



Thank you for your interest in vending at the Memphis In May International Festival. This annual celebration includes three ticketed events during the month of May in downtown Memphis' Tom Lee Park on the banks of the Mississippi River.

Beale Street Music Festival, the lead event, is one of the largest and most acclaimed music festivals in the country. With four main stages, this three-day event hosts legends and leaders of rock & roll, blues, soul, R&B, alternative music and more. Average attendance figures of 100,000+ include guests from all 50 states and 15 foreign countries. With a growing fan base, and worldwide media coverage, this stellar event sells out annually.

Enclosed you will find preliminary data concerning the Food Vendor requirements as well as an application for participation. Please read the information carefully before completing the application. Memphis In May will issue invitations based on the information provided in the application. **Incomplete applications will not be considered.** All applications must be submitted to the address below. **All food vendors interested in participating in the 2010 Festival must submit a completed application form, a proposed menu with pricing, and a current photograph or layout of their area by the application deadline of February 19, 2010. Emailed notification of acceptance will occur by no later than March 5th with contracts to follow via US Mail.**

Selection Criteria and Process

Memphis In May receives far more applications than available space in Tom Lee Park. As the site's configuration continues to change, it remains crucial to receive fully completed applications. The selection criteria is based on, but not limited to: quality, value and uniqueness of proposed menu items, experience and ability to effectively serve thousands of patrons in extreme weather conditions. The appearance of menu items, signage, equipment and overall set-up, will also be considered. We consider local or regional representation, with preference given to vendors offering unique or more regional cuisine at reasonable prices. If chosen, your final menu and prices are subject to approval by Memphis In May. Selected vendors may only sell those items listed in their contract and must sell them at the prices specified. Memphis In May reserves the right to specify what items, brand names and portion sizes may be sold, as well as prices vendors may charge for menu items.

Being Green:

MIM is committed to a Festival-wide recycling and waste reduction program. All food vendors are required to use only recyclable (plastic PET 1 & 2 and aluminum) and biodegradable products in food preparation and serving. No exceptions! A list of certified suppliers is available upon request. Receptacles will be placed at each food vendor's location for recyclables. Green Team volunteers and staff will randomly monitor areas for vendor compliance.

Product Exclusivity

Vendors interested in selling particular menu items exclusively should indicate on submitted application and you will be contacted during the selection process. Vendors granted exclusivity for a particular item will pay a negotiated fee per booth. No vendors will be allowed to sell from more than three different locations without exclusivity.

Permits and Licenses

Participating food vendors are required to comply with all rules and regulations of the Memphis Police Department, Memphis Fire Department, Memphis/Shelby County/State of Tennessee Health Department and any other governing authorities' rules and regulations which might apply. Shelby County requires that all vendors have a Special Event Permit and a Temporary Health Permit. Memphis In May will, on the vendor's behalf, apply for these permits; however, vendors will be required to pay the permit fees.

Food Vendor Fees and Other Information:

Fees are based on TOTAL space required for vending, prep and storage space. Vendors are provided access to running water, garbage and recycling receptacles, and pick-up. **Electrical service is NOT included in the participation fee. A separate rate sheet/order form will be provided.** Vendors are prohibited from bringing their own generators on-site.

Space fees:

\$60 per frontage foot for spaces 15' deep ex: 10'x15' = \$600 ■ 20' x 15' = \$1,200 ■ 30'x15' = \$1,800

\$70 per frontage foot for spaces 20' deep ex: 10'x20' = \$700 ■ 20' x 20' = \$1400 ■ 30'x20' = \$2,100

- Maximum frontage of 30' allowed.
- A minimum 10' x 15' is required for each vendor space.

Clean-up Deposit: \$250 per space, \$150 refundable if space is clean upon load-out
\$100 is a non-refundable Park Restoration fee

***Permits:**

Health Department: \$30 per space

Code Enforcement Special Event Permit: \$10 per space

\$60 per space if includes tent larger than 200 sq ft.

