



Saturday, October 3, 2015
Historic Church Street in Vienna

NON-FOOD VENDOR PACKET



Dear Potential Participant,

Announcing the Eighth Annual Oktoberfest!

Oktoberfest 2015, sponsored by Vienna Business Association, will be held on **Saturday, October 3, 2015 from 11 a.m. —7 p.m.** on the Town Green and historic Church Street in the heart of Vienna, VA. The event will feature live entertainment on three stages (a main stage, a children's stage and an acoustic stage), beer garden, food vendor area, children's activities, and a festival marketplace.

Over the past seven years, the booth space has sold out. Over all of the years of the festival, attendance has averaged 20,000 attendees, last year we accommodated around 30,000. For families with children and those without children, all ages enjoyed the variety of food, festival grounds vendors, entertainment and, of course, beer.

This event provides an ideal venue to showcase your business. You'll have the opportunity to personally interact with 1000's of potential new customers. This is an incredibly affordable way to do marketing, outreach and publicity for your business, all while having fun!

Booth space is limited, so please don't delay and miss out on this fabulous opportunity. The deadline to submit your paperwork and payment is Tuesday, September 15, 2015.

If you have any questions, please do not hesitate to contact the following individuals:

Festival Chair	Kathy Georgen	703-319-3990
Food Vendor chair	Tom Hughes	571-239-4839
Non-Food Vendor Chairs	Mary Kay Claus	703-648-3290
	Carey Sienicki	703-242-5785
Sponsor Chairs	Peggy James	571-550-2483
	Tracy Murphy	703-938-5751 X4415
	Tracy Zambito	703-319-2000

We look forward to your participation in
Oktoberfest 2015!



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Sponsor or Non-Food Booth Registration Form

Name of Company _____

Contact Person _____ Contact Phone _____

Contact E-Mail _____ Website Address _____

Physical Address _____ City, State, Zip _____

Signature: _____ Title: _____

Sponsorship Opportunities:

- Platinum Title Sponsor – One Available (\$5,000) ¹ **Sold *WHOLE FOODS***
- Main Stage / German Band Sponsor – One Available (\$3,500) ¹
- Beer Mug Sponsor (\$3,000 value) ¹ – **Sold *URBAN MATTRESS***
- Gold Sponsors (\$2,500) ¹
- Silver Sponsors (\$1500) ¹
- Children’s Stage Sponsor – One Available (\$1,500) ¹ **Sold *CARDINAL BANK***
- Center Street Stage Sponsor – One Available (\$1,500) ¹ **Sold *FISHER CUSTOM HOMES***
- Children's Area Games Sponsor - One Available (\$1,000) ¹

I would like to register ² for:

- Non-Food Vendor (\$300 or \$200 for VBA Members) ³
 - I need a double sized (10x20) non-food vendor space (add \$200 extra)

¹ **For Sponsors:** If applicable, please e-mail your **digital company** logo to: sponsors@viennaoktoberfest.org
² Additional opportunities for **Food Vendor Spaces** are available by completing a separate Food Vendor registration. Contact food@viennaoktoberfest.org
³ You must also complete all requirements of the non-food vendor application.

Deadline to participate is September 15, 2015. Make checks payable to VBA. Payment in full must be enclosed to process application. No cancellations or refunds after this date.

Note: There will be a \$25 cancellation fee deducted from all refund checks.

PLEASE RETURN ALL FORMS & PAYMENT TO:

Vienna Business Association
243 Church St NW
Vienna, VA 22180

or email to:
vendors@viennaoktoberfest.org

Account Number _____

Exp. Date _____ V code on back of card _____

Zip code _____ Amount Authorized _____

Name on Card _____

Signature _____

FOR CREDIT CARD PAYMENTS (circle VISA/MC):



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Non-Food Vendor Booth Description Form

Name of Vendor _____

Contact Person _____

Contact Phone _____

Contact E-Mail _____

Type of Vendor

- Crafter
- Artist
- Merchandise Re-Seller
- Service Provider or Business
- Political Party or Campaign Booth
- Community Organization or Non-Profit Organization Children's Activity
- Other *(please specify)* _____

Description of items being sold and/or booth activity to be undertaken:

Yes, I will be using a generator and understand my booth will not be located on Church Street.

All distributions of literature, balloons, bumper stickers, give-aways etc., must be confined to your booth space. No representatives may rove the festival grounds for marketing purposes.

Your vendor registration form, vendor booth description form, signed non-food vendor agreement and payment must be received in order for your application to be a complete agreement by September 15, 2015.

We will endeavor to make sure the offerings of vendors are varied. Preferences of booth placement will be determined by the time of submission of application and payment. Please note on your form if you have a placement preference. The committee will try to honor your request but cannot guarantee that your request will be granted.

