

# 2012 iFest Food Vendor Application Spotlighting Argentina!

APRIL 21-22 & 28-29  
Saturdays 12pm-8pm & Sundays 12pm-8pm  
Downtown Houston, Texas

Opening Ceremony and Preview Lunchtime Concert  
(City Hall Area ONLY!)  
Friday April 20, 11AM-2PM

## Why Sell At iFest?

### iFest Delivers Opportunities

- Promote your restaurant/food item(s) at Houston's largest outdoor festival
- Generate substantial profits
- Be a part of international excitement and entertainment at Houston's official celebration of the cultural arts
- Sell signature menu items
- Promote your company/restaurant on-site with coupons, menus, promotional materials and name-identified uniformed employees

### Plus

- Hundreds of thousands of people attend iFest each year
- Ethnically diverse audience
- Multi-million dollar multi-media advertising and publicity campaign
- Strong buyer-power: 49% of iFest attendees have incomes of \$50,000+
- Affordable paid admission promotes interested audience

### iFest Attractions

- Celebration of international arts and culture
- Entertainment and interactive fun for all ages
- Variety of musical artists from zydeco to rock
- Fabulous food offerings including carnival favorites to international fare
- Entertainment zones focusing on specific regions and interests, e.g., food, music, art
- Hundreds of arts markets exhibits including the Fine Arts Avenue
- Entertainment strategically placed to promote traffic to booths

**Don't forget BOOTH FEE SAVINGS if application & deposit  
received before NOVEMBER 30, 2011**

**CONTACT Leigh-Anne McQuitty at [Lmcquitty@ifest.org](mailto:Lmcquitty@ifest.org)**

## **iFest Food Booths**

### **ALL BOOTHS INCLUDE**

- Specified electric power (SEE BELOW). Electrical needs above the specified amount are available and will be billed to the food vendor.
- Booth lighting for evening hours.
- Plywood flooring in covered area when necessary.
- On-site security throughout the event.

### **STANDARD FOODBOTH**

#### **OPTION 1: 10'x10' booth**

100 sq. ft. of tented operational space, 30 amps electrical PLUS, 10'x10' (100 sq. ft.) of additional uncovered workspace Before November 30, 2011 ..... \$1,995.00  
After November 30, 2011 ..... \$2,295.00

#### **OPTION 2: 10'x20' booth**

200 sq. ft. of tented operational space, 60 amps electrical PLUS, 10'x20' (200 sq. ft.) of additional uncovered workspace Before November 30, 2010 ..... \$2,495.00  
After November 30, 2011 ..... \$2,695 .00

#### **OPTION 3: DESSERT FOODS: 10'x10' booth**

100 sq. ft. of tented operational space, 10 amps electrical PLUS, 10'x10' (100 sq. ft.) of additional uncovered workspace Before November 30, 2011 ..... \$1,395.00  
After November 30, 2011 ..... \$1,595.00

### **CUISINES OF SOUTH AMERICA BOOTH**

#### **10'x10' booth**

100 sq. ft. of tented operational space, 10 amps electrical PLUS, 10'x10' (100 sq. ft.) of additional uncovered workspace Before November 30, 2010 ..... \$1,895.00  
After November 30, 2011..... \$2,195.00

*NOTE: All food booths in the Cuisines South America court must serve one of the following: Argentinean, Brazilian, Peruvian, Chilean, or Columbian.*

### **SPECIALTY FOOD BOOTH CITY HALL AREA**

#### **HIGH TRAFFIC FOOD COURT!**

Opening Ceremonies Friday, April 20, 11am–2pm.

Booth open 5 days. Weekend days: April 21-22 and 28-29

#### **INCLUDES**

150 sq. ft. (10'x15') of covered operational space

Three phases, 60 amps (208v) of electrical power

Before November 30, 2011 ..... \$2,395.00

After November 30, 2011 ..... \$2,695.00

**PHOTO OF BOOTH FRONT DESIGN LAYOUT MUST BE RECEIVED WITH APPLICATION**

## ADDITIONAL COSTS

### MANDATORY

- **FEES AND PERCENTAGES TO EVENT:** 10% of net food sales to cover administrative and production costs plus 4% City Fees. The event pays 8% for food sales. Vendor must pay 4% and event will pay 4%. Net food sales are defined as total coupon sales less sales tax. Each coupon is redeemed at \$1.00 each.
- **HEALTH PERMIT:** Each vendor is required to pay a mandatory health permit fee of \$60 per booth per day. With a \$10.00 per weekend technology fee. Total \$130.00 per weekend.

### OPTIONAL

- **PROPANE FEES:** Propane Services Fee, \$200.00 (5 days) or \$150.00 (4 days)
- **ELECTRICAL:** All food booths are supplied with basic electrical, with completed Electrical Form (to follow). **ADDITIONAL** electric fees will apply if you need more than the supplied amount:

Up to 30 amp 120 volt .....	\$50.00	30 amps 208 volt .....	\$100.00
50 amp 208 volt .....	\$150.00	70 amp 208 volt .....	\$175.00
100 amp 208 volt .....	\$225.00		

All prices are for single phase. Three phase quoted on request.