*All permit fees are accurate to date, but subject to change

Commission

In addition to the fees listed above, all vendors (except those granted product exclusivity) will pay Memphis In May a commission of 25% of gross sales, excluding sales tax. All food and beverage sales are by cash only, and **ALL TRANSACTIONS MUST BE PROCESSED THROUGH A CASH REGISTER.** As part of their contract, selected food vendors will be required to guarantee a **minimum** commission that will be paid to Memphis In May. This minimum guarantee will be determined on an individual basis, and will be determined in part on a vendor's average gross sales at MIM events. Vendors that have not previously participated at Memphis In May will be required to guarantee MIM a commission based on a minimum of \$10,000 in gross sales.

Deadline for returning signed contracts along with 25% (twenty-five percent) of their minimum guarantee and above listed fees is **March 26th 5:00pm**. An additional 25% (twenty-five percent) of their minimum guarantee is due by **April 23rd 5:00pm**, and the balance of their minimum guarantee, along with any additional commission due MIM, during event settlement. Settlement will be handled on-site. Cash register tapes must be turned in each evening and **percentage payments will be made daily.** **Vendors will be required to use cash registers comparable to or rent from Memphis In May.**

Additional Requirements and Regulations:

- All participating food vendors will be required to provide up to \$200 worth of complimentary meals / menu items to event staff. Vendor will be reimbursed by MIM for all coupons received over \$200.00. All vendors will be provided a letter of donation for tax purposes.
- All food and beverage purchases at BSMF are by CASH ONLY. All vendor prices must include sales tax.
- Participating food vendors will be required to furnish to MIM a certificate of insurance evidencing a minimum \$500,000 combined single limit general liability coverage naming Memphis In May International Festival, Inc. as additionally insured. Proof of automobile and Workers' Compensation coverage with minimum coverage of \$100,000 combined single limit is required as well.
- All participating food vendors must display professional looking menu boards specifying menu items and prices. Menu boards must be displayed at all times. No changes to menu boards will be allowed without prior consent from Memphis In May.
- Food vendors are not allowed to sell, give away or consume alcoholic beverages.
- All soft drink and water sales will be 20 oz bottles and must be purchased through our official soft drink sponsor, Coca-Cola. Purchasing Coca-Cola products from other sources for resale is prohibited.
- Food vendors will NOT be allowed to sell any non-food items without written permission from Memphis In May. Use of the name "Memphis In May International Festival" or any variation thereof, on any signage, T-shirts, printed materials, etc. will not be allowed without written permission from Memphis In May.
- The solicitation and/or acceptance of tips by participating vendors and their employees is strictly prohibited.

Please type or print legibly. Read accompanying information before completing this application.

Company: _____

Address: _____

City/State/Zip: _____

Contact: _____

Phone: Mobile _____ Other _____

Fax _____ *E-mail _____

To continue our greening efforts, email will be our primary method of information distribution. Please provide the email address you most frequently access.

SPACE REQUIREMENTS (include tongue, if trailer)

_____ft of frontage x 15ft of depth is _____ft x \$60.00 = _____ Number of spaces: _____

_____ft of frontage x 20ft of depth is _____ft x \$70.00 = _____ Number of spaces: _____

ELECTRICAL REQUIREMENTS Indicate TOTAL electrical power needed for your stand:

Equipment to be powered

Electrical requirements

PROPOSED MENU ITEMS AND PRICING

Indicate interest in exclusivity by circling menu item(s)

- 1. _____ \$ _____
- 2. _____ \$ _____
- 3. _____ \$ _____
- 4. _____ \$ _____
- 5. _____ \$ _____
- 6. _____ \$ _____

APPLICATION IS NOT A GUARANTEE OF ACCEPTANCE. DO NOT ENCLOSE PAYMENT FOR VENDOR FEES! THIS APPLICATION IS **NOT** A CONTRACT AND IS IN NO WAY BINDING TO MEMPHIS IN MAY. YOUR SIGNATURE BELOW INDICATES THAT YOU HAVE READ THE ACCOMPANYING INFORMATION AND THAT THE INFORMATION YOU HAVE PROVIDED ON THIS APPLICATION IS CORRECT.

Signature: _____ Date: _____

Please return completed application to: Memphis In May International Festival, Inc.
Attn: Myra Sellers, Program Manager
88 Union Avenue, Suite 301
Memphis, TN 38103

**Memphis In May reserves the right to reject any and all applications submitted.
Applications must be delivered/postmarked no later than February 19, 2010.**