Special Requests for consideration: _____



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Non-Food Vendor Agreement — Page 1 of 3

Definitions

VBA	Vienna Business Association
Vendor	Each person, organization, retailer, food & beverage participant that has made application for space at Oktoberfest 2015, by executing a Sponsorship or Booth Registration Form and this Non-Food Vendor Agreement.

1. Deadline for Participation: The deadline for inclusion in VBA Oktoberfest is **Tuesday, September 15, 2015**. Every Vendor must fulfill all conditions herein, and send all completed paperwork and payment (\$300 or \$200 for VBA Members) to VBA by Tuesday, September 15, 2015. **Non-food vendor space for this event is limited** and is available on a first-come, first-served basis.

2. Cancellation: If VBA should fail to hold Oktoberfest 2015 as scheduled for any reason by October 3, 2015 (including but not limited to terrorism, fire, wind, storm, other acts of God, or any other reason which renders event impossible or impractical) then it shall refund to Vendor all sums paid by Vendor to VBA less expenses incurred. Cancellation by VBA or the Town of Vienna must be made prior to 11 a.m. on October 3, 2015 for refunds to be administered. No refunds will be granted if event is cancelled or cut short on time once the festival begins at 11 a.m. on October 3, 2015. There is no rain date for the festival; it is a rain or shine event.

Neither VBA, Town of Vienna nor any officers, directors, owners, employees, nor agents of either of them shall have any liability to the Vendor by reason of such cancellation or failure to hold the Oktoberfest 2015.

Any participant may cancel prior to Tuesday, September 15, 2015 and receive a full refund. A \$25 cancellation fee will be deducted from all refund checks. **No refunds will be made after Tuesday, September 15, 2015.**

3. Assignment and Use of Booth by Others: Booth space is assigned in the order in which complete paperwork and payment has been received. Sponsors will receive premium booth space. Vendors are not permitted to share space and Vendor may not assign its space to any other Vendor, person, firm or organization without express written permission of VBA. No Vendor can change booth spaces without the permission of festival management and/or VBA.

4. Booth Description: All Vendor spaces are approximately 10 x 10 square feet in size. If your set-up requires more space, you are required to pay for extra space. Notification to VBA must be made by September 15, 2015. Each space will be designated by markings on the road or grass surface and space markings will NOT be larger than 10 x 10 square feet, unless prior arrangements have been made and extra fee is received prior to the event. Vendor is responsible for equipping booth with all necessary equipment. Each booth must be equipped with a canopy or tent. If you are **going to use a generator, you must let the VBA know and your booth cannot be located on Church Street**. If a vendor needs to rent a booth set-up, they should contact Brooke Rental on a first come, first served basis: 321 Mill St NE Vienna, VA 22180 (703) 938-4807 JCB@brookereental.com

5. Signage: VBA will NOT provide booth identification signs. Vendor may place company signage in/on their booth. Placement and size may not infringe on other vendors or sponsors.

6. Booth Set-Up: Vendor set-up time is from 7:30 am until 9:30 am on Saturday, October 3, 2015. All vehicles must be removed from the festival area by 10:00 am. Vehicle access to booths during Oktoberfest 2015 will not be available. Tablecloths are NOT provided. Vendors will receive a packet by email or fax (if requested) with Check-in Time. All vendors must follow schedule provided. No vendors will be permitted to set up prior to the scheduled time. Vendors who do not arrive during scheduled set-up time may lose their booth space.

7. Booth Content and Appearance: Tables must be covered to the ground and no boxes or packing items should be visible. Smoking is not permitted inside the booths. All persons staffing a Vendor booth (Vendor, Vendor employees, volunteers, etc.) must be appropriately dressed at all times. There shall be no cut-off shirts or pants, bare feet, or obscene or inflammatory writings on clothing or in booths. The Oktoberfest festival committee and VBA reserve the right to prohibit the display and/or distribution of materials or merchandise it alone deems illegal, obscene or otherwise offensive.

By participating in the festival, Vendor leaves all discretion for the items to be displayed and sold to VBA and has no right of appeal or legal recourse at the time or in the future. Vendors who refuse to comply with decisions may be asked to leave the festival.



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Non-Food Vendor Agreement — Page 2 of 3

8. Staffing of Booths: All Vendors are required to provide adequate staffing of their booths for the duration of Oktoberfest 2015. Booths must be staffed and operational from 11 a.m. to 7:00 p.m. VBA cannot provide volunteers for Vendor booths. Vendors are encouraged to have promotional materials such as coupons, fliers or take home promotional items market their establishment. These items may only be distributed at Vendor's immediate booth space.

