member **SOLD Décor by Denise**
- Lanyard/Volunteer T-Shirt \$ 300 Members only **SOLD Anonymous**

Any participant may cancel prior to Tuesday, September 6, 2011 and receive a refund. A \$25 cancellation fee will be deducted from all refund checks. **No refunds will be made after Tuesday, September 6, 2011.**

Payment in full must accompany application. Make checks payable to VTRCC and mail with application (see address below) or fill out this charge form, email to cvanveen@vtrcc.org or fax to VTRCC at 703-242-1482

Circle which: VISA, MC, AMEX, Discover

Acct # _____ Security Code _____ Expires _____

Name on Card _____ Signature _____

Zip Code affiliated with the card _____ Amount Authorized _____



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Non-Food Vendor Booth Description Form

Name of Vendor _____

Contact Person _____

Contact Phone _____

Contact E-Mail _____

Type of Vendor

- Crafter
- Artist
- Merchandise Re-Seller
- Service Provider or Business
- Political Party or Campaign Booth
- Community Organization or Non-Profit Organization
- Children's Activity
- Other

Description of items being sold and/or booth activity to be undertaken:

All distributions of literature, balloons, bumper stickers, give-aways etc., must be confined to your booth space. No representatives may rove the festival grounds for marketing purposes.

Your vendor registration form, vendor booth description form, signed non-food vendor agreement and payment must be received in order for your application to be a complete agreement by September 6, 2011. We must also receive the insurance forms prior to September 30, 2011.

We will endeavor to make sure the offerings of vendors are varied. Preferences of booth placement will be determined by the time of submission of application and payment.



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Non-Food Vendor Agreement – Page 1 of 5

Definitions

VTRCC	ViennaTysons Regional Chamber of Commerce®
Vendor	Each person, organization, retailer, food & beverage participant that has made application for space at Oktoberfest 2011, by executing a Sponsorship or Booth Registration Form and this Non-Food Vendor Agreement.

1. Deadline for Participation

The deadline for inclusion in VTRCC Oktoberfest is **Tuesday, September 6, 2011**. Every Vendor must fulfill all conditions herein, and send all completed paperwork and payment (\$200 for VTRCC members or \$250 for non-members) to VTRCC by Tuesday, September 6, 2011. **Non-food vendor space for this event is limited** and is available on a first-come, first-served basis.

2. Cancellation

If VTRCC should fail to hold Oktoberfest 2011 as scheduled for any reason by October 1, 2011 (including but not limited to terrorism, fire, wind, storm, other acts of God, or any other reason which renders event impossible or impractical) then it shall refund to Vendor all sums paid by Vendor to VTRCC less expenses incurred. Cancellation by VTRCC or the Town of Vienna must be made prior to 11 a.m. on October 1, 2011 for refunds to be administered. No refunds will be granted if event is cancelled or cut short on time once the festival begins at 11 a.m. on October 1, 2011. **There is no rain date for the festival; it is a rain or shine event.**

Neither VTRCC, Town of Vienna nor any officers, directors, owners, employees, or agents of either of them shall have any liability to the Vendor by reason of such cancellation or failure to hold the Oktoberfest 2011.

Any participant may cancel prior to Tuesday, September 6, 2011 and receive a full refund. A \$25 cancellation fee will be deducted from all refund checks. **No refunds will be made after Tuesday, September 6, 2011.**

3. Assignment and Use of Booth by Others

Booth space is assigned in the order in which complete paperwork and payment has been received. Sponsors will receive premium booth space. Vendors are not permitted to share space and Vendor may not assign its space to any other Vendor, person, firm or organization without express written permission of VTRCC. No Vendor can change booth spaces without the permission of festival management and/or VTRCC.



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4. Booth Description

All Vendor spaces are approximately 10 x 10 square feet in size. If your set-up requires more space, you are required to pay for extra space. Notification to VTRCC must be made by September 6, 2011. Each space will be designated by markings on the road or grass surface and space markings will NOT be larger than 10 x 10 square feet, unless prior arrangements have been made and extra fee is received prior to the event. Vendor is responsible for equipping booth with all necessary equipment. **Each booth must be equipped with a canopy or tent.** If a vendor needs to rent a booth set-up, they should contact VTRCC with a list of specific items for a price quote.

5. Signage

VTRCC will NOT provide booth identification signs. Vendor may place company signage in/on their booth. Placement and size may not infringe on other vendors or sponsors.

6. Booth Set-Up

Vendor set-up time is from 7:00 am until 9:30 am on Saturday, October 1, 2011. All vehicles must be removed from the festival area by 10:00 am. Vehicle access to booths during Oktoberfest 2011 will not be available. If you choose to rent a booth set-up from VTRCC, set-up of tent, table and chairs will be completed for you. Vendors will receive a packet by email or fax (if requested) with Check-in Time. All vendors must follow schedule provided. No vendors will be permitted to set up prior to the scheduled time. Vendors who do not arrive during scheduled set-up time may lose their booth space.

