

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 4, 2024 — 2:00 until 10:00 PM
Houston Water Works, 105 Sabine, Houston, TX 77007

Houston's 13th Margarita Festival takes place Sat, May 4, 2024 from 2:00 – 10:00 PM at the Houston Water Works, 105 Sabine, Houston, TX 77007. This 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 (restaurants, bars & mixologists) compete for bragging rights and prizes, a salsa dance competition, live entertainment, a limbo competition, great food, arts & crafts and more.

New this year, the Festival will have food trucks in the courtyard. There will also be a **Best Damn Taco in Houston** competition where vendors will compete for both the honor and cash prizes. Vendors who apply & pay by 3/20/2024 will get an **early-bird discount (Nonfood - \$25, Food \$50)**.

Celebrating its 13th anniversary, the Houston Margarita Festival has become one of the hottest festivals in the city. Vendors can expect over 6,000 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:

- **7th Woodlands Margarita Fest, Sat. Sept. 21, 2024 @ Town Green Park**

NOTES: 1. 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
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 page 3... Application instructions begin 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 can be filled out and paid online.

TO PAY FOR THIS MARKET, you can pay with a cash or a money order, Credit Cards, 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 to use your credit card is not the application.

TO SUBMIT THE APPLICATION IF YOU DID NOT FILL IT OUT ONLINE, 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 Thursday morning 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.

TEMP HELP FOR LOAD-IN is available for hire. Must be arranged in advance.

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 4-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...

Be sure to sign each of the 4 pages of the

1. **Houston Margarita Fest Vendor Application plus the**
2. **Houston Water Works VENDOR RULES AGREEMENT**

Both are included in the last 4 pages of this packet

13th Annual Houston Margarita Festival - Vendor Application

Sat, May 4, 2024, 2:00 - 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 _____

Answer each of these questions that apply.

A.) Are you a Tent, Truck or Trailer? _____ B. Size-length of space needed (include hitch) _____ ft

C.) What do you cook with? _____ Propane _____ Electricity **NOTE:** Wood/Coal – Not Allowed at this venue.

D. Items You Sell: _____

1-DAY BOOTH RENTAL FEES Download app. & pay @ <https://ewmediagroup.com/applications/>

List Your Fees Here	10x10	10x15*	10x20	Type of Booth (Space Rental Only – No White Tents Supplied)
	\$180	\$225*	\$290	ARTS & CRAFTS / NON-FOOD SALES
	\$135	\$170*	N/A	JURIED ARTS & CRAFTS – Pre-Approval Needed to Apply
	N/A	N/A	N/A	ELECTRICITY (You Must Provide Your Own) see p2,#10
	\$280	N/A	\$280	PROPANE USE FEE see p2, #9
	\$398	\$500*	\$595	FOOD/ FOOD TRUCKS - limit of 3 pre-approved entrees – NO Beverage Sales Allowed
	\$295	\$370*	N/A	DESSERT / SPECIALTY
\$ 25	\$25	\$25	\$25	LATE FEE – Applications/Payments Received after 4/25/2024
\$	YOUR TOTAL		NOTE	* 5 exterior feet creates 2 selling sides - see Page 2 #2

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

- 1 After 4/4/2024 - only credit cards, cash, cashier's chks, PP, Venmo, Zelle or money orders accepted.
2. **Online application & credit card payments** may be made at: www.ewmediagroup.com
3. **Include late fee (after 4/25/2024) with payment along with:**

A	1. Application - sign all pages	due 4/01/2024
P	2. Payment	due 4/25/2024
P	3. List of items you sell	due 4/25/2024
L	4. List of personnel	due 4/25/2024
Y	5. Food Vendors Insurance Binder (see #10)	due 4/25/2024

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: _____, 2024

HMF-24 VENDOR AGREEMENT – GUIDELINES Packet - Page 4 of 6 / Application - Page 2 of 4

