



Madison Festivals, Inc. invites you to be part of the 2010 Taste of Madison Saturday and Sunday, September 4-5, 2010 on the Capitol Square in Madison, Wisconsin. Now in its 27<sup>th</sup> year, Taste of Madison showcases the best of Madison's many restaurants while offering free entertainment on three music stages! Taste of Madison is also proud to support United Cerebral Palsy of Dane County.

### EVENT INFORMATION

<b>LOCATION:</b>	Madison's Capitol Square
<b>SHOW DATE:</b>	Saturday and Sunday, September 4-5, 2010
<b>SHOW HOURS:</b>	Saturday 2:00pm-8:30pm; Sunday 11:00am-7:00pm
<b>VENDOR MOVE-IN:</b>	Friday, September 3 <sup>rd</sup> beginning at 8:30pm (heavy equipment only); Saturday, September 4 <sup>th</sup> 8:00am-11:30am & 1:00pm-2:00pm
<b>MOVE-OUT:</b>	Sunday, September 5 <sup>th</sup> 7:00pm-10:00pm
<b>KEY DATES:</b>	Application with \$200.00 deposit due June 7, 2010 Full payment due July 19, 2010

#### Each 10'x10' Booth includes:

- 10'x10' booth with canopy (or provide your own)
- (2) 8-foot tables, (1) 6-foot table
- Line listing on program restaurant list
- Listing on Taste of Madison web site
- Permit processing (fees included in booth price)
- (3) 20-amp power drops

#### Prices:

Single booth (10'x10'): \$750.00\*

Double booth (10'x20'): \$1,275.00\*

Triple booth (10'x30'): \$1,675.00\*

\*In addition to your booth fee, each vendor must add a \$200.00 refundable performance deposit.

## Agreement

1. Selection of Participating Restaurant and site selection will be at the sole discretion of the **MFI** Restaurant Committee.
2. At least 14 days prior to the event, **MFI** shall notify the Participating Restaurant of its assigned location/space. **All assignments shall be made by MFI and are final.** If **MFI** concludes that a change in location will benefit the event, it may do so, and will notify the Participating Restaurant promptly. Booth assignments will be made at the sole discretion of **MFI**. **(No more than six like menu items will be allowed.)**
3. The Participating Restaurant shall furnish a Certificate of Liability coverage in the amount of at least \$1,000,000,  **naming MFI, The Taste of Madison, Purple Door Productions, the City of Madison, and the State of Wisconsin as additional insured;** the Certificate shall be in form and substance acceptable to **MFI**. The Certificate is due by July 20, 2009 at the Mandatory Restaurant Meeting. If it is not received by this time, the participating restaurant forfeits its booth space reservation and said space may be given to the next restaurant on the waiting list.
4. The *Taste of Madison* Restaurant Guidebook will be issued to Participating Restaurants at the Mandatory Restaurant Meeting, or immediately upon request. Participating Restaurant agrees to abide by the rules within the guidebook and any amendments or additions thereto which **MFI** may hereafter make, which **MFI** determines will benefit the event and which shall be applied with substantial uniformity to all participants.
5. **MFI** shall endeavor to produce an event that is successful for the event and Participating Restaurant. **MFI**, however, assumes no responsibility and there is no guarantee of a minimum attendance. If the event is prevented or interrupted through no fault on the part of Participating Restaurant, fees collected by **MFI** that are not needed for its related expenses shall be equitably refunded to Participating Restaurant. If Participating Restaurant shall be dissatisfied with the event or shall have any cause to believe that **MFI** shall have failed to fully perform its duties and obligations hereunder, its sole and exclusive remedy shall be to decline to participate in future events of **MFI**. It is also understood that in no event shall **MFI** have any liability to Participating Restaurant for damages of any nature in respect to this agreement or the Taste of Madison.
6. Any security measures undertaken by **MFI** are understood to be in addition to those that the Participating Restaurant shall undertake to protect its property, personnel, patrons and guests. The Participating Restaurant shall be solely responsible for its property and personnel before, during and after the event.
7. Participating Restaurant agrees to fully comply with all laws, rules and regulations of any governmental authority having and exercising jurisdiction, and further agrees to fully comply with all the requirements as to sales or other taxes due the State of Wisconsin or other taxing authority.
9. To the fullest extent permitted by law, Participating Restaurant shall indemnify and hold harmless **MFI**, its officers, directors, agents, representatives, employees and volunteers and the city of Madison, Dane County and the State of Wisconsin, and their officials, employees and agents, from and against all claims, damages, losses, expenses including but not limited to attorney's fees, arising out of or resulting from requirements of this agreement, or the acts and omissions of the Participating Restaurant, its employees, representatives, agents, patrons, and guests.
10. **MFI** may at its discretion, and without liability to Participating Restaurant, terminate the participation of Participating Restaurant at any time should **MFI** determine that such termination will benefit the Taste of Madison. In case of such termination, Participating Restaurant shall immediately remove its property and personnel from the premises and surrender the same and all **MFI** equipment to **MFI**, in the condition required by this agreement.
11. This agreement shall not be assigned or transferred, nor shall Participating Restaurant's booth space or any part thereof be sublet, without the prior written consent of **MFI**. This agreement represents the full understanding of the parties. This agreement shall be binding upon the parties hereto, their personal representatives, successors, and assigns.