7. Booth Content and Appearance

Tables must be covered to the ground and no boxes or packing items should be visible. Smoking is not permitted inside the booths. All persons staffing a Vendor booth (Vendor, Vendor employees, volunteers, etc.) must be appropriately dressed at all times. There shall be no cut-off shirts or pants, bare feet, or obscene or inflammatory writings on clothing or in booths. The Oktoberfest festival committee and VTRCC reserve the right to prohibit the display and/or distribution of materials or merchandise it alone deems illegal, obscene or otherwise offensive.

By participating in the festival, Vendor leaves all discretion for the items to be displayed and sold to VTRCC and has no right of appeal or legal recourse at the time or in the future. Vendors who refuse to comply with decisions may be asked to leave the festival.

8. Staffing of Booths

All Vendors are required to provide adequate staffing of their booths for the duration of Oktoberfest 2011. Booths must be staffed and operational from 11 a.m. to 7:00 p.m. VTRCC cannot provide volunteers for Vendor booths. Vendors are encouraged to have promotional materials such as coupons, fliers or take home promotional items market their establishment. These items may only be distributed at Vendor's immediate booth space.



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9. Activity Confinement to Booth Space

Vendors are permitted to distribute and/or sell information/materials/items or have activity at their booth. **No distribution or sale of materials will be permitted beyond the contracted booth area. Representatives of Vendor may not rove festival grounds to entice visitors to the booth and/or to do any type of information/product give-away.**

10. Restrictions on Sales

Vendors are not permitted to sell any beverages, prepared foods, live animals or otherwise illegal items. Samplings of food or food product are permitted.

11. Sound Amplification Devices

The use of all sound amplification devices such as, but not limited to, speakers, bullhorns, microphones, or karaoke type machines is strictly prohibited.

12. Booth Breakdown

Oktoberfest 2011 ends at 7:00 p.m. Vehicle and other access to Church Street and all blocked off streets for breakdown and clean-up will be determined by the Town of Vienna and will begin at approximately 7:15 p.m. and must be completed no later than 9:00 p.m. If you choose to rent a booth set-up from VTRCC, breakdown of tent, table and chairs will be completed for you.

13. Utilities and Use of Generators

Water and electricity will not be available at this event.

Anyone wishing to use a generator must obtain advance approval from the VTRCC Oktoberfest Festival Chairman. No generators may be used on Church Street. No electrical cords may be placed across a public right away. Vendors agree to assume all liabilities for damages caused by use of their generator.

14. Disposal of Trash

All Vendors must properly dispose of all trash in trash receptacles. Booth space must be free and clear of debris and trash after breakdown. A clean-up crew will periodically collect trash from public trash receptacles during the festival.

15. Code Compliance

Each Vendor is required to adhere to all laws and provisions established by the Commonwealth of Virginia, the Town of Vienna, the Fairfax County Health Department and the Fairfax County Fire and Rescue Department – Office of the Fire Marshall. Vendor shall also adhere to all other federal, state and local laws, rules and regulations applicable to its business and the Oktoberfest 2011 event.



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16. Sales Tax Collection

It is the responsibility of each Vendor to comply with all federal, state and local tax ordinances. Vendor represents that it has or will have as of October 1, 2011 all necessary and required licenses, permits, and/or certifications from all applicable government agencies. Vendor has sole responsibility associated with its sales at Oktoberfest.

17. Insurance Requirements

Vendor must assume responsibility for, and agree to indemnify and hold VTRCC, The Town of Vienna and their respective officers, owners, employees and agents harmless from liability or expense, including governmental charges or fines and attorney's fees, in connection with any and all claims, demands and causes of action, created by, arising out of or resulting from (i) Vendor installation, removal and maintenance of space and supplies; (ii) any goods, products, samples or souvenirs; (iii) Vendor activities at the Oktoberfest 2011 and occupancy or use of the festival grounds or any part thereof.

By executing the Non-Food Booth Vendor Agreement, Booth description form and this document, Vendor warrants that it has and shall maintain in full force and effect through October 1, 2011 comprehensive general liability insurance, with coverage including personal injury, broad form property damage, contractual liability, operations hazard, and products liability, in limits of not less than \$1,000,000 which insurance specifically covers all Vendor activities on or off site of the festival grounds and related to Oktoberfest 2011.

Vendor shall deliver two (2) separate certificates of insurance to VTRCC; one naming VTRCC and one naming the Town of Vienna to complete their application. The certificates of insurance are due no later than Tuesday, September 6, 2011. If vendor is not able to deliver the certificates of insurance before September 30, vendor shall not be able to participate in Oktoberfest 2011.

18. Security

Security will be present during the operating hours of the Oktoberfest 2011 event. However, VTRCC and the Town of Vienna are NOT responsible for items lost, stolen or damaged.



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NON-FOOD VENDOR AGREEMENT

Vendor hereby acknowledges it has read, fully understands and agrees to abide by all rules and regulations for the VTRCC Oktoberfest 2011 Festival.

Signature of Authorized Agent for Vendor

Printed Name

Name of Company/Organization or DBA Name

Date _____ Phone _____ Email _____

DEADLINE TO RETURN FORMS AND PAYMENT IS TUESDAY, SEPTEMBER 6, 2011.

PLEASE RETURN ALL FORMS AND PAYMENT TO:

VTRCC
513 Maple Avenue West
Vienna, VA 22180
Phone: 703-281-1333
Fax: 703-242-1482
Or email to cvanveen@vtrcc.org