

Vendor Management by EWMedia Group
6606 FM 1488, Ste 148-116, Magnolia, TX 77354
832-413-2217, 866-875-8960 - Toll-Free Phone/FAX
don@ewmediagroup.com * www.ewmediagroup.com



Sat, May 21, 2022 — Noon to 10:00PM
Houston Water Works, 105 Sabine, Houston, TX 77007

Houston's 9th Annual Margarita Festival takes place Sat, May 21, 2022 from Noon - 10 PM at Houston Water Works, 105 Sabine, Houston, TX 77007. The Festival is a celebration of Houston's #1 mixed beverage, the margarita, and is the largest of its kind in the United States!

Margaritas are not the only great thing about the festival; it also features a "Best Margarita Competition" where Houston's top margarita makers (restaurant, bars & mixologists) compete for bragging rights and prizes, a salsa dance competition with \$1,500 in cash prizes, live entertainment, a limbo competition, great food, arts & crafts and more.

Celebrating its 9th anniversary, the Houston Margarita Festival has become one the hottest festivals in the city. Vendors can expect over 10,000 attendees.

Part of the Festival's attraction is that the Festival takes advantage of one of Houston's most unusual venues, The Houston Water Works. Only rediscovered recently, this underground cavern was where Houston originally stored its Downtown water supply.

Fans will also want to attend the:

- **5th Woodlands Margarita Festival, Sat., August, 2022 @ Town Green Park**

NOTE: Only adults ages 21 and older are permitted to enter the Festival, including vendors. Children are not permitted inside the Festival.

Vendor space for this Festival does sell-out due to the limited space at.
Booths are sold on a first-come, first-serve basis.
HOW TO APPLY FOR THIS FESTIVAL
The 3-page Vendor Application is included in this packet.
Apply / pay online or view a schedule of upcoming shows: www.ewmediagroup.com

Application begins on next page...

I want to participate, what must I do?

THE APPLICATION Your signature is needed on each page of the application which is in PDF format. It is also available in MSWord format on request.

ONLINE LINKS TO THIS FESTIVAL APPLICATION:

1. Links to Vendor Packet for this festival: <https://ewmediagroup.com/applications/>

Note: this application cannot be filled out online, it must be downloaded first

TO PAY FOR THIS MARKET, you can pay with a cash or a money order, Zelle or PayPal..

If you would like to charge it to a credit card, please:

1. After you download & fill out the application;
2. go to our website, <https://www.ewmediagroup.com/Payments> and make your payment; NOTE: The form you fill out online is not the application.

TO SUBMIT THE APPLICATION, you can

1. Scan & email it to don@ewmediagroup.com;
2. FAX it to me toll-free at 866-875-8960 – no cover page needed;
3. snail-mail it to me. EWMedia, 6606 FM 1488, #148-116, Magnolia, TX 77354.
If you do snail mail it to me please call me and let me know

WHAT HAPPENS NEXT?

The website will send you a receipt immediately upon payment. We will send you another receipt before the Market to make sure we are on the same page as far as what you are ordering and what you have paid.

LOAD-IN INFORMATION

On the Wednesday evening before the Festival, I will email you load-in information. Although there is general load-in information in the vendor packet, this information is superseded by the load-in information you get the week of the Festival.

QUESTIONS

We would appreciate you sharing any Festival publicity you receive with your own mailing list. Please call or email if you have questions.

APPLY FOR THIS FESTIVAL

The 3-page Vendor Application is included in this packet.

Pay online or view a schedule of upcoming shows: www.ewmediagroup.com

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APPLICATION BEGINS ON NEXT PAGE...

9th Annual Houston Margarita Festival - Vendor Application

Sat, May 21, 2022, Noon-10 PM @ Houston Water Works, 105 Sabine, Houston, 77007

Contact: Don Schwarzkopf, 832-413-2217 * 866-875-8960 - toll-free phone/fax * don@ewmediagroup.com

Company: _____ Contact Name: _____

Business Phone: _____ Home: _____ Alternate: _____

Fax: _____ Email: _____ Web: _____

Address: _____ City _____ State _____ Zip _____

Circle One in each of the following 2 categories...

