

Exhibitor Information



A Capital Celebration

July 4, 2009

East Side
Business Association
"Developing, Expanding and Improving"

WEST SIDE
BUSINESS
ASSOCIATION

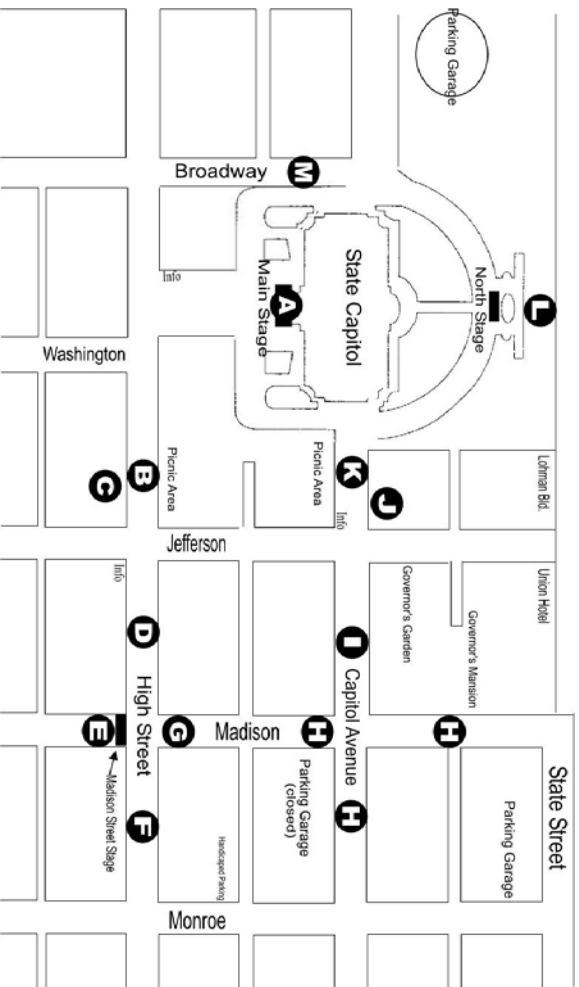
Avenue of
the
Americas



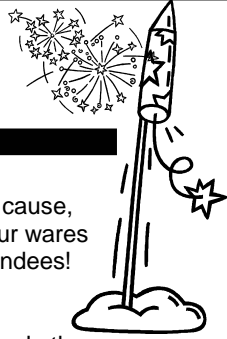
Salute to America
722 East Capitol Ave.
Jefferson City, MO 65101

Festival Map

- A. Main Stage
- B. Taste of Missouri Food Court I
- C. Missouri Spirits Beer Garden
- D. Pit Row
- E. Madison Street Stage
- F. Kid's Zone
- G. Wild West Truck Pavilion
- H. Carnival Land
- I. West Side/East Side Business Associations' Avenue of the Americas
- J. Heritage Village
- K. Taste of Missouri Food Court II
- L. North Stage
- M. Route 66/Classic Car Show (Subject to change)



Exhibitors



This is a great way to promote your cause, showcase your services and sell your wares to a crowd of more than 50,000 attendees!

Who...

- Churches, clubs, civic agencies and other not for profit groups
- Retail and home based businesses
- Service industries
- Medical, financial, educational institutions
- Arts and crafts vendors
- Farmer's market vendors
- Antique dealers
- Political candidates or organizations

What...

Groups, organizations and businesses representing the diversity of the opinions, products and services of America.

- All items offered for sale must be approved by the committee.
- Food and beverage can *not* be sold or given away in this area, this includes water.
- Certain items such as glow necklaces are not permitted as they are already contracted on an exclusive basis.
- Licenses and applicable taxes are the responsibility of the vendor. Vendors must have a valid Jefferson City business license. For more information, call 573.634.6322

When...

July 4th Vendors: Set up from 7 am to 11 am;
Vending is from 11:00 am to 9 pm.

Where...

The Avenue of the Americas will encompass Capitol Avenue from Jefferson to Madison—a prime pedestrian thoroughfare leading to the Carnival, Governor's Mansion, children's attractions and the downtown area.

Applications...

We will accept applications until June 12, space permitting.

Rules & Regs



Booth space

1. Booth space is 10x20. Vendors can only set in the space assigned and can take up no more than the allotted space or obstruct the sidewalk. Failure to comply will result in eviction.
2. Booth space is assigned at the event committee's discretion.
3. Booth materials, decorations, setup and teardown are the responsibility of the participant.
4. Limited electricity is available for an additional charge. This must be arranged in advance. Please call 573.761.0704. Generators are not permitted except within the Food Courts.
5. Tents may be no larger than 10x20 and must be adequately anchored by concrete blocks. No staking is permitted.
6. Food and beverage can *not* be sold or given away in this area, this includes water! No exceptions.
7. Trash is the responsibility of the vendor and must be removed from the area at the end of the event. Vendors who do not comply will be assessed a fine.

Booth Etiquette

1. No booth operation, demonstration or display can be conducted in a manner deemed unsafe.
2. No banners, signs or other objects can be placed on buildings or other property without prior approval of the property owner.
3. No participant may play music loudly or conduct any other entertainment or performance in such a manner that is disruptive to event activities or operations of nearby booths.
4. No items may be displayed or sold deemed by event officials to be lewd, obscene, offensive or undesirable.

Set-up/Tear-down

1. Set up begins at 7 am and must be complete by 11 am.
2. Tear down may not occur until after 9 pm and must be complete by midnight.
3. Vehicles may enter areas closed to traffic only for purposes of unloading before 11 am and loading after 9 pm. Vehicles must then be removed from the area or they will be towed.

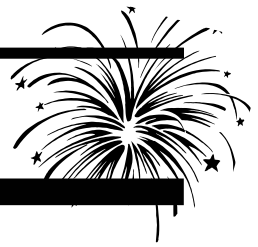
Payment

1. Payment must be received with application.
2. The deadline for booth space cancellation is June 12. After that date, no refunds will be given.
3. Any refunds due will be issued after August 5. No exceptions.
4. There will be no refund of booth fees in the event of adverse weather conditions, act of God or terror.

Miscellaneous

1. The Salute to America Foundation Board is the final authority in the resolution of any questions or disputes.
2. Payment for space is considered an agreement by the vendor to abide by all rules and regulations contained herein.
3. Neither the Event committee, Foundation or co-sponsors of the event will be responsible for any loss, theft or damage.
4. All participants are responsible for appropriate licenses, permits, taxes and insurances necessary to participate.
5. If your application is accepted, you will receive a letter around June 19th with additional information including your booth space assignment. No phone calls, please!

Application



Avenue of the Americas

- For Profit booth space \$100.00
- Not for Profit booth space (informational) \$50.00 (submit 501c copy with application)

List any items for sale if applicable

Brief description of exhibit/booth

Payment

Please enclose a check or money order payable to CCSAF.

Amount: \$ _____

Information

Business or Organization Name

Contact Person

Address

Phone

Fax

Email

Salute to America—4th of July Celebration

722 East Capitol Ave.
Jefferson City, MO 65101
Fax: 573.635.7823
Festival Director: Jill Snodgrass/573.761.0704
Email: vendors@salutetoamerica.org
www.salutetoamerica.org