

**DEADLINE: APRIL 30, 2010**

**2010 SOUTHERN NEW MEXICO WINE FESTIVAL**  
**SNM State Fairgrounds • LAS CRUCES**  
**Memorial Day Weekend: May 29 - 31, 2010**

*The Southern New Mexico Wine Festival celebrates and promotes New Mexico's historic wine industry, showcasing the best of the state's wines, along with local and regional artists and entertainers. You are invited to be a vendor at this well-established show. 2009 attendance was approximately 15,000.*

**Promotion:** The Southern New Mexico Wine Festival utilizes numerous media to promote the festival including: a full color rack card and poster widely distributed throughout the area, newspaper, radio, tourism associations, and the internet.

**Vendor Eligibility:** Any licensed business with an approved product is encouraged to apply. Vendors are admitted in the following categories at the discretion of the Event Organizer, who 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 event.

- **Agricultural products** must be commercially prepared, packaged, and labeled. Proof of liability insurance must be provided with application. Foods may be sampled on site, but are sold for at-home consumption.
- **Arts/Crafts** handcrafted items that must be original, unique and represented by the artist at the festival. All media are eligible and encouraged.
- **Commercial products** will be accepted on a case by case basis based on the quality of the product and its appropriateness to the audience.
- **Food vendors** . Food vendors are those selling food for consumption on site. You 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 liability insurance MUST be submitted, even if you have been a vendor previously. Food Vendors MAY NOT sell beverages.**

**Location.** The festival takes place at the Southern New Mexico State Fairgrounds, west of Las Cruces on I-10 exit 132.

**Security.** Security will be provided from 5:00 pm on Friday through 10:00 am on Tuesday. New Mexico Wine Growers Association, the Southern New Mexico State Fairgrounds 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. You may rent a professional 10x10 tent with 4 walls from the event for \$185. The tent will be set up and ready for your arrival on Friday.

**Show Hours:** The show hours are Noon – 6:00 pm each day. Vendors vehicles will not be allowed onto the lot after 11:00 am each day. Any vendor who leaves before the show is closed on Monday will not be invited back to another show. Vendors who drive onto the lot before 6:30 pm will be banned from future shows.

**Deadlines & 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 on the application. Vendor site placement is FINAL and will not be changed by the festival management. No refunds will be given after April 15 and up until that date a \$25 fee is assessed for refunds.

**Permits/Licenses.** For health permits, contact the Dona Ana Health Dept, 1170 N. Solano #M, Las Cruces, 88001, 575-524-6300 to apply for a health permit. Vendors are responsible for all city and state permit fees. Gross receipts must be reported on your CRS form for Dona Ana County. You must also have a Dona Ana County (not City of Las Cruces) Business Registration or Vendors License. To obtain one call 575-647-7350.

**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:** Pets are NOT permitted. Our host hotel is Spring Hill Suites, which can be contacted at 575-541-8887 - mention you are with the wine festival. To RV camp at the Fairgrounds, call Dwayne at 575-644-9210.

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**Application deadline is April 30, 2010.**

**Fee Schedule:**

	<b>FEES</b>	<b>FEES DUE:</b>	<b>Product Description</b>
Agricultural 10 x 10*	\$250		
Commercial, 10 x 10*	\$250		
Arts & Crafts, 10 x 10*	\$250		
Food vendors 10 x 10	\$500		
Food vendors over 10 x 10	\$550		
10 x 10 tent with 4 sidewalls	\$185		
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 April 15, 2010, a refund, less \$25 will be issued. No refunds after COB on that date.*

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

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Emergency Cell Number:** \_\_\_\_\_ **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 communications.**

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

**ONLY COMPLETE APPLICATIONS WILL BE ACCEPTED.**

*A complete application includes this form and appropriate fees in full. For food vendors, a completed application also includes proof of general liability insurance, drawing of vending unit including measurements and a typed menu with prices. Incomplete applications will be returned.*

Make checks or money orders payable to: Southern New Mexico Wine Festival

Mail applications to: Southern New Mexico Wine Festival

P.O. Box 1387

Las Cruces, NM 88004

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