9. Activity Confinement to Booth Space: Vendors are permitted to distribute and/or sell information/materials/items or have activity at their booth. **No distribution or sale of materials will be permitted beyond the contracted booth area. Representatives of Vendor may not rove festival grounds to entice visitors to the booth and/or to do any type of information/product give-away.**

10. Restrictions on Sales: Vendors are not permitted to sell any beverages, prepared foods, live animals or otherwise illegal items. **Samplings of food or food product are permitted.** All vendors are responsible for providing all monies needed to make change during the festival. No monies will be available at the Vienna Business Association Command Center.

11. Sound Amplification Devices: The use of all sound amplification devices such as, but not limited to, speakers, bullhorns, microphones, or karaoke type machines is strictly prohibited.

12. Booth Breakdown: Oktoberfest 2015 ends at 7:00 p.m. Vehicle and other access to Church Street and all blocked off streets for breakdown and clean-up will be determined by the Town of Vienna and will begin at approximately 7:15 p.m. and must be completed no later than 9:00 p.m. If you choose to rent a booth set-up from Brooke Rental, coordinate breakdown of tent, table and chairs will them.

13. Utilities and Use of Generators: Water and electricity will not be available at this event.

Anyone wishing to use a generator must obtain advance approval from the VBA Oktoberfest Festival Chairman. No generators may be used on Church Street. No electrical cords maybe placed across a public right away. Vendors agree to assume all liabilities for damages caused by use of their generator.

14. Disposal of Trash: All Vendors must properly dispose of all trash in trash receptacles. Booth space must be free and clear of debris and trash after breakdown. A clean-up crew will periodically collect trash from public trash receptacles during the festival.

15. Code Compliance: Each Vendor is required to adhere to all laws and provisions established by the Commonwealth of Virginia, the Town of Vienna, the Fairfax County Health Department and the Fairfax County Fire and Rescue Department —Office of the Fire Marshall. Vendor shall also adhere to all other federal, state and local laws, rules and regulations applicable to its business and the Oktoberfest 2015 event.

16. Sales Tax Collection: It is the responsibility of each Vendor to comply with all federal, state and local tax ordinances. Vendor represents that it has or will have as of October 3, 2015 all necessary and required licenses, permits, and/or certifications from all applicable government agencies. Vendor has sole responsibility associated with its sales at Oktoberfest.

17. Insurance Requirements: Vendor must assume responsibility for, and agree to indemnify and hold VBA, The Town of Vienna and their respective officers, owners, employees and agents harmless from liability or expense, including governmental charges or fines and attorney's fees, in connection with any and all claims, demands and causes of action, created by, arising out of or resulting from (i) Vendor installation, removal and maintenance of space and supplies; (ii) any goods, products, samples or souvenirs; (iii) Vendor activities at the Oktoberfest 2015 and occupancy or use of the festival grounds or any part thereof.

By executing the Non-Food Booth Vendor Agreement, Booth description form and this document, Vendor warrants that it has and shall maintain in full force and effect through October 4, 2015 comprehensive general liability insurance, with coverage including personal injury, broad form property damage, contractual liability, operations hazard, and products liability, in limits of not less than \$1,000,000 which insurance specifically covers all Vendor activities on or off site of the festival grounds and related to Oktoberfest 2015.

18. Security: Security will be present during the operating hours of the Oktoberfest 2015 event. However, VBA and the Town of Vienna are NOT responsible for items lost, stolen or damaged.



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Non-Food Vendor Agreement — Page 3 of 3

Checklist for Non-Food Vendors

To make your reservation to participate in the VBA Oktoberfest, please return the non-food vendor application, full payment, contract and applicable paperwork by **Tuesday, September 15, 2015**. The following is a checklist of items that must be received in order to process your participation request.

- Registration Form (*Page 2 of 6*)
- Non-Food Vendor Booth Description Form (*Page 3 of 6*)
- Signed Signature Page (*Agreement Page 3 of 3; i.e. this page*) of the Non-Food Vendor Agreement
- If you are going to use a generator, you must let the VBA know and your booth cannot be located on Church Street.**

All booths must have a cover over the top of the booth space.

NON-FOOD VENDOR AGREEMENT

Vendor hereby acknowledges it has read, fully understands and agrees to abide by all rules and regulations for the VBA Oktoberfest 2015 Festival.

Signature of Authorized Agent for Vendor

Printed Name

Name of Company/Organization or DBA Name

Date

Phone

E-mail

DEADLINE TO RETURN FORMS AND PAYMENT IS TUESDAY, SEPTEMBER 15, 2015.

PLEASE RETURN ALL FORMS AND PAYMENT TO:

**Vienna Business Association
243 Church St NW
Vienna, VA 22180**

Or email to:
vendors@viennaoktoberfest.org