

DEADLINE: JULY 30, 2010

**2010 HARVEST WINE FESTIVAL
SNM State Fairgrounds • LAS CRUCES
September 4 - 6, 2010 • Labor Day Weekend**

The Harvest Wine Festival celebrates and promotes New Mexico's historic wine industry, showcasing the best of the state's wines, along with local and regional artists and entertainers. You are invited to be a vendor at this well-established show.

Promotion

The Harvest Wine Festival utilizes numerous media to promote the festival including: a full color rack card widely distributed throughout the area, newspaper, radio, tourism associations, and the internet. Attendance in is typically around 12,000 paid adults over the three day event.

Vendor Eligibility

Any licensed business with an approved product is encouraged to apply. The Organizer reserves the right to refuse entry to anyone, based on issues of balance of like products, timeliness and thoroughness of application, and appropriateness of product to the client base. Vendors are divided into 4 categories:

- **Agricultural** products must be commercially prepared, packaged, and labeled. Proof of liability insurance must be provided with application.
- **Arts/Crafts** must be original, unique and represented by the artist at the festival. All media are eligible and encouraged.
- **Commercial products** will be accepted on a case by case basis based on the quality of the product and its appropriateness to the audience. The decision of the Festival Organizer is final.
- **Food vendors** MAY NOT sell beverages. Food vendors must submit a typed menu of no more than five items. Duplication of items is limited so you may be asked to remove an item from your menu. Mobile vending units and food trailers MUST submit exact dimensions (including tongue) and a photograph or drawing of the unit with the application. **Electric requirements, health permit, and proof of insurance MUST be submitted, even if you have been a vendor previously.**

Location. The festival takes place at the Southern New Mexico State Fairgrounds, located west of Las Cruces off of Interstate 10. Exit 132 and follow signs. There are 40 acres of onsite parking.

Security. Security will be provided from 5:00 pm on Friday through 10:00 am on Tuesday. Neither the New Mexico Wine Growers Association, Helping Hands Event Planning, nor the Southern New Mexico State Fairgrounds will be responsible for damages, theft, or loss, before, during or after festival hours.

Exhibition Space. Booth space is 10'x10'. Exhibitors must provide booth structure, tables, and chairs. You are encouraged to provide sun, wind and rain protection for your booth space. Vendors who do not secure their booth properly for the weather will be liable for damages to other structures and/or injury to other individuals. You may rent a professional 10x10 tent with 4 walls from the event for \$185. The tent will be set up and ready for your arrival on Friday.

Deadlines and Refunds. Vendor spaces are assigned based on date when complete applications (including fees) are received and written requests for special placement. Special consideration is given to placement that affects product quality, but request **must be in writing**. Vendor site placement is FINAL and will not be changed by the festival management. Pets are NOT permitted.

Permits/Licenses. For health permits, contact the Dona Ana Health Dept, 1170 N. Solano #M, Las Cruces, 88001, 575-524-6300 to apply for a health permit. Vendors are responsible for all city and state permit fees. Gross receipts must be reported on your CRS form for Dona Ana County. You must also have a Dona Ana County (not City of Las Cruces) Business Registration or Vendors License. To obtain one call 575-647-7350.

Set up: Set up is on Friday from 8:00 am – 6:00 pm and on Saturday from 7:00 am – 10:30 am. Any vendor not checked in by 10:30 am will forfeit their space in the show.

Other: Pets are NOT permitted. Our host hotel is Spring Hill Suites, which can be contacted at 575-541-8887 - mention you are with the wine festival. To RV camp at the Fairgrounds, call Dwayne at 575-644-9210.

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Application deadline is July 30, 2010.

Fee Schedule:

	FEES	FEES DUE:	Product Description
Agricultural 10 x 10*	\$250		
Commercial, 10 x 10*	\$250		
Arts & Crafts, 10 x 10*	\$250		
Food vendors 10 x 10	\$500		
Food vendors over 10 x 10	\$550		
10 x 10 tent with 4 sidewalls	\$185		
Electricity	\$25		
	TOTAL:		

**space is sold in increments of 10 feet. If you require additional space, you must purchase a second space at Cost IF an exhibitor cancels on or before the close of business on July 13, 2010, a refund, less \$25 will be issued. No refunds after COB on that date.*

Contact Name: _____

Business Name: _____ CRS Number** : _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Emergency Cell Number: _____

Email: _____

***Required. Contact New Mexico Taxation and Revenue if you do not have a number.*

Please include an email address. It will only be used for festival questions and communications.

Any special requests or notes: _____

ONLY COMPLETE APPLICATIONS WILL BE ACCEPTED.

If you do not include: this complete form, and appropriate fees in full, your application will be returned for your completion.

Food vendors must submit: health permits, proof of general liability insurance, drawing of your vending unit, and menu.

Make checks or money orders payable to: Harvest Wine Festival

Mail applications to: Harvest Wine Festival, P.O. Box 1387, Las Cruces, NM 88004

Email: Stephany@HelpingHandsEvents.com or call 575-522-1232 for more information.