



July 4th, 2012

Vendor and Exhibitor Information

INVITATION

The Tacoma Events Commission, the non-profit organization that has presented Tacoma's annual 4th of July extravaganza for over 32 years, invites you to participate in the Tacoma Freedom Fair and Air Show. This public celebration includes an air show, live entertainment, recreational events, kids' activities, displays, exhibits, car show, pole vault meet, foot court, arts/craft show, and a giant fireworks display. The event draws over 100,000 people every year. Food and merchandise booths are grouped outdoors along the Ruston Way waterfront on the shores of Commencement Bay where the event audience gathers.

ELIGIBILITY

Applications are now being accepted for vendors of food, arts and crafts, imported mass-produced merchandise, and commercial/corporate direct marketing businesses. Your application must be returned with the booth fee; a photograph of your booth, and a large self addressed stamped envelope if photos are to be returned. **A 10% DISCOUNT IS BEING OFFERED TO ALL VENDORS WHO SUBMIT THEIR FULL BOOTH FEE AND APPLICATION BEFORE FEBRUARY 1.** Your payment will be refunded in full if you are not selected. Applications will be accepted at regular rates until April 15. Late payments and special requests will be considered on a first-paid-first served basis as space permits. A 20% late charge must be added to the application fee if sent in after April 1. No refunds are granted after May 5 if you cancel after having been accepted.

FOOD & BEVERAGE VENDOR INFORMATION

Booth spaces are located outdoors. Most are on hard surfaces but a few are on grass. Vehicles may not park or drive on the lawn. One free parking pass will be provided so you can park near your booth after unloading. A few spaces are available for trucks and trailers but please indicate your needs and apply early! You are responsible for providing your own booth and display materials. Most of the food vendor spaces are located in the "D" section, an area near the McCarver Street main entrance - between the Northern Fish Co. building and the Silver Cloud Inn. Other popular food vending locations are the "E" section in Dickman Mill Park, and the "J" section located in the Les Davis Pier parking lot. Those are the zones closest to the fireworks and air show. All vendor booth assignments are in high traffic festival food court areas and near live entertainment venues. Vendors selected for a space in the "D" and "E" sections will be assigned staggered set up times between 4:00 and 8:00 p.m. on July 3rd. Food & Beverage vendors with a space in the "H" section in front of the fireboat by Dukes' or the "J" section located in the Les Davis Pier parking lot or "L" section located in Marine Park setup on the morning of July 4th. Marine Park is the waterfront area closest to sports events, Camp Patriot, a main stage, RC Car Races, motorcycle show, and the kids' fun zone. **THERE WILL NOT BE A REQUIREMENT TO BUY BEVERAGES OR FOOD FROM EXCLUSIVE SUPPLIERS.** If you plan to sell beverages – please plan to bring your own product. The same goes for your ice supply. We do not plan to offer ice to vendors from a central source this year unless you place and pay for an ice order by June 27.

In years past we offered 40 lb bags of ice for sale at the event, delivered to your booth at below our cost. This cannot continue to be done at such a big loss. If you want ice available please express your interest in placing an order and pre-paying. Please also plan to provide your own ice barrels or coolers.

Food & Beverage Vendor Fees & Charges

The fee is \$850 for a standard 20'x20' full menu food and beverage booth in the "D" section located between the Silver Cloud Hotel and the Northern Fish Co. Fees for a standard 20' x 10' full menu booth in sections E, J, H & L, (Dickman Mill Park, Les Davis Pier, Fireboat by Duke's Chowder House and Marine Park are \$650. Spaces for carts or 10' x 10' limited menu food/ice cream booths in sections E, J, H & L are \$500. Registration fees include the cost of a mandatory City of Tacoma vendor license and payment of your B&O taxes. Booth fees are not refundable after May 1, once you are officially accepted.

Food Handler Permits & Health Inspections

You are responsible for obtaining your food handlers permits and passing your inspection by the Tacoma-Pierce County Health Department. Call them at (253) 798-6475 for food handler permits and (253) 798-6463 to make your inspection arrangements. The TPCHD will only accept cash, master/visa cards or cashier checks. No personal checks. Electrical service is at an additional charge based upon the type of service required, identified early and fees paid in advance. Food vendors must also be aware of, and comply with, Tacoma Fire Department regulations. **All food and beverage vendors must pay 15% of the gross sales to the Tacoma Events Commission at the conclusion of the event.**

NON-FOOD BOOTH INFORMATION

Space is available for non-profit organizations, arts & craft vendors, and commercial vendors. All booth spaces are outdoors and sell in 10'x10' increments. Most spaces are on grass and **electricity is not available**. The event is not responsible for providing any tents, chairs or display materials so plan to bring your own. Vehicles may not drive or park on the lawn! Loading is available at the curb near each booth space. Brings weights, **stakes are not allowed for securing tents**. They can puncture the irrigation system lines and flood booth spaces. One free parking pass will be provided per vendor to park in a vendor lot near your booth. A few spaces are available for heavy exhibits and people who vend from vehicles. Indicate your needs and apply early! You may not distribute food or beverages if you have not applied and been approved to be a food and beverage vendor.

Booth fees for Mass Produced & Import merchandise vendors are \$300 for a 10'x10'. **Handmade Arts and Craft vendors** and **Non-Profit** booths are \$175 for a 10'x10' space. **Commercial and Corporate Direct Marketing** booth fees are \$1000 for a 10'x10' space. Booth fees include one parking pass, the cost of a mandatory City of Tacoma vendor license and payment of your Tacoma B&O taxes. Hours of operation are 10:00AM to dusk. We do not charge non-food vendors a percentage of their gross sales but you are required to submit a report of sales after the festival.

PLEASE KEEP THIS DOCUMENT FOR YOUR RECORDS.

DO NOT RETURN THIS DOCUMENT WITH YOUR APPLICATION.

Important Notice: We have a new mailing address.

Please notify your insurance broker about our address change and update your records too.

All proof of insurance documents and correspondence should be sent to our office address:

Tacoma Events Commission
4109-E7 Bridgeport Way West, University Place, WA 98466-4328

If you have vending questions please contact Gary W. Grape, Event Production Manager, at the office address above or call Gary at the vendors desk at **253-326-4444** or his cell **(253) 230-6851**
Email Gary at Gary@FreedomFair.com. For more information visit www.FreedomFair.com