

TO: Food, Merchandise & Commercial Vendors

The **Sweet Corn Festival** is an annual event here in Mendota, Illinois. This year will be our 64th Annual Festival. The Festival attracts over 60,000 visitors in its three-day, three night run with Sunday being our big day. The Festival is sponsored by the Mendota Area Chamber of Commerce.

Concession space is available at our festival. This space is located on the streets of downtown Mendota. These streets are the midways of our Festival.

We are looking to attract quality concessions, neat, clean, attractive booths to line our midways. We are seeking interesting, new and unusual items, to add to the variety of the Festival.

We have room for approximately 80 vendors, 1/2 food and 1/2 merchandise & commercial.

This is an invitation to participate as a vendor at the Mendota Sweet Corn Festival. It contains a **CONTRACT** that can be returned to us for consideration to sell at our Festival.

Dates: Thursday, Friday, Saturday & Sunday, **August 11, 12, 13, 14, 2011.**
(Opening Thursday evening, Aug. 11 at 6 P.M.)

Place: Mendota, IL - the downtown area (Washington Street & Illinois Ave.)

Times: Hours vary, the carnival opens at 6:00 P.M. on Thursday, and approximately 10:00 A.M. on Friday, Saturday and Sunday. The carnival closes at midnight. We ask that you use these times as guide lines for your concession.

SPACES: Spaces are sold by frontage lengths - 10 foot, 20 foot and 30-foot frontages are available. All trailer lengths are used as frontage this **includes the hitch**. Spaces are for your display unit only; no other vehicles can be within this space. We leave a fire lane down the center of the midway. A uniform line is drawn, and no trailer or display may protrude out past this established line. This line should give you at least ten-foot of depth to your space. **You may only sell from your space. A representative from the Chamber will check each day to make sure your display does not extend beyond your allotted depth.**

Fee: 10-Foot Frontage - \$170.00
20 Foot Frontage - \$320.00
30 Foot Frontage - \$460.00

Your fee is for all 3 days and 3 nights. All spaces reserved must be paid for in advance. YOU WILL NOT BE ALLOWED TO SET UP UNTIL YOUR SPACE IS PAID FOR.

Reservations: A booth space can be reserved by sending in your signed contract, listing the items you intend to sell and your space requirements, along with a picture of your booth, certificate of insurance, Pepsi Information Sheet if applicable and your check.
If you will be in need of electricity or water, please mark your contract accordingly. There is a fee for electricity. SEE UNDER ELECTRICITY

RESERVATIONS ARE ON A FIRST COME, FIRST SERVE, BASIS, ACCORDING TO WHEN PAYMENT IS RECEIVED. THE MENDOTA AREA CHAMBER OF COMMERCE HAS THE RIGHT TO ACCEPT OR REFUSE ANY APPLICATION.

PEPSI IS THE EXCLUSIVE CARBONATED BEVERAGE SERVED AT THE FESTIVAL. PEPSI ALSO HAS THE EXCLUSIVE NON-CARBONATED AND WATER AT THE FESTIVAL.

If you intend to serve a carbonated beverage or a non-carbonated beverage it must be purchased through our Pepsi distributor only. Do not bring Pepsi Products or other bottled waters with you. IF YOU DO NOT ABIDE BY THESE GUIDELINES YOU WILL BE ASKED TO LEAVE BY THE MENDOTA CHAMBER OF COMMERCE AND NO REFUND WILL BE ISSUED.

Exclusives: EXCEPT FOR PEPSI AMERICAS OF AURORA, THERE ARE NO EXCLUSIVES GRANTED AT OUR FESTIVAL.

NEW FOOD VENDORS *We have plenty of items such as: corn dogs, hot dogs, lemonade shake-ups, Italian beef, Italian sausage, Gyros, cotton candy, snow cones, elephant ears, funnel cakes, etc. We are looking for the unusual.*

Electricity: Electrical drops will be available at a charge of:

\$50.00 for 110 volts

\$115.00 for 220 volts

PLEASE BRING A HEAVY DUTY EXTENSION CORD WITH YOU TO PLUG INTO 110 VOLTS. THOSE OF YOU WITH 220 VOLTS WILL BE WIRED IN DIRECTLY TO YOUR UNIT.

Set-Up: All vendors are to set up on Thursday afternoon August 11th from 12:00 noon - 5:00 P.M. Vendors not checking in by 5:00 P.M. will lose their space. Please call if there is a problem.

Closing: Closing down each night of the Festival - we ask that you Close up your unit or display upon shut down each night.

THE MENDOTA AREA CHAMBER OF COMMERCE WILL NOT BE RESPONSIBLE FOR ANY DAMAGE TO OR LOSS OF YOUR PROPERTY. SECURITY IS YOUR RESPONSIBILITY!

Tear Down: We ask that you do not tear down your booth until at least 6:00 P.M. on Sunday evening of the Festival. **NO VENDOR should ever drive through the carnival area when rides are in operation.**

Refunds: Full refund up to 30 days in advance, if space can be resold. 50% refund up to date of event, if space can be resold.

THIS IS A FAMILY ORIENTED EVENT - offensive merchandise (T-shirts with offensive sayings or pictures on them, etc.) and dangerous merchandise such as knives will not be allowed. **PLEASE NOTE: Guns/toy guns of any kind (not including water guns or other toys which do not shoot anything) are not allowed as well as silly string of any kind. No exceptions.**

VENDOR REGISTRATION FORM – *Please write legibly*
FOR STREET BOOTH SPACES

Name of Concession _____

Owner _____

Person in charge at Festival _____

Mailing Address: _____

Name

Street Address/Box Number

City

State

Zip Code

Phone Number _____

FOOD VENDORS

ITEMS YOU WISH TO SELL - include 4 items you wish to sell, not including Pepsi Products or bottled water.

1. _____ 2. _____

3. _____ 4. _____

List 2 other food options in case we have enough of some of the above booked in already.

5. _____ 6. _____

Due to the tremendous attendance, most food vendors only sell 3 to 4 items. We encourage them to do so. We will limit the number of similar concessions.

MERCHANDISE & COMMERCIAL VENDORS

Include all items you wish to sell or promote

PLEASE CHECK ONE FOR SPACE AND ELECTRICAL:

SPACE REQUIREMENTS

10 Feet _____ \$170.00
20 Feet _____ \$320.00
30 Feet _____ \$460.00

ELECTRICAL NEEDS

110 _____ \$50.00
220 _____ \$115.00
no electrical requirement _____

WATER REQUIREMENTS

_____ for cleaning
_____ for use in food preparation
_____ we do not need water

PEPSI is one of our major sponsors, so we will be serving PEPSI PRODUCTS EXCLUSIVELY carbonated, non-carbonated beverages and water.

If you will need PEPSI PRODUCTS fill out the **WHITE PEPSI INFORMATION SHEET ATTACHED.**

My check is enclosed for: Booth Space _____
Electricity _____

If applies deduct Year 2011 Deposit _____

Total _____

I agree to the terms of this contract and agree to serve Pepsi Products, purchased from your distributor at the Sweet Corn Festival, exclusively, as my carbonated, non-carbonated beverage and/or water. I also attest that I will NOT sell any prohibited products at the festival.

Signature of Concession Dealer _____

Signature of Chamber Manager _____

We also need your IBT (Illinois Business Tax) number before you will be allowed to sell at our festival. Please call the Chamber with any questions on how to obtain this number. IBT # _____

A confirmation of your contract will be returned to you with the items you wish to sell and a map of your location. If you need information on lodging or campgrounds, please give the Chamber office a call at (815) 539-6507. Check out www.sweetcornfestival.com for more information.

