



EVENT OVERVIEW

WHAT

The Greater Reston Chamber of Commerce presents the 10th Reston Fall Festival, re-branded as Flavors of Fall. This event will feature all things fall to include cuisine from area restaurants, live entertainment, Oktoberfest style and fall craft beer, kids' area and the Pumpkin 5k. This is the ideal marketing opportunity to showcase your business to tens of thousands of potential customers from around the Washington D.C. metropolitan region over two days.

WHEN

Saturday, October 7, 2017: Noon - 11:00pm

WHERE

Reston Town Center, 11900 Market Street, Reston, VA 20190.

BENEFICIARY

A portion of the proceeds benefit the INCspire Education Foundation, a 501(c)3 subsidiary of the Greater Reston Chamber of Commerce.

MORE INFO

Greater Reston Chamber of Commerce
Lesley Green, Event Contact
T: 703.989.9234
Lesley@M-B-Logistics.com
www.RestonFlavors.com



GREATER RESTON CHAMBER OF COMMERCE

1886 Metro Center Drive Suite 230 Reston VA 20190 | T: 703.989.9234 |

E: Lesley@M-B-Logistics.com | www.RestonChamber.org | www.RestonFlavors.com



SPONSORSHIP OPPORTUNITIES HONORS SPONSOR

- 6 player registrations Include- Corporate group of players (2 player per team)
- 6 entrances into Grand Prize Raffle
- 6 Commemorative Items
- 6 Corn hole T-Shirts
- 6 VIP Access Passes to Craft Beer Alley
- 144 Festival Beer/Wine/Food Tickets
- 6 Craft Beer Alley VIP Access with tastings and TCEX Spectator, 3 - 5oz craft beer tastings per ticket
- Honors Location 10 x 10 sponsor display tent with direct visibility of tens of thousands
- Company logo on Festival T-Shirt
- Company logo listed on select promotional materials in select printed ads, press packets, and on event pocket guide distributed to attendees, stage banners.
- Recognition in select Chamber promotional publications; events flyers, event brochures, and Chamber e-news, event website
- 2 Festival T-Shirts

INVESTMENT: \$3,000

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ELECTRICAL NEEDS FORM

- Yes, my booth needs electricity. No, my booth does not need electricity.
(Do not complete/sign this page if no).

Electricity will be available for vendors from their vendor booth(s) upon request with additional cost. Vendors will have access to 20 AMP power outlets. 20 AMP power outlets will supply power for appliances that equal up to a total of 20 AMP's. The following list shows the standard AMP for various appliances:

Common Devices and Their Loads (120v): 100 Cup Coffee Pot 13.75 amps, Commercial Blender 12.5 amps, 170k BTU Heater 12.5/5.5 amps, 300 watt Gel Spot 2.5 amps, Dixie Light Strand 1.66 amps, Globe Light Strand 3.33 amps, 12" Pole Fan 1.1 amps, 30" Pedestal Fan, 0/2.3 amps, Popcorn Machine 11.2 amps, Sno-Cone Machine 7.0 amps, Frozen Drink Machine 12 amps, PortA Cool 5 amps.

Participating Vendor _____
 Primary Contact _____
 Phone _____ Fax _____ Email _____
 Address _____
 City _____ State _____ Zip _____

***Electricity Cost:** \$250 first 20 AMPs \$100 for each additional 20 AMPs needed. Please submit a special request for special electrical needs i.e. appliances carrying more than 20 AMPs. If it is determined by our electrician that more power is required at your booth, an additional cost will be applied with payment required immediately.

LIST OF ITEMS Form not considered complete without requested information, credit card may be charged based on item listed rather than actual need

Please list all appliances that are to be plugged in an electrical outlet. (20 amps / 2 outlets)

(Please understand: 20 AMPs total/outlet - Penalty fees will apply)

1. _____ Amps _____
2. _____ Amps _____
3. _____ Amps _____

Please use additional paper for other appliances needing power.

I understand electricity needs must be ordered through the Greater Reston Chamber of Commerce as this is the only electricity allowed to flow through the event. I further understand my vendor booth may not provide electricity through my own resources - all electricity must be through the event. There is a maximum electrical demand of 20 AMPs per outlet (Unless special agreements are made with GRCC). Said limits are final and non-negotiable. Those who violate any of the said limitations will be fined \$200 to come out of the Participants 60% event revenue payout or to be charged to credit card made available by sponsors. Electricity must be paid for by credit card for all non-food vendor participants. I UNDERSTAND THE IMPORTANCE OF GIVING ACCURATE INFORMATION FOR THE ELECTRICAL NEEDS WITHIN MY BOOTH. BY SIGNING BELOW I AM STATING THAT THE ABOVE INFORMATION IS BOTH ACCURATE AND CORRECT.

