



2010 Community Exhibitors Program & Application

A Taste of Colorado is the Rocky Mountain region's largest free admission outdoor festival and one of Colorado's most popular Labor Day traditions! Taste features an exceptional variety of Colorado's favorite food establishments, regional and national entertainment, family-friendly activities, marketplace artisans and vendors, and community exhibitors. Celebrating its 27th year, this year's festival will be held Friday, September 3 through Monday, September 6 in Civic Center Park in Downtown Denver. With over 500,000 people attending the festival annually, Taste is a great place to showcase your organization. Please visit www.atasteofcolorado.com to find out more about this year's festival.

Community Exhibitor Eligibility

Those looking to participate at A Taste of Colorado in 2010 as a Community Exhibitor should be a 501-c-3 or a government agency or non-partisan organization with an informational program that is relevant to festivalgoers. Booth space should be used to inform, promote, and distribute information regarding a current program. No fundraising, sampling or sales will be permitted from Community Exhibitor booths. In addition, third-party partners, giveaways, and all literature distributed from a Community Exhibitor booth must be pre-approved by the festival's management prior to the festival. A Taste of Colorado reserves the right to select and reject any Community Exhibitor(s) for any reason, and at its sole discretion. Furthermore, Taste reserves the right to refuse any exhibition not consistent with the submitted application and not previously approved by the festival management. Taste has sole discretion on any and all exhibitors and items/information displayed and the judgment of Taste in this matter is final.

- Looking to sell items? Contact Jennifer Lupien, Marketplace Coordinator, at marketplace@atasteofcolorado.com or (303) 881-8770 to find out more about our Marketplace program.
- Looking to raise funds for your organization through volunteering? Contact the main office to find out more about our fundraising program at (303) 295-6330.
- Are you a business looking to participate at the festival? Contact Dean Menos, Festival Manager, at Dean@EventsbyEMG.com or (303) 295-6330 to learn more about Corporate Exhibitors and Sponsorships.

Booth Information

Each Community Exhibitor is provided a 10'x10' booth space which includes a 110v-20 amp circuit. *(See booth fee for details.)* Additional electrical is available at the Community Exhibitor's cost. Participants must provide their own canopy and canopy weights, display booth, display racks, lights, extension cords, and outdoor-rated multiple plug-in strips. Park rules prohibit the staking of tents. Exhibitors must properly weight and secure tent and display racks in the event of inclement weather. Tents, tables, and chairs are available for rent through the festival at an additional charge.

Booth Fee

If accepted, a payment of \$750.00 will be due to A Taste of Colorado no later than July 15, 2010. Payments should be in the form of check and made out to **A Taste of Colorado**. If the check is a personal check or does not list the official Community Exhibitor name, please put the Community Exhibitor name in the memo area. Check should be mailed to:

A Taste of Colorado
Attn: Community Exhibitors
511 16th Street, Suite 200
Denver, CO 80202

No refunds will be given to those organizations who are chosen to participate and submit payment on-time, but choose not to participate after July 22, 2010. If an organization is chosen to participate and submits payment, but decides not to participate before July 22, they will receive a 50% refund.

IMPORTANT DATES

June 1	Community Exhibitor Application must be postmarked in order to be considered for 2010 participation.
June 15	A Taste of Colorado will notify those selected to participate as Community Exhibitors for the 2010 festival. If chosen, part of the information you will receive is the official agreement which will need to be mailed back to confirm your spot.
July 1	Those selected must return their signed agreements in order to confirm participation.
July 15	Payment and insurance must be submitted. Both payment and insurance should be mailed to: A Taste of Colorado, Attn: Community Exhibitors, 511 16 th Street, Suite 200, Denver, CO 80202.
July 22	No refunds will be given after this date should an organization choose not to participate.
August 20	Load-in and onsite information will be mailed to those participating as Community Exhibitors.
Sept. 3-6	A Taste of Colorado is open Friday 11:30am-10pm, Saturday & Sunday 10:30am-10:00pm, and Monday 10:30am-8pm. All Community Exhibitors must be open during all festival hours.
Sept. 6	All Community Exhibitors must dismantle their booths and be off premise by 11:59pm on Monday, September 6.