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, white 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 **4/25/2024** incur a \$25 late fee.
8. **JURIED ARTS & CRAFTS** – Pre-approval required. Please find information/requirements at <https://ewmediagroup.com/juried-arts-crafts-program/> Pre-Approval is required to apply.
9. **PROPANE / Propane can be used. Requires an initial \$280 payment.** Propane cost to Festival is split among the vendors using it. If your share is more or less than \$280, 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. **Propane Fee (\$285) must be paid by 4/01/2024 – add \$25 if late.**
10. **ELECTRICITY / GENERATORS:** The Festival does not provide electricity. Traditional generators are not allowed unless you have an inverter type of generator such as a Whisper-Quiet or Honda Silent Generator. Sound Boxes may also be allowed. **Pre-approval is required - Contact us.**
11. **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.
12. **REQUIRED FOOD VENDOR INSURANCE: deadline: 4/01/2024 – add \$25 if late. Failure to submit by 4/25/2024 will cancel your reservation.** We require that you have a \$1 million per occurrence, \$2 million aggregate liability policy **IMPORTANT: The COI you submit before 4/1/2024 must name Houston Margarita Festival, EWMedia, the Houston Water Works and the City of Houston as Additional Insured. Contact us for assistance if needed.**
13. **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.
14. **EVENT DAY SETUP:** Vendors will not set up until fees are paid. 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. **Vendor Check-in** will begin the morning of Sat, May 4, 2024. You will be assigned to one of 6 load-in times. The **Day-of Information Packet** you receive Thursday morning 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 to reach your booth. **Tents:** Tent weights are required but no staking of any kind is allowed. **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:** You must be ready for business by 1:00 PM Sat. **Tear Down** may not begin until 10PM. No early load-out.
15. **BEVERAGE SALES:** The Festival sells **all** beverages at the Festival. Vendors may **not** sell beverages.
16. **PROHIBITED:** Vendors may not sell drug paraphernalia, guns & weapons or fireworks.

Print Name _____ Signature _____ Date: _____, 2024

17. **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
18. **ONLY ITEMS** listed in your vendor application and approved by the festival may be sold.
19. **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.
20. **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.
21. **SOUND LEVELS:** Vendors may not play their own music at this event.
22. **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.
23. **CANCELLATION:** Vendors who cancel 60 or more days before the Festival will receive a full refund. less credit card fees. Vendors who cancel 59 days or less will pay a \$25 fee plus credit card fees.
24. **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.
25. **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.
26. **LODGING:** Festival vendors, employees, contractors & attendees seeking discounted rates at local hotels / motels can contact Dee at Dee Global Travel @ 225-747-0057 deechgtt@gmail.com.
NOTE: To get these discounts, you must go through the agency; they are not available if you contact the hotel / motel directly. We work with Dee on all of our festivals.

HOUSTON WATER WORKS VENDOR RULES AGREEMENT

- * Smoking is prohibited in all Buffalo Bayou Park areas.
- * The use of confetti, glitter, fake flower petals, birdseed, silly string or balloon releases is prohibited.
- * Staking of any kind is not allowed.
- * Attaching, affixing or applying anything to the exterior or interior of any park property is prohibited.
 - o Tape, nails, or staples must not be used on anything within the park, including trees.
 - o Tying or attaching anything to trees, fences, benches, tables, etc. must not be done.
- * Installation and location of banners must be approved by BBP prior to installation. No banners may be hung on the Wortham Insurance Terrace railing.
- * Large event tents may not exceed an 80-foot span. All tents larger than 40 feet in any dimension must be approved by BBP.
- * All tents on the lawn must have approved weights. If flooring will be used, flooring must be approved by BBP and should not be in place for more than 72 hours.
- * Event structures may not block public emergency or ADA access.
- * All large (anything that can't be hand-carried) structures must be approved by BBP.
- * Vehicles may access the Event Venue only from the loading ramp located north of the Hobby Family Pavilion.
- * Vehicles more than 4,000 pounds must remain on the loading ramp and not Park or drive on the Cistern roof.
- * If approved by BBP, gators or small forklifts may be used for event Load-in and Load-out. For this equipment to be used on the lawn, a protective road must be constructed. Protective floor covering must be approved by BBP.
- * All protective roads and access points must be promptly removed after Load-in and Load-out.
- * Unless approved by BBP, food may not be prepared on the lawn/decomposed granite surfaces.

Print Name _____ **Signature** _____ **Date:** _____, 2024

HOUSTON WATER WORKS VENDOR RULES AGREEMENT

- * All grease and oil must be disposed of in an approved container located on a paved, non-porous surface and removed from the Park at the conclusion of the event.
- * Charcoal or wood burning barbeque grills are prohibited in the Park.
- * No open flame – except for propane cooking equipment.
- * Food preparations must include a protective surface of a full sheet of ¾ inch plywood for the grounds. Industrial coolers, food/beverage storage, ice machines and all similar items must be elevated.
- * Grey water must be disposed of in approved container and removed from the Park at the conclusion of the event.
- * Pyrotechnics are prohibited in the Park.
- * Any fencing in the Entry Court area must allow access to the Visitor Center, Cistern, bike rentals and restrooms.
- * All Load-in times must begin no earlier than 7 a.m., and all Load-out times must end no later than 12 a.m. A
- * Load-in or Load-out outside of these times may incur an additional day’s Load-in/Load-out fee.
- * Additional rules and regulations as outlined by BBP and/or the City of Houston.

Failure to adhere to any of the listed rules may result in fines up to \$1,000 each occurrence and/or cancellation of the event

I have read and understand the rules of Buffalo Bayou Park

Vendor Signature _____

Date _____ / **2024**