



August 25 & 26, 2017
Blue Ash Summit Park

Thank you for applying to be in the Taste - Blue Ash Food & Music Festival!

The Taste of Blue Ash is the area's premier outdoor food festival, showcasing local dining establishments. The delicious array of food served at the Taste - Blue Ash Food & Music Festival is complemented by local, regional and national music on two stages and exciting activities for the entire family. With typical crowds reaching over 120,000 in attendance throughout the entire 2-day weekend, this event is a favorite for locals and visitors alike.

Vendors will find that the Taste - Blue Ash Food & Music Festival is an effective marketing tool for their business. The public relations and goodwill generated at the event will have a positive residual effect year-round.

Some of the benefits that vendors receive for participating include:

- Direct contact with existing and potential customers.
- Exposure to an audience of over 120,000 attendees throughout the weekend.
- Unique marketing exposure through print, live and web-based media.
- Community involvement.
- Networking opportunities with potential partners and other vendors.

APPLICATION PROCESS:

Vendors that are interested in being considered for the Business Expo must COMPLETE an application (including provision of naming the City as "additionally insured") and pay the applicable fee (any cancellations after payment has been made will incur a non-refundable \$200 cancellation fee). **The application is mandatory in order to be considered for participation and is due by Friday, May 19, 2017.**

Completed application, supporting documentation, and the application fee (we accept Visa, MasterCard, or check payable to "The City of Blue Ash") must be mailed, faxed or delivered to:

Taste of Blue Ash
Blue Ash Recreation Department
4433 Cooper Road
Blue Ash, OH 45242
FAX: 513-745-8527

Upon receipt of your application, it will be reviewed by a committee and if accepted, chosen vendors will be contacted by the first week of August and the payment will be processed. **Payments will be held with the application until this time, so please be aware of this when applying! Any cancellations made after the fee has been taken will incur a non-refundable \$200 cancellation fee.** Entry fees for participating in the event will include a Festival Booth, one (1) 110V/20A electrical outlet, advertising in the Taste - Blue Ash Food & Music Festival brochure and mobile app, one free vendor parking pass and two free reception tent passes for booth personnel, roaming event security, one (1) eight foot banquet table, lighting, and two (2) chairs. Additional electric service, extension cords and booth lighting can be purchased for a nominal fee.

Cheers!

The Blue Ash Events Committee



APPLICATION AND AGREEMENT

Thank you for your interest in the Taste of Blue Ash event! **Space is limited.** **NOTE:** Applications will be reviewed and some restrictions may prevent acceptance into the event. To be considered for booth space, supporting documentation, payment and Certificate of Insurance must accompany application - your application will not be considered "complete" otherwise. Applications must be received by Friday, May 19, 2017. If application is not approved, check will be returned or the credit card payment will not be processed. For more information or if you have any questions, contact Peggy Behm , (513) 745-8644 office or email at pbehm@blueash.com.

Business Expo Booth rental includes:

- One 10 x 10 booth
 - Due to uniformity of the expo, mobile units and personal/private tents are NOT permitted.
- One table & 2 chairs
- Lighting
- Basic electric – one 110 V outlet (additional electric available – additional fee based on your needs)
- Name inclusion in the Event Information Flyer
- Two tickets to the sponsor reception tent and one parking pass for booth personnel

Name of Company/Organization (here in after "Vendor"): _____

Address _____ City _____ State _____ Zip _____

Contact Person _____ Office Phone _____

Cell _____ Email _____

Activity you would like to offer: _____

Do you need public access into booth? ___Yes ___No

Marketing:

Description of Product/Service (food and drink samplings/giveaways or selling of these items are not permitted):

Approval requested for giveaway of the following: _____

(include sample of any marketing material - products, literature, or coupons) **Vendor may not distribute items outside of their booth area without prior approval from the City of Blue Ash. Selling items is strictly prohibited.**

Vendor must provide:

- Adequate personnel to staff the booth during event hours
- Materials, goods, and supplies necessary to effect the purpose for which the booth was rented
- **Certificate of insurance – Proof of casualty and general liability insurance, including bodily injury insurance, in the minimum amount of one million (\$1,000,000) dollars to cover any and all liability exposure to the City (City of Blue Ash listed as additional insured) effective through August 30, 2017.**
- Copy of Non-Profit Status (for non-profit applications only).

Setup/take down: Vendor must have booth set up, organized, and ready for operation by 11:00AM Friday, August 25 and Saturday, August 26. Unless prior arrangements are made, booth must remain open until Headlining act begins each night. On Saturday Vendor must dismantle booth contents within two hours of the closing of the event unless prior arrangements have been made with event staff.

Security: The City of Blue Ash will provide general security for the event premises. Although overnight security is provided for the entire venue, each vendor is solely responsible for security of individual items. Vendor is encouraged to remove any items of value when vendor staff is not present. During the hours event is open to the public, the vendor is responsible for security in the immediate area occupied by the booth and inside the booth itself.