How to Apply

1. Complete ALL required information on the following pages
2. Read and sign the Community Exhibitor Rules and Regulations
3. Send your completed application, a signed copy of the Community Exhibitor Rules and Regulations, and any additional information about your group that may be helpful in the selection process to:

A Taste of Colorado
Attn: Community Exhibitors
511 16th Street, Suite 200
Denver, CO 80202

ALL APPLICATIONS MUST BE POSTMARKED BY JUNE 1, 2010

Participation decisions will be made at the sole discretion of A Taste of Colorado and applicants will be notified no later than June 15, 2010 if selected to participate in this year's festival.

Questions about the Community Exhibitor Program or application?

Contact Jen Cravens at (303) 534-6161 or JCravens@downtowndenver.com



A Taste of Colorado is produced by and benefits Downtown Denver Events, Inc. (DDE). DDE is the Downtown Denver Partnership family's community events non-profit organization that organizes public parades, festivals, concerts, exhibits and other events to enhance the vitality of downtown Denver and to celebrate, encourage, foster and promote cultural diversity, community pride and appreciation for the visual, performing and culinary arts.



2010 Community Exhibitor Application

Organization Name: _____

Check one: 501-c-3 Government Agency Other (Please describe) _____

Organization Website: _____

Contact Name & Title: _____

Contact Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone (Day): _____ Best time to reach you: _____

Phone (Evening): _____ Best time to reach you: _____

Cell Phone: _____ Fax: _____

How long has your organization been in existence: _____

Please describe the mission/purpose of your organization: _____

Please describe the project you would be promoting and/or reason you would like to be a Community Exhibitor:

Are there any third-party partners that you request be allowed to be associated with your booth at the festival?

_____ YES _____ NO

If yes, please list all third-party partners and how they are involved: _____

Please describe all elements of your booth including any visuals or displays: _____

Please describe all giveaway items or promotional materials that you plan to have at your booth including literature and brochures. Please include a sample of all items listed with your application if available.

Please list other events you have participated in or are planning to participate in: _____

Make sure to read through the Community Exhibitors Participant Rules and Regulations and send both pages with your application. Applications will not be considered complete unless a signed Community Exhibitors Participant Rules and Regulations is on file.

A Taste of Colorado will make decisions at its sole discretion as to Community Exhibitors selected to participate at this year's festival as well as their content, displays, giveaways, and third-party partners, if any.

**Questions about the Community Exhibitor Program or application?
Contact Jen Cravens at (303) 534-6161 or JCravens@downtowndenver.com**



2010 Community Exhibitors Participant Rules and Regulations

A Taste of Colorado is an entertainment event designed to appeal to families and bring the community together. Taste will not be the forum for intolerance, but rather a place to celebrate culture, diversity, and community activities. Due to the limited space of the festival, not all applicants who apply will be accepted to have a booth to promote their organization. All Community Exhibitor booths will be by invitation only following the application process, and preference is given to those participants with organizations based in Colorado who can bring additional value to the festival and its attendees. A Taste of Colorado will make decisions at its sole discretion as to participation, display materials, and giveaways in regards to the Community Exhibitor program.

1. Organizations applying should be a 501-c-3 or a government agency or non-partisan organization with an informational program that is relevant to festivalgoers.
2. No third-party partnerships will be allowed unless approved by the festival's management. Please make sure any and all third-party partners are listed on your application.
3. Sales and sampling will not be allowed at Community Exhibitor booths. If you are looking to have sales as a part of your booth, please contact Jennifer Lupien, Marketplace Coordinator, at (303) 881-8770 for the proper participation information.
4. Donations and fundraising will not be allowed at Community Exhibitor booths. If you are interested in fundraising, please contact the festival at (303) 295-6330.
5. All giveaways and literature distributed by Community Exhibitors must be approved by A Taste of Colorado prior to the festival. Food, beverages, stickers, balloons, sunglasses, lighted products, hats and t-shirts will not be permitted as giveaways.
6. All Community Exhibitors must be able to staff their booth during all hours of operation of the festival. This year's hours of operation are:

Friday, September 3, 2010	11:30am-10:00pm
Saturday, September 4, 2010	10:30am-10:00pm
Sunday, September 5, 2010	10:30am-10:00pm
Monday, September 6, 2010	10:30am-8:00pm
7. All Community Exhibitors selected to participate must submit a space fee of \$750.00 no later than July 15, 2010 in order to secure booth space. Payments will be accepted in the form of check payable to A Taste of Colorado and should be mailed to the following address:

A Taste of Colorado
Attn: Community Exhibitors
511 16th Street, Suite 200
Denver, CO 80202
8. No refunds will be given to those organizations who are chosen to participate and submit payment on-time, but choose not to participate after July 22, 2010. If an organization is chosen to participate and submits payment but decides not to participate before July 22, they will receive a 50% refund.
9. Community Exhibitors will be required to submit proof of auto insurance to the festival for all vehicles entering the festival site. In addition, A Taste of Colorado has the right to ask for proof of general liability insurance based on the activities planned for the booth.
10. Community Exhibitors must have the proper Workers Comp policy in place for those employees staffing the booth. Community Exhibitors will also be responsible for all volunteers at their booth. The festival will not require proof of Workers Comp insurance, but all workers and volunteers will be the sole responsibility of the Community Exhibitor and the Community Exhibitor will hold A Taste of Colorado and its associated entities harmless in the case of an incident or accident. A list of associated entities will be listed in the Community Exhibitor Agreement if selected to participate.

2010 Community Exhibitors Participant Rules and Regulations Cont.

11. Community Exhibitors may have vehicle access to their booth up to one hour before the festival opens and approximately 30 minutes after the festival closes each day of the festival. No participant vehicles will be allowed on or off the festival grounds outside of those times.
12. All Community Exhibitors will be required to provide their own tent, tables, lights and display equipment. Equipment may be rented through the festival, but the Community Exhibitor will be responsible for all costs associated with the rentals.
13. Community Exhibitors may have up to a 8' wide by 2' tall banner in the front of their tent. All banners and displays located outside or inside of the booth must be approved by Taste management. Taste will not allow Community exhibitors to display items that may promote illegal activity, drug use, violence, profanity, discriminatory references or any items deemed not acceptable by Taste.
14. The use and volume level of amplified sound systems is solely at the discretion of Taste. At no time shall the volume of an amplified sound system be heard or "bleed" beyond the Community Exhibitor's assigned space. If volume issues persist, the offending Community Exhibitor will be instructed to leave the festival and no refund will be given.
15. Community Exhibitors will be limited to their assigned space. No additional information or displays will be permitted outside of their booth which includes but is not limited to hanging additional banners throughout the festival site and roamers passing out information or giveaways.
16. No animals are allowed inside the festival grounds with the exception of service animals.
17. Setup for Community Exhibitors will be Thursday, September 2 and the morning of Friday, September 3, 2010. Most Community Exhibitors will setup Friday morning prior to the festival opening, but those with more elaborate setups may be permitted to setup on Thursday.
18. Teardown will follow immediately after the close of the festival on Monday, September 6, 2010. All Community Exhibitors will be expected to have their booth space vacated and vehicles off the festival grounds no later than 11:59pm Monday, September 6.
19. A Taste of Colorado has the permission to use the name of applicants selected as well as their planned booth activities for the purposes of promotion and advertising of the festival.
20. Community Exhibitors are expected to follow all rules and regulations stated above as well as those stated in future mailings and communications. A Taste of Colorado has final and sole approval over all aspects of the exhibitors, exhibitors' displays and contents, and the festival. With the large number of exhibitors and vendors participating at the festival, we ask your cooperation, effective communication, and compliance with our schedules and instructions to help make your participation more enjoyable and successful. Should the Community Exhibitors Rules and Regulations not be followed both before the festival and during the festival, A Taste of Colorado reserves the right to ask the Community Exhibitor to replace or modify booth displays and/or giveaways, shut down their booth if it does not comply with the stated guidelines and/or agreed upon content, and may terminate the agreement due to noncompliance at any time.

I have read the 2010 A Taste of Colorado Community Exhibitors Rules and Regulations and recognize that our participation at this year's festival is based upon adherence to these rules. I understand that acceptance in the festival is at the sole discretion of the festival organizers. I agree that if my organization is invited to participate at the festival, we will adhere to all rules and regulations as stated above.

(Sign this page and enclose both pages of the 2010 Community Exhibitors Participant Rules and Regulations with your completed application.)

Organization

Signature

Title

Print Name

Date