METHOD OF PAYMENT

- Check (Make payable to the Greater Reston Chamber of Commerce)
 Send Invoice
 Visa Master Card American Express Card# _____

Exp. Date _____ Name as it appears on card _____

CVC # _____ (typically found on back of card) **Cardholder Signature** _____

Please email this form and the signed Rules & Regulations Agreement to Lesley@m-b-logistics.com, and mail the originals along with full payment to: Greater Reston Chamber of Commerce, ATTN: Reston Flavors of Fall, 1886 Metro Center Drive Suite 230, Reston, VA 20190. If you have any questions, please contact Lesley Green at 703.989.9234. (*Rules & Regulations #3)

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RULES, REGULATIONS & CONTRACT INFORMATION

RULES AND REGULATIONS, PAGE 1 OF 6

Reston Fall Flavors of Fall Festival, produced by the Greater Reston Chamber of Commerce, will be held on Saturday, October 7, 2017 from Noon - 11:00 pm at the Reston Town Center. **(Please note: ONE full day of fun!)** Food service may end at 11:00 pm, however, trucks will not be allowed on the streets until after 11:30 pm. Sponsor booths are asked to be staffed through 9:00 pm event day.

DEFINITIONS USED HEREIN

GRCC Greater Reston Chamber of Commerce

RTC Reston Town Center, LLC; Boston Properties; B&B Portfolio JV, LLC; Reston Urban Core Association; Reston Town Center Joint Committee; One Freedom Square, LLC

Participant Each person, organization, retailer, food & sponsor vendor that has made application for space, at Reston Flavors of Fall Festival 2017, by executing a Food Vendor Application or a Sponsorship Agreement Form.

Facility Reston Town Center.

1. DEADLINE FOR PARTICIPATION

The deadline for inclusion in GRCC's Reston Flavors of Fall Festival 2017 is Friday, September 22, 2017. Every Participant must fulfill all conditions herein, and send all completed paperwork to Greater Reston Chamber of Commerce by Friday, September 22, 2017.

Booth space for this event is limited and Participant specifically understands that there may be no more space available by the time it submits all paperwork and payment even if all submissions and compliance are timely.

***GRCC reserves the right to accept or deny any application submitted for participation in GRCC's Reston Flavors of Fall Festival. Each company application will be considered as a request to participate and be reviewed by the GRCC Reston Flavors of Fall Festival staff for approval. Submission of application does not guarantee participation in Reston Flavors of Fall Festival.**

2. ASSIGNMENT AND USE BY OTHERS

Participant space is restricted to one organization per space and the participant may not assign its space or permit any other person, firm or organization to use any part of such space without the express written permission of GRCC.

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RULES, REGULATIONS & CONTRACT INFORMATION

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3. CANCELLATION

GRCC's Reston Flavors of Fall Festival 2017 is a rain or shine event. GRCC reserves the right to not accept any business for its own reasons. Cancellation for refunds must be submitted in writing before September 12, 2017 and are non-refundable after September 12, 2017 but may be considered on a case by case basis.

4. SETUP

Participant set up time is on Saturday, October 8 from 7:00am - 11:00am. All production vehicles must be removed from Market Street by 10:30am on Saturday. Vehicle access to tents during event hours will not be available. A final packet of logistical information will be emailed to the main point of contact listed on application during the week of September 28, 2017

5. DURATION OF THE EVENT (Please note: ONE full day of fun!)

All tents located along Market Street must be staffed Saturday from Noon - 11:00pm

6. BREAK DOWN

GRCC's Reston Flavors of Fall Festival ends at 11:00pm on Saturday. Vehicle and other access to Market Street and all blocked off streets for breakdown will be determined by Town Center Security (approximately 11:30pm).

7. TENTS

Each Food Vendor Participant booth (tent) will be equipped with two (2) eight-foot tables, disposable cloths and a trash can w/liners. If you plan to use a grill you must provide all the necessary equipment (grill, charcoal, etc.) and indicate on Application. All grills must be placed outside the tent between booths. (Refer to your Food Vendor Application and Menu Selection Form for details and certain restrictions that will apply). Company branded tents will be permitted upon approval from Reston Flavors of Fall Festival. Photo of tent should be included with application.

Sponsor Booth (tent) will be equipped with one (1) eight-foot table and two (2) chairs in addition to the 10x10 tent. NOTE: Company branded tents will be permitted upon approval from Reston Flavors of Fall Festival. Photo of tent should be included with application..

8. CODE COMPLIANCE

Food vendor participant is required to adhere to all laws and provisions established by the Commonwealth of Virginia, the Fairfax County Health Department, and the Fairfax County Fire and Rescue Department – Office of the Fire Marshal. Sponsor participant shall also adhere to all other federal, state and local laws, rules and regulations applicable to its business and the Reston Flavors of Fall Festival 2017 event.

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10. FOOD VENDOR MENU SELECTION & BEVERAGES

There are no restrictions on the cuisine that you can feature at this event, however, selections should be coordinated with the Event Committee to avoid duplication (refer to your Food Vendor information form for details and certain restrictions that will apply) Menu selection must be limited to include only ONE item at 5 tickets; ONE item at 4 tickets, and THREE items at 3 tickets or less. Menu selection form is due with the application. Any changes made to the menu must be submitted via email to Lesley@m-b-logistics.com.