A.) Tent, Truck, Trailer Size (include hitch) _____ feet B.) Cooking Fuel? Propane – Electric - Wood/Coal

Items You Sell: _____

1-DAY BOOTH RENTAL FEES *Download app. & pay @ www.ewmediagroup.com*

List Your Fees	10x10	10x15*	10x20	Type of Booth (Space Rental Only – No Tents Provided)
	\$260	\$325	\$445	COMMERCIAL see Page #3, #24 for larger booth sizes
	\$170	\$210	\$290	ARTS & CRAFTS / NON-FOOD SALES
	\$130	\$165	N/A	JURIED ARTS & CRAFTS – Approval Needed to Apply
	\$130	\$165	N/A	NONPROFIT BOOTH (Sales)
	\$113	\$113	\$113	ELECTRICITY (110v/20a)- see page 3, #25 - #30
	\$50	\$50	\$50	VIP PARKING FEE – Inside Festival Gates
	\$200	N/A	\$200	PROPANE ALLOWED see p2, #9
	\$380*	N/A	\$650*	FOOD - limit of 3 pre-approved items – NO Beverages
N/A	N/A	N/A	N/A	FOOD TRUCKS/ TRAILERS – not allowed @ this venue
	\$285*	N/A	\$480*	DESSERT / SPECIALTY
	\$25	\$25	\$25	LATE FEE - Applications Postmarked after 5/1/2022
\$	TOTAL		NOTE	* 5 exterior feet creates 2 selling sides - see Page 2 #2

APPLICATION & PAYMENT: Make checks & money orders payable to: *EWMedia*

1. After 4/15/2022 - only credit cards, cash, cashier's checks or money orders accepted.
2. Online registration & credit card payments may be made at: www.ewmediagroup.com
3. Include late fee (after 5/1/2022) with payment along with:

A	1. Application & payment - sign all pages	due 4/15/2022
P	2. List of items you sell	due 4/15/2022
P	3. List of personnel	due 4/15/2022
L	4. Electrical Needs Worksheet – page 3	due 4/15/2022
Y	5. Food Vendors Insurance Binder (see #10)	due 4/15/2022

Mail Application & Payment To: Don Schwarzkopf – EWMedia Group
6606 FM 1488, Ste 148-116, Magnolia, TX 77354

RELEASE: Applicant's signature on this application releases and forever discharges the Houston Margarita Festival, EWMedia, the Houston Water Works, all sponsoring organizations, their elected officials, directors, employees, and volunteers from any responsibility, personal liability, or claims of loss or damage arising out of, or in conjunction with participation in the Houston Margarita Festival. The Festival is not responsible for any injury sustained by exhibitors, patrons or guests. Applicant stores and exhibits, their goods at their own risk. I understand that EWMedia contracts with the Festival to provide vendor management and does not retain any vendor funds. In addition, I/we have read and agree to abide by all festival regulations stated in this packet or risk removal from Festival site without refund.

Print Name _____ Signature _____ Date: _____, 2022

MF-22 VENDOR AGREEMENT – GUIDELINES Packet - Page 4 of 5 / Application - Page 2 of 3