IN WITNESS WHEREOF, the undersigned have executed this agreement on the day and year listed below. Each person signing hereunder represents that such person is authorized to do so.

## Rules & Regulations

Payment / Deposits A minimum deposit of \$200.00 is due with vendor contract by June 7, 2010. Remaining balance is due July 19, 2010.

### Multimedia Policy

Exhibitor agrees that Exhibitor's name, likeness, voice, description, and participation at the Kids Expo may be recorded, compiled, edited, distributed, and otherwise used by Madison Festivals, Inc. and anyone authorized by Madison Festivals, Inc. without restriction for purposes of publicity and marketing and otherwise in radio, satellite, television, Internet or other broadcast; motion picture, multimedia, DVD or other audio visual format, print media; and for any other purpose or method of display, performance or distribution now known or hereinafter developed, and the undersigned expressly waives on the undersigned's behalf as well as on behalf of the undersigned's personal representatives, heirs, and next of kin, the right to seek compensation therefore from Madison Festivals, Inc.

Signage / Sound Signage is not allowed outside the vendor's booth space. Amplified sound is not allowed.

Electrical Three 20-amp power drops are included with each 10'x10' booth. Vendors are not permitted to plug in any equipment not included in their Power Needs Form. Generators are not permitted.

Parking / Overnight Parking / Loading Parking around the Square is first-come, first-served. Vehicles are prohibited on Capital Square during event hours and during the Farmer's Market Saturday morning from 11:30am-1:30pm.

Security All participants are responsible for proper insurance and protection of merchandise. Event Management is not responsible for the vendor's merchandise. Vendor assumes all responsibility for loss, theft or destruction of goods. Security will be present during the event as well as overnight.

Damages Vendor shall be liable for all damages which he/she may cause to the area, or otherwise in connection with his/her exhibit.

Clean-up – Vendors are responsible for maintenance and cleaning of their own booth spaces. This includes grease, trash and waste water. Grease, trash and waste water receptacles will be provided by the event.

Event Hours - All vendors MUST be open and staff the area for operation during all event hours

Animals - Animals are prohibited with the exception of service animals. If you see an animal on the Square, please contact your street captain.

**TASTE OF MADISON VENDOR CONTRACT**

**Please Print**

**CONTACT INFORMATION** (The information below is what we will use to contact you prior to the event)

Restaurant Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

(This address is where we will send your materials)

City/State/ZIP \_\_\_\_\_

Daytime phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

**PROGRAM INFORMATION** (The information below is what will be printed in the event program and on the website)



Check here if your Program information is the same as your Contact information

Restaurant Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Daytime phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

Website address \_\_\_\_\_

Item	Unit Price	Total
Booth Fee	\$750.00 (single 10'x10')	
	\$1,250.00 (double 10'x20')	
	\$1,625.00 (triple 10'x30')	\$
Refundable performance deposit	\$200.00	\$200.00
Early bird registration discount	\$50.00 off (If registered by May 3,2010)	\$
<b>TOTAL FEES DUE</b>		<b>\$</b>

**Signature:** \_\_\_\_\_

I signify that I have read and understand the rules and regulations listed above and will abide by all agreed upon terms

**Application with \$200.00 deposit postmarked by June 7, 2010.**

**A \$50 late fee will be added to registrations after June 7. A \$100 late fee will be added to registrations after July 19.**

Mail completed form and deposit to: Taste of Madison 2981 Cahill Main, Suite 2 Madison, WI 53711 Fax 608.276.9780