*NOTE: All booths are lighted during evening hours of operation.*

*IMPORTANT: Propane, additional electrical and health permit fees will be deducted from your settlement report at the conclusion of the event.*

## FOOD VENDOR FACTS

**ACCEPTANCE:** Applicants will be notified of their status on or before March 19. Applicants who are accepted will receive a contract and further information. Fee balance and contracts are due by March 31.

**DEPOSIT FEE:** If you are unable to participate, your deposit fee **WILL NOT BE REFUNDED** once you are accepted as a food vendor and your application has been received. If you are **NOT** accepted, your deposit check will be returned no later than March 31.

**MENU ITEMS AND PRICING:** To showcase your best, each vendor is encouraged to sell no more than four menu items. Menu items can be offered in regular and sample sized portions. Each vendor is required to show a minimum of 1 menu item in a sample portion, price not to exceed 4 coupons. Regular menu items must be priced in coupon increments (valued at \$1.00 each) and approved before contract deadline.

**COUPONS:** ALL food sales are paid for by coupon only. Vendor then redeems coupons. On May 3 and May 10, vendors will bring all collected coupons to the designated redemption center at a pre-scheduled time. At this time, coupons will be weighed: 10% of net sales (gross sales less sales tax) plus 4% City Fee and any outstanding charges will be deducted from final check. Coupons will be redeemed at \$1.00 each for event coupons and \$0.60 for performer coupons.

**SALES:** The food vendor will receive a check for 86% (includes city fees) of net sales (less any additional charges). Checks can be picked up 4 days after redemption or will be mailed upon request.

**INSURANCE:** Prior to the event, vendors must show proof of General Liability insurance (\$500,000 per occurrence) and name THE HOUSTON FESTIVAL FOUNDATION, INC. and CITY OF HOUSTON as additional insured. **MUST BE RECEIVED NO LATER THAN APRIL 10TH. NO EXCEPTIONS!**

# CALL FOR FOOD VENDORS

## Application & Agreement

Restaurant or Concession Name		
Contact Person	Alternate Contact	
Address		
City	State	Zip
Phone	Cell	
Fax	Email	

MENU ITEMS	No. of Coupons per Item Must be in Coupon Price Only!
1.	
2.	
3.	
4.	

### BOOTH SPACE REFERENCE

- |   |  |
|---|--|
| <p><u>STANDARD BOOTHS</u></p> <p><input type="checkbox"/> <b>Option 1: 10'x10'</b><br/>         Before 11/30/11..... \$1,995.00<br/>         After 11/30/11..... \$2,295.00</p> <p><input type="checkbox"/> <b>Option 2: 10'x20'</b><br/>         Before 11/30/11..... \$2,495.00<br/>         After 11/30/11..... \$2,695.00</p> <p><input type="checkbox"/> <b>Option 3: Dessert Foods</b><br/>         Before 11/30/11..... \$1,395.00<br/>         After 11/30/11..... \$1,595.00</p> | <p><input type="checkbox"/> <b>CUISINES OF SOUTH AMERICA</b><br/>         10'x10'<br/> <i>Note: Must serve food listed under booth description.</i><br/>         Before 11/30/11..... \$1895.00<br/>         After 11/30/11..... \$2,195.00</p> <p><input type="checkbox"/> <b>CITY HALL SPECIALTY AREA</b><br/>         10'x15'<br/>         Weekend and Friday April 29, 11am–2pm<br/>         Opening Ceremonies, (5) days<br/>         Before 11/30/11..... \$2,395.00<br/>         After 11/30/11..... \$2,695.00</p> |
|---|--|

### ADDITIONAL NEEDS

- REQUIRES PROPANE (see propane pricing on page 3)
- REQUIRES ELECTRICAL (most booths are covered under booth fee, please see page 3 for pricing on additional amps)
- REQUIRES FRONT SERVING COUNTER (Counter provided by event upon request)

Grill or Pit Size (if applicable) \_\_\_\_\_

List Other Special Needs \_\_\_\_\_

### PARTICIPATION AGREEMENT

If application is approved, \_\_\_\_\_ (vendor name) agrees to participate in THE HOUSTON INTERNATIONAL FESTIVAL 2012 and to be responsible for all booth fees and additional incurred expenses. I understand that once I am accepted, my booth fee will NOT be refunded if I am unable to participate.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Return Application and \$450 Deposit to:**  
 The Houston International Festival, Attn: Leigh-Anne McQuitty  
 5373 West Alabama St., Suite 235, Houston, Texas 77056  
 713-654-8808 x410 / cell 832-894-2198, Lmcquitty@ifest.org  
**PHOTO OF BOOTH FRONT DESIGN LAYOUT MUST BE RECEIVED WITH APPLICATION**  
 NOTE: Deposit check must be payable to: THE HOUSTON INTERNATIONAL FESTIVAL