

**DEADLINE: AUGUST 16, 2010**

**2010 TULAROSA BASIN WINE & MUSIC FEST**  
**Alameda Zoo • Alamogordo, NM**  
**September 18 - 19, 2010**  
**Noon – 6:00 pm Daily**

*The Tularosa Basin Wine & Music Fest celebrates its 5<sup>th</sup> year. The combined Rotary clubs of the area come together to promote New Mexico's historic wine industry, showcasing the best of the state's wines, along with local and regional artists and live music all day. This event takes place concurrently with the White Sands Balloon Invitational, drawing pilots and crews, along with balloon enthusiasts from around the state, to Alamogordo.*

**Promotion** The Tularosa Basin Wine & Music Fest utilizes numerous media to promote the festival including: posters and fliers widely distributed throughout the area, newspaper, radio, tourism associations, and the internet. Attendance at the new location is expected to be 4000 – 6000 over the two days.

**Vendor Eligibility** Any licensed business with an approved product is encouraged to apply. The Organizer reserves the right to refuse entry to anyone, based on issues of balance of like products, timeliness and thoroughness of application, and appropriateness of product to the client base. Vendors are divided into 2 categories:

- **Arts/Crafts** must be original, unique and represented by the artist at the festival. All media are eligible and encouraged. Photos of product and/or booth set up must be submitted with application.
- **Food vendors** Food vendors must submit a typed menu of no more than five items. Duplication of items is limited so you may be asked to remove an item from your menu. Mobile vending units and food trailers **MUST** submit exact dimensions (including tongue) and a photograph or drawing of the unit with the application. Electric requirements, health permit, and proof of insurance **MUST** be submitted.

**Location.** The festival takes place at the Alameda Zoo, located on White Sands Blvd in Alamogordo.

**Security.** Security will be provided from 5:00 pm on Friday through 10:00 am on Monday. Neither the Tularosa Basin Wine & Music Fest, Alameda Zoo, nor Helping Hands Event Planning will be responsible for damages, theft, or loss, before, during or after festival hours.

**Exhibition Space.** Booth space is 10'x10'. Exhibitors must provide booth structure, tables, and chairs. You are encouraged to provide sun, wind and rain protection for your booth space. Vendors who do not secure their booth properly for the weather will be liable for damages to other structures and/or injury to other individuals.

**Deadlines and Refunds.** Vendor spaces are assigned based on date when complete applications (including fees) are received and written requests for special placement. Special consideration is given to placement that affects product quality, but request must be in writing. Vendor site placement is FINAL and will not be changed by the festival management.

**Permits/Licenses.** For health permits, contact the Otero County Health Dept, 411 Tenth St Rm 106, Alamogordo, NM 88310, 575-437-7115 to apply for a health permit. Gross receipts must be reported on your CRS form for Otero County.

**Set up:** Set up is on Friday from 8:00 am – 6:00 pm and on Saturday from 7:00 am – 10:30 am. Any vendor not checked in by 10:30 am will forfeit their space in the show.

**Other:** Our host hotel is the Comfort Inn, which can be contacted at (575) 434-4200 - mention you are with the wine festival. Pets are not permitted.

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*Application deadline is August 16, 2010.*

**Fee Schedule:**

	Fee	FEEES DUE:	Product Description
Arts & Crafts, 10 x 10*	\$50		
Food vendors 10 x 10	\$75		
Electricity**	\$25		
<b>TOTAL:</b>			

*\*space is sold in increments of 10 feet. If you require additional space, you must purchase a second space at Cost IF an exhibitor cancels on or before the close of business on August 13, 2010, a refund, less \$25 will be issued. No refunds after COB on that date.*

*\*\*Electricity availability is limited and will be on a first received and paid basis.*

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_ CRS Number\*\*\*: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Emergency Cell Number: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

*\*\*\*Required. Contact New Mexico Taxation and Revenue if you do not have a number.*

**Please include an email address. It will only be used for festival questions and communications**

Any special requests or notes: \_\_\_\_\_

**ONLY COMPLETE APPLICATIONS WILL BE ACCEPTED.**

If you do not include: this complete form, appropriate fees, and photos of your product and set up, your application will be returned for your completion.

Food vendors must submit: health permits, proof of general liability insurance, drawing of your vending unit, and menu, in addition to the fees and application.

Make checks or money orders payable to: Tularosa Basin Wine & Music Fest

Mail applications to: Tularosa Basin Wine & Music Fest, P.O. Box 15150, Las Cruces, NM 88004

*Email: [Stephany@HelpingHandsEvents.com](mailto:Stephany@HelpingHandsEvents.com) or call 575-522-1232 for more information.*