NEW for 2017: Food vendors are encouraged to sell BEVERAGES.

11. TICKET SALES, PROCEDURES AND MEETING FOR FOOD VENDORS

GRCC will handle all cash transactions for Flavors of Fall 2017. No cash transactions are allowed on premises, other than at designated Ticket Booths located within the event.

Attendees will give Tickets to Food Vendors, valued at \$1 each, in exchange for food & beverage service. If possible, collected tickets should be bundled into groups of 50 to facilitate ease of collection and accounting issues during the event. If tickets are not bundled into groups of 50, participant will lose the right to dispute the final ticket total, which will be tallied by the Chamber with a scale/weight ticket system.

Booth space includes a 10' x 10' white tent, two 8' tables with disposable cloths, trash can with liners, booth identification sign, listing on the events brochure.

NEW for 2017:

- **Food Vendors are welcome to bring their branded tents! (Tent use pending tent approval from event, must submit picture of tent with application.)**
- **Food vendors are encouraged to sell BEVERAGES.**
- **Percentage scale based value of tickets (ticket value \$1)**
 - o **Receive 60% of value of tickets collected from your booth over \$5000**
 - o **Receive 70% of value of tickets collected from your booth \$4999 and under**
- Booth space will be confirmed once full payment and food vendor application has been received. **REMAINING DOCUMENTS ARE DUE NO LATER THAN SEPTEMBER 22, 2017.**
- Cash transactions are not permitted anywhere on the premises during this event, outside of the official event Ticket Booths.

The final packet of event materials will be emailed to the designated point of contact listed on your application during the week of September 25, 2017 .

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12. EVENT CLEAN UP

Food vendor participant will not be allowed to dump grease or any other debris on the street or into the curbside storm water drain at any time. Participant must make arrangements to dispose of grease and any other materials in the dumpsters provided.

Any Participant that fails to clean up their individual booth or abide with the rules and regulations stated herein, will forfeit the opportunity to participate in next year's event. Participant shall be fully and solely liable for the cost incurred in any such clean-up or repairs. In cases where cleanup and/or damage repair is required, the cost incurred will be deducted from the Participant's share of the net proceeds before the Participant's final check can be issued, however, Participant shall pay any balance still remaining due for such clean-up or repair costs within ten days of the event. Any items left by the participant will be deemed as trash and disposed of appropriately and immediately.

13. SALES TAX

It will be the responsibility of each food vendor participant to comply with all federal, state and local tax ordinances. Sponsor participants may not sell or raffle any items during the event.

14. ELECTRICITY

Electricity will be available for vendors from vendor booth(s) upon request for additional cost by completing the electrical needs form. Vendors will have access to 20 AMP power outlets. 20 AMP power outlets will supply power for appliances that equal up to a total of 20 AMP's. The following list shows the standard AMP for various appliances.

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Electricity needs must be ordered through GRCC as this is the only electricity allowed to flow through the event. Vendor booth(s) may not provide electricity through its own resources, all electricity must be through the event. All payment must be received for service to be provided.

Said limits are final and non-negotiable. Those who violate any of the said limitations will be fined \$200 to come out of the Participants 60% event revenue payout or to be charged to credit card made available by sponsors.

Electricity must be paid for by credit card for all non-food vendor participants.

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15. BOOTH PARTICIPATION RESTRICTIONS

Participants are encouraged to market their business to attendees by distributing promotional materials. Balloons are not permitted for display purposes or distributed to event attendees.

Event signage is the property of GRCC and must remain in the designated hanging location within the booth throughout the event.

No goods or services, including tickets, or promotions of any kind may be held for sale or sold from your booth. No tip jars/donation jars/ or request for cash of any kind is permitted.

Solicitation of attendees must be conducted within the designated 10'x10' booth space. All participant supplies and signage must remain within the designated 10'x10' booth space.

16. EVENT T-SHIRTS

Sponsors receive a designated amount of event t-shirts based on sponsorship level chosen. Final t-shirt confirmation of sizes and number of shirts (not to exceed sponsorship level) will be due to the event no later than September 20. T-shirts will be available based on the sponsor data collected.

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RULES, REGULATIONS & CONTRACT AGREEMENT

Participant hereby acknowledges it has read, fully understands and agrees to abide by all rules and regulations for GRCC's Reston Flavors of Fall Festival 2017.

The signature below indicates notation and agreement of all Reston Flavors of Fall Festival 2017 Rules & Regulations.

Please be sure you have reviewed this document for ALL changes.

Signature of Authorized Agent for Participant

Signature of Authorized Agent for GRCC

Printed Name

Printed Name

Company Name

Greater Reston Chamber of Commerce

Date

Date

PLEASE RETURN TO

Via Email: lesley@m-b-logistics.com

Or mail:

Greater Reston Chamber of Commerce
Attn: Lesley Green
1886 Metro Center Drive Suite 230
Reston, VA 20190
T: 703.989.9234

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