

Edina Art Fair

2020 Food & Beverage Exhibit Application

Criteria

Thank you for applying to the 54th Annual Edina Art Fair for consideration as a Food and Beverage Exhibitor. Completed applications will be reviewed based upon the following criteria:

- Menu selection and pricing · Level of professionalism
- Edina Art Fair and other event experience
- References as applicable · Past environmental health experience

Marketing Exposure

Being a vendor at the Edina Art Fair provides you exposure to an audience of 250,000 people over the course of the 3-day weekend along with other marketing benefits:

- Listing of business name, location at the fair and menu at the fair in our brochure insert in the Star Tribune that is distributed to 64,000 Twin Cities homes
- Listing on Edina Art Fair website
- 1 social media post on Edina Art Fair Facebook/Twitter pages about your business and location at the fair
- Signage at fair directing attendees to food vendors

Deadlines

- **Deadline for application received by Edina Art Fair on or before February 25, 2020**
- Application status notification released by Edina Art Fair on or before March 12, 2020
- Deadlines for contracts, insurance, and full payment received by Edina Art Fair on or before April 23, 2020

Applications must include the completed application form, booth or cart photograph, and refundable damage deposit of \$195.00 and non-refundable application fee of \$50.00. If sending checks, the damage deposit check and application fee must be separate checks. Incomplete applications will not be considered for review.

Contact Information

***Number of years you have exhibited at the Edina Art Fair _____

Company Name _____
Your company name will be listed in the Edina Art Fair program and website.

Applicant Name _____

Title _____

Mailing Address _____

City, State, ZIP _____

Telephone _____

E-mail _____

Website _____

Note: Exhibitors must operate within the chosen booth space. Preparation materials and space, awning and signage, storage, cleaning supplies, etc. **may not exceed the purchased space.** Booths must be completely skirted.

Attach a photo or drawing of your booth or trailer with specific dimensions.

If you are new to the Edina Art Fair, please list previous event experience and business/event references (at least 3 total)

Business/Event
Contact.....
Telephone.....

Business/Event
Contact.....
Telephone.....

Business/Event
Contact.....
Telephone.....

Option 1:

Tent/Trailer/Mobile Cart Food Court Space Request

Space requests are not a guarantee.

Quantity _____ @ \$915

Please specify below if you have a tent(s), trailer(s) or cart(s) and exact measurement:

Tent, Trailer or Cart: _____

Dimensions (width & length): _____

SIZE LISTED NEEDS TO INCLUDE HITCH & AWNINGS

Trailers larger than 25' will have to talk to organizer directly.

Requested Location _____

Mobile food carts means a food establishment preparing and/or serving foods from a self-contained, skirted cart, on public sidewalks or private property and readily movable, without disassembling, for transport to another location. Independent of water or electrical hookup and an awning attached to the top of the cart to shade the merchandise. *Please note: carts must be able to move, in the case of an emergency.*

Option 2:

Non – Food Court Street Space Request

All vendors requesting not to be in a designated food court (Streets include: **France Avenue, 50th Street, 50th & France intersection**) must meet the following criteria:

-Sell **ONLY** items that are **NOT** cooked on the premises (approved items; popcorn, beverages, ice cream, cookies, nuts, etc.)

-NO Trailers

Mobile vendor food carts: @ \$965

Quantity _____ Dimensions _____
(Please see mobile food vendor cart description above)

OR

Tent (may not exceed 10'x 10') @ \$2,100

Quantity _____ Dimensions _____

Attach a photo of your mobile food cart or tent.

Requested Locations(s): _____

Location Requests not guaranteed.

SPACE ON STREET IS EXTREMELY LIMITED, all street vendors' applications will be reviewed and approved by committee.

Exclusivity: To be guaranteed exclusivity throughout the fair, you must purchase space for 2 tents and/or trailers or 3 cart spaces.

Note: request for two or more spaces can be denied by fair organizers.

Proposed Menu Items

Creativity in menu selection and preparation is encouraged. The information provided will be used in part in the exhibitor selection process and in promotion of Edina Art Fair Food and Beverage Exhibitors. Successful applicants will be informed of application status by March 2020. If accepted as a 2020 Edina Art Fair Food and Beverage Exhibitor, you will also be notified of those menu items that are approved for sale at the Edina Art Fair. Menu determination will be made with consideration of creativity, variety and quality in each Court.

Item #1 _____
Price \$ _____ Portion Size (in ounces) _____
Description of item (include ingredients and preparation information)

Item #2 _____
Price \$ _____ Portion Size (in ounces) _____
Description of item (include ingredients and preparation information)

Item #3 _____
Price \$ _____ Portion Size (in ounces) _____
Description of item (include ingredients and preparation information)

Item #4 _____
Price \$ _____ Portion Size (in ounces) _____
Description of item (include ingredients and preparation information)

Item #5 _____
Price \$ _____ Portion Size (in ounces) _____
Description of item (include ingredients and preparation information)

Item #6 _____
Price \$ _____ Portion Size (in ounces) _____
Description of item (include ingredients and preparation information)

Item #7 _____
Price \$ _____ Portion Size (in ounces) _____
Description of item (include ingredients and preparation information)

Item #7 _____
Price \$ _____ Portion Size (in ounces) _____
Description of item (include ingredients and preparation information)

Return Completed Application to:
Edina Art Fair
3902 W. 50th St. STE C Edina, MN 55424
OR info@50thandfrance.com

Preparation & Service Method – Gas & Electrical

Select from the following power options you will need for food/beverages preparation/service. (Electrical service fee will be assessed. See “Exhibit Policies/Regulations Electrical.”)

_____ **Needs power provided:**
Quantity
_____ 20 amp: 120 v
_____ 50 amp: 240 v

Other (please specify): _____

Upon acceptance exhibitor will be required to provide necessary electrical requirements for temporary electrical needs at the Edina Art Fair. If vendor has generator, it must be approved prior to the art fair.

Responsibilities/Liabilities

The Applicant will have the authority to act on behalf of the Food and Beverage Exhibitor (Exhibitor) in space reservation transactions with the 50th & France Business & Professional Association (Association) for the Edina Art Fair (Fair).

The signature of the Applicant is required on this Application.

Signature

Signature Date

NON-Refundable Application Fee

NON-refundable application fee in the amount of \$50 may be submitted by credit card or check.

___ MasterCard

___ VISA

___ American Express

___ Check My check in the amount of \$50 is attached

Name _____

Card # _____

Expiration Date _____

Security Code _____

Cardholder Signature _____

Billing Address

Refundable Damage Deposit

Refundable damage deposit in the amount of \$195 may be submitted by credit card or check.

(Not immediately charged)

___ MasterCard

___ VISA

___ American Express

___ Check My check in the amount of \$195 is attached

Name _____

Card # _____

Expiration Date _____

Security Code _____

Cardholder Signature _____

Billing Address