



Etowah July Fourth Committee
P.O. Box 1032
Etowah TN, 37331

July4th@cityofetowahtn.com
www.cityofetowahtn.com/july-fourth.html
www.facebook.com/Etowah-July-Fouth

Dear Prospective Vendor;

The Etowah July Fourth Committee is in the planning stages for the 93rd Annual Old Fashioned 4th of July Celebration. This is historically one of the biggest and best celebrations in our region with events scheduled around the festival all day and night culminating with a fantastic fireworks display over the Depot. Traditionally our one day event brings on average 12,000 people to the Depot grounds throughout the day and evening. The central location for the Celebration is the historic *L&N Depot* in downtown Etowah.

Booth spaces are available for Craft, Direct Sale, Food, Informational/Non-Profit, and Attractions. Each booth is approximately 12' x 12'. Spaces with electricity are available for an additional fee. Please note you are renting "real estate"! If additional space is needed, you will be required to purchase it.

Deadline for entries is June 19, 2017. This is an outdoor event so please prepare accordingly. Please refer to the vendor guidelines page to answer our commonly asked questions. The non-food vendors will be located on the Depot lawn, as in years past.

The Celebration Committee will assign spaces based on the following criteria:

- Booth space will be assigned on a first come, first serve basis. Participation during previous festivals does not guarantee booth space. Spaces are limited.
- Booth arrangement will be determined by the Etowah July Fourth Committee and will be filled according to what works best for the flow of the celebration.

Upon acceptance, you will receive a confirmation e-mail. If you are not accepted, you will be notified and a refund will be issued. Confirmation e-mails will be sent in Mid-June 2017. If you have any questions, please call the Etowah Parks and Recreation office at the L&N Depot (423) 263-7840. We look forward to hearing from you soon.

Sincerely,

Etowah 4th of July Committee

Etowah Old Fashioned 4th of July Celebration VENDOR GUIDELINES

- Vendor set-up time: July 3rd 10:00am to 6pm. July 4th 7am to 9am.
- Check-in ends at 8:00am and all vehicles must be removed from festival area by 8:30am on July 4th.
- Booths will be completely set up by 8:30am on July 4th and should present a neat and professional appearance.
- After unloading, **move your vehicle to a designated parking lot for parking.**
- Festivities begin at the Depot Grounds at 7:30am and end after the fireworks and headline band at approximately 11:00. Vendors are encouraged but not required to remain until the end of the celebration.
- Booth spaces are approximately 12'X12' for vendors.
- Multiple vendors are not permitted to display in one booth.
- The exhibitor/vendor is responsible for setting up, dismantling, and cleaning the booth area.
- Vendors must provide ALL booth materials/displays, tables, chairs, etc. electricity is available upon advanced request for an addition booth fee.
- Area will be left clean and free of debris or trash. There will be a \$100 additional fee for uncleaned vendor spaces.
- Use ONLY the designated dumpsters for trash. Do NOT use pedestrian trash receptacles for any vendor trash.
- The booth should be attended at all times. An exhibitor may have an assistant(s) in the booth as long as the exhibitor is responsible for the assistant(s).
- Each exhibitor/vendor is responsible for their booth and all items in it.
- Loud or disruptive noises, abusive language, "party atmosphere", or disturbances of any kind will not be tolerated. Please do not bring pets if you are an exhibitor or food vendor.
- Booth arrangement will be determined by the Etowah July Fourth Committee and will be filled according to what works best for the flow of the celebration.
- No smoking except in designated areas and no alcoholic beverages allowed at the celebration.
- Booth fees are non-refundable – Rain or Shine Celebration
- Non-Profit groups – please provide documentation of your status
- Informational vendors are prohibited from selling any goods or services.
- No Vendor will be allowed to sell or distribute items, products, or hand-outs of a political, religious, or controversial nature.
- Please include an image of your product or booth set-up with your application form for us to properly place you in the venue.
- Food vendors – please include your menu with prices. All prices must be posted at booth and viable to the public.
- Food Trucks will be located on pavement inside the celebration boundaries.
- **No Vendors are permitted to sell or give away bottled water or soft drinks.**
- Attraction Vendors must provide a copy of Liability Insurance with application.
- Generators will not be allowed.



APPLICATION FORM

Craft, Information, Direct Sales,
Food, Non-Profit and Attraction
Vendors

July4th@cityofetowahtn.com

www.cityofetowahtn.com/july-fourth.html

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Office Use Only	
Date Received	
Check #	
Amount	
Space #	

Please read letter, guidelines and application carefully

Name: _____

Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail address: _____

Brief Description of Booth: _____

Vendor Type: Check one; the number of 12'x12' spaces needed; if electricity is required and your total.
Food truck vendors are required to provide measurements of needed space.

I am a:			Number of Booth Spaces	Total
<input type="checkbox"/> Informational/Non-Profit	\$30	x	_____ =	_____
<input type="checkbox"/> Craft Vendor	\$50	x	_____ =	_____
<input type="checkbox"/> Direct Sales Vendor	\$50	x	_____ =	_____
<input type="checkbox"/> Food Vendor	\$60	x	_____ =	_____
<input type="checkbox"/> Attraction	\$150	x	_____ =	_____
<input checked="" type="checkbox"/> Food Truck (size _____ X _____)	\$100		_____ =	_____
<input type="checkbox"/> I will need Electricity	\$15		_____ =	_____
<input type="checkbox"/> Late Fee for application postmarked after June 19 2017	\$15		_____ =	_____
			Total Due	_____

No Post Dated Checks

Make Checks Payable to: **Etowah July Fourth Committee** – P.O. Box 1032 ~ Etowah, TN 37331

**** There will be no refunds issued for ANY vendor space****

I will not hold the Etowah July Fourth Committee, the City of Etowah or any of its agents responsible for any conditions beyond their control that may unduly affect me &/or my property. Furthermore I will not hold liable for damage of judgments that may be suffered by errant, participant or spectator to his person or property and agree to indemnify the aforesaid parties against any losses, liability, expense or payment resulting from any such injury to person or property. Signed application is agreement to abide by the guidelines provided to me by celebration organizers.

Signature: _____