1. **CONFIRMATION & BOOTH ASSIGNMENT:** Booth space (No tents provided) is limited and vendors are selected on first-come/first-serve basis. **Required:** Weights for your tent. **Acceptance and booth location** are determined by the date application & full payment are postmarked. We will send a payment receipt immediately & a **Load-In Information Packet** approximately 3-days before the Festival.
2. **BOOTH SPACE: White tents are required** Spaces are 10'x10' or 10'x20' (see #24 for larger sizes). For an additional fee, you may be able to rent 5 feet of space external to your booth, allowing you to sell out of 2 sides of your booth. See the 10'x15' column on the Rental Fee chart on page 1 of this application.
3. **FIRST-RIGHT-OF-REFUSAL:** If you work one of our festival's, we will make every attempt (this is not a guarantee), to give you first-right-of-refusal for the next year's festival as long as you pay for your booth by the first-right-of-refusal cut-off date, your spot cannot be taken by another vendor.
4. **SALES / SUBLEASING:** Sales must take place within your booth space. No subleasing of booths allowed. Festival only provides the space; Vendors must provide their own booths, tents, tables, chairs, etc.
5. **EQUIPMENT RENTAL:** Festival does not rent equipment. For referrals, contact us.
6. **EXCLUSIVITY** – Types of merchandise sold must be included in application and approved by festival. For an exclusive on any product call 832-413-2217 or email don@ewmediagroup.com
7. **LATE FEES** – Applications paid after 5/1/2022 incur a \$25 late fee.
8. **JURIED ARTS & CRAFTS** – Pre-approval required. Please find information/requirements at <https://ewmediagroup.com/juried-arts-crafts-program/>
9. **PROPANE / ELECTRICITY: Propane can be used.** Requires an initial \$200 payment. Propane cost to Festival is split among the vendors using it. If your share is more or less than \$200, you will be notified and refunded or charged the difference before the Festival. If you owe additional funds, you must pay prior to being able to set up at the Festival. For electricity, see #'s 25 - 30 on page 3.
10. **FOOD VENDORS:** Vendors may sell **3 pre-approved items, No Beverages. Food Vendors must have a Temporary Health Permit** – purchase 1 more than 1 week before festival to avoid late fee - City of Houston Health Dept., 8000 N. Stadium Dr., Houston, 77054; 832-393-5100 or Mon – Fri, 8 AM –3 PM. Application: <https://www.houstonconsumer.org/documents-forms> - under "Title" type "Temporary" and click on the result. **Propane** is allowed. **Charcoal / wood** are NOT. **All Food Vendors must have flooring in this venue.** You must have a **Fire Extinguisher** (Rated 2-A, 10-B:C or better or Rated K. if you cook in oil) with **current inspection sticker** Fire Marshal will inspect booths.
11. **REQUIRED FOOD VENDOR INSURANCE:** We require that you have a \$1 million per occurrence, \$2 million aggregate liability policy naming **Houston Margarita Festival, EWMedia, the Houston Water Works and the City of Houston as Additional Insured. Contact us for assistance.**
12. **WASTE DISPOSAL:** it is responsibility of each vendor to keep the booth and the surrounding area clean. Vendors must provide their own garbage receptacles and garbage bags. Double-bag food waste. Used oil & grey water are vendor responsibilities. Vendors failing to abide by waste guidelines may lose their deposit.
13. **EVENT DAY SETUP:** Vendors will not set up until fees are paid. **Vendor Check-in** will begin Sat, May 21, 2022. You will be assigned to one of 6 load-in times. The **Day-of Information Packet** you receive 3 days before the Festival will give you specific instructions and override information contained here. You will not be able to drive up to your booth, **Bring a cart / dolly** as you will have to go up a ramp. **Tents:** Tent weights are required but no staking of any kind is allowed. Bring your receipt as only paid vendors will be allowed into the unloading area. Vendors who have not pre-applied and paid are not guaranteed space. **Vehicles:** Not allowed on festival grounds. Vendors requiring restocking of supplies may re-enter the festival with a dolly. **Parking:** Extensive Surface parking is available in lots close to the festival site. For more information, see **Day-Of Info Packet. Business Hours:** Vendors must be ready for business by 11AM Sat. **Tear Down** may not begin until 10 PM. No early load-out.
14. **BEVERAGE SALES:** The Festival sells **all** beverages at the Festival. Vendors may **not** sell beverages.
15. **PROHIBITED:** Vendors may not sell drug paraphernalia, guns & weapons or fireworks.
16. **SALES TAX:** You must comply with city and state sales tax guidelines. The Texas Sales Tax Info Line is: 800-252-5555 Free publication that will answer your questions: Fairs, Festivals, Markets & Shows: http://comptroller.texas.gov/taxinfo/taxpubs/tx96_211.pdf
17. **ONLY ITEMS** listed in your vendor application and approved by the festival may be sold.
18. **SECURITY:** The site is fenced & the Festival has security. Vendors are solely responsible for the security of their cash, coupons, equipment, goods, inventory, supplies or any other property.
19. **FESTIVAL GUIDELINES** will be strictly monitored. If violations occur, two warnings will be issued. Additional violations will result in removal from the Festival site by Police without refund.

Print Name _____

Signature _____

Date: _____, 2022

- 20. **SOUND LEVELS:** Vendors may not play their own music at this event.
- 21. **ACTS OF GOD:** The festival producers, promoters, sponsors, staff/employees, volunteers, etc. are in no way responsible or liable for personal adversity or acts of God.
- 22. **CANCELLATION:** Vendors who cancel 60 or more days before the Festival will receive a full refund. Vendors who cancel 59 days or less will pay a \$25 fee.
- 23. **RAIN OUT POLICY:** If a date is cancelled due to rain, technical problems or any other act of God beyond the control of the festival the following shall apply: If a rain date for the Festival is scheduled, Vendor may set up and the basic booth fee only will be waived. Other fees will still apply.
- 24. **OVERSIZE COMMERCIAL –** Booths with an internal volume greater than 10’ x 20’ shall include a 5 foot external to tent perimeter on the 2 sides adjacent to the front of the booth. **Pricing:** (tent not provided) Tents larger than 1200 sq. ft. require permits, the presence of a Fire Marshal, fire extinguishers & signage. Contact don@ewmediagroup.com for assistance, permits, pricing and sourcing of these tents.
- 25. **ELECTRICITY:** We provide (1) 20-amp, 110-volt circuit for \$113. Must be ordered no later than 5/14/22. Vendors must provide their own lighting fixtures and enough grounded heavy-duty outdoor cable to reach service. No light-duty cords.
- 26. **30 OR 50 AMP CONNECTION: If needed you must provide us with pictures of your plug prior to (5/14/22). It is the vendor’s responsibility to match their connections to the Festival’s electrical equipment** Be Label your electrical equipment, including cables to prevent confusion with the electrical contractor’s equipment.
- 27. **GENERATORS** are not allowed. **Two exceptions:** 1.) If you have an inverter-type generator. 2.) If you have a Battery Sound Box. **Pre-approval Required.** Submit **model #** and **pictures** in both cases.. Contact don@ewmediagroup.com for assistance.
- 28. **USAGE:** Festival electrician will visit your booth determine if you’re using the correct amount of electricity. **Vendors caught using electricity they haven’t paid for will be removed from the Festival immediately by police.** Avoid this by seeking our assistance determining your electrical needs.
- 29. **ELECTRICAL NEEDS WORKSHEET:** Vendors who need electricity must submit the following information for each piece of equipment no later than 1 week before the Festival. If you do not submit this form, we cannot incorporate your needs into the Festival’s electrical design and you will not be supplied with electricity. An electrician will be available (at your expense) on-site during the Festival if you have a problem. Summary: Vendor Coordinator **must** be notified in advance of your needs.

_____ **Total pieces of electrical equipment you use.** (Example: fryers, warmers, heat lamps, etc...)

List each piece of equipment: The amps, watts, and volts are stamped on the name plate on each piece of electrical equipment. **Each major appliance, cooler, grill, deep fat fryer, etc. must have its own circuit.**

- 1. Type of Equipment: _____
Voltage _____ Amps _____ Watts _____ Phase _____
- 2. Type of Equipment: _____
Voltage _____ Amps _____ Watts _____ Phase _____
- 3. Type of Equipment: _____
Voltage _____ Amps _____ Watts _____ Phase _____
- 4. Type of Equipment: _____
Voltage _____ Amps _____ Watts _____ Phase _____

30. Electrical Pricing

- \$ 113.00 - 20-amp, 110-volt circuit - Vendor must have 100' cable or more to reach power supply
- \$ 216.00 - 30-amp, 208 volt circuit - Vendor must have 150' cable or more to reach power supply
- \$ 319.00 - 50-amp, 208 volt circuit - Vendor must have 150' cable or more to reach power supply

Print Name _____ **Signature** _____ **Date:** _____, 2022