

The Official North Carolina Fall Liver Mush Festival
Policies and Procedures for Vendors and Exhibitors

Event: October 17, 2015

Time: Set up 6:00 am; event opens at 8:00 am; Closes at 4:00 pm

Location: Washington Street in Uptown Shelby

The Liver Mush Festival is held annually the 3rd weekend of October in historic Uptown Shelby on the court square. Shelby hosted the very first Liver Mush Festival in 1987 and is the Liver Mush Capital of the World. This was recognized by the state of North Carolina when they made it the official Fall Liver Mush Festival in 2011. Andrew Zimmern marveled over the geographic isolation of *liver mush* during his visit when he featured the dish on his show “Bizarre Foods,” shown on the Travel Channel. Around 10,000 visitors descend on this small town every year to experience the cuisine. Everything from Liver Mush Fried Rice to Liver Mush Pizza can be found on the streets of Uptown Shelby.

1. Vendors:

Five categories of vendors are recognized. Each vendor must meet the criteria for one category defined below:

- **Commercial Food Vendor** – has an established business/location; routinely sells food items to the general public; and/or has a full service permit issued by the Health Department.
- **Private Food Vendor** – an individual who does not have an established food business/location; does not routinely sell food items to the public and is selling food items on a temporary basis for this event. Must comply with Health Department Regulations.
- **Product/Craft Vendors** – commercial, private, or non-profit individuals or groups selling products, arts, crafts, or services; may have demonstrations, displays, or activities related to specific products, but the emphasis is on the sale of products or wares.
- **For-Profit Exhibitor, not selling** – a commercial business which will promote their services and give information; may have demonstrations, displays, screenings, or activities that relate to the services promoted. May not sell products or services.
- **Not-for-Profit Exhibitors** – not-for-Profit community service agencies, which will promote their services and give information; may have demonstrations, displays, screenings, or activities that relate to the services promoted. May not sell products or services.

2. Application:

A vendor application must be completed, including a full list of items, products, services to be sold, distributed free, or sampled; or demonstrations or activities to be performed at the vendor booth. The Event Committee prior to the start of the Event must approve these. **To diversify exhibits, the Event Committee reserves the right to exclude vendors with duplicate products or services.** Only ONE representative of multi-level organizations (EX: Tupperware, Avon, Scentsy, Oragami Owl, 31, etc.) will be permitted to sell at the event. Vendor spaces are chosen on a first come, first served basis.

3. Fees:

Commercial/Private Food Vendors.....	\$ 160.00
Product/Craft Vendors	\$ 100.00
For-Profit Exhibitor, not selling.....	\$ 75.00
Non-Selling Demonstrations/Entertainment.....	FREE

A fee must be submitted with the Vendor application and received by **September 30**. This fee entitles the Commercial/Private Food Vendor to a 24x18 space, Product/Craft Vendor and Not-for-Profit exhibitors to a 12x12 space for products and services. More than one space can be acquired for an additional fee of \$160 or \$100 as listed above. These spaces are offered on a first come, first serve basis.

4. Permits/Certificates/Taxes:

Vendors are solely responsible for collecting and paying appropriate taxes. All food vendors (commercial and private) **MUST** obtain a “Temporary Food Service Permit” (issued by the Cleveland County Health Department) and any other permit as required for operating in such capacity. Permits must be displayed at the booths of vendors during Event hours.

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5. Location:

The Event Committee will determine the location of all booths and display tables. Only one vendor may operate in each space. Space may not be reassigned or sublet. The event will be held on the Historic court square in Uptown Shelby on Washington Street. Proper permits have been obtained to close the street that day for the event. Set up of your space must be complete before 8 am when the festival opens. No water is provided to vendors; 110amp power hookups are available on a limited basis and first come first serve.

6. Vendor Signs:

Each vendor must supply its own sign. Only one sign or banner is allowed on the outside of each tent, table, or area unless approved the Event Committee. The sign should be neat, professional looking and should only contain the name of the vendor. The Event Committee reserves the right to remove any sign or banner that is not acceptable.

7. Other General Guidelines for Vendors:

- A. Vendors must provide table covers, if they use a table, skirts or appropriate draping for tables. No bare tables are allowed.
- B. Vendors must keep boxes and cartons out of sight.
- C. Vendors must provide their own shelves, display racks, etc.
- D. Vendors must make their own arrangements for the transport of their products, equipment, etc. to and from their exhibit space. Event personnel are not available to assist, and the event cannot provide storage space for products, equipment, literature etc. for vendors.
- E. Vendors must take full responsibility for set-up and takedown of all items related to their exhibit. The Event Committee will establish set-up and takedown times.
- F. Vendors must have personnel present in their booths at all times during the event operating hours.
- G. Vendors may not open or close earlier or later than the official operating hours without the express approval of the Event Committee.
- H. Vendors must keep all displays, merchandise, etc. within the confines of their designated space.
- I. Vendors must maintain a neat and clean area in and around their space.
- J. Vendors are responsible for cleaning up their space and any debris generated by their exhibit.
- K. Vendors may not peddle, sell, or advertise outside their assigned area.
- L. Vendors may not distribute literature or other items to passers-by while standing outside their assigned area.
- M. Vendors may not have music or conduct activities that may be disruptive to neighboring vendors, or passers-by. The Event Committee reserves the right to make such determinations.
- N. Vendors must return the space to its pre-event condition. If repairs or cleaning costs are incurred and the Event Committee determines the vendor responsible, the vendor will be billed for the cost.
- O. Vendors must comply with event parking regulations.
- P. No vehicles (cars, trucks, trailers) of any type may be parked on or near a vendor's location during event hours.
- Q. Vendors are to follow the loading and unloading procedures as directed by the Event Committee.
- R. Vendors must operate in a professional manner. The Event Committee reserves the right to expel any vendor or their personnel who fail to do so.
- S. Vendors are solely liable for equipment (installation, operation, and tear down) and any other personal property at the event. The vendor represents that he or she has insurance coverage for items to cover loss due to vandalism, theft, or any other casualty. Security will be provided by the Event Committee at specified designated times; however any losses due to fire, theft, or any other casualty is the sole responsibility of the vendor. It is specifically agreed that the Event Committee, the City of Shelby and the City of Shelby Parks and Recreation Department shall be held harmless for any claim of theft, vandalism, casualty or loss.
- T. Vendors agree to defend and indemnify the Event Committee, the City of Shelby, Uptown Shelby Association, The Chamber of Commerce, Foothills Farmers Market, Tour Cleveland County, and the Cleveland County Arts Council, their agents and employees, against any and all losses, expenses, claims, suits, damages, or causes of action whatsoever arising out of granting of the vendor contract, and against any order of decrees or judgments which may be entered therein, due to any injury to any person and/or property or loss of life sustained in or about the event site and the buildings, tents, grounds, improvements thereon, or associated with the event during the term of this agreement, caused by the negligence or wrongful, intentional acts of the vendor, its employees or personnel or agents.

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I understand and agree to abide by the above policies and procedures. Upon acceptance of my application, this form will be binding and will represent the terms of the contract.

Name of Company _____

Authorized person's name _____

Position _____

Signature _____

Date _____

Accepted by (Event Committee Representative) _____

Date _____

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2015 Mush, Music & Mutts Festival
October 16-17 8:00 am – 4:00 pm
REGISTRATION FORM

DUE September 30

Commercial/Private Food Vendors..... \$ 160.00
Product/Craft Vendors..... \$ 100.00
For-Profit Exhibitor, not selling \$ 75.00
Demonstrations/Entertainment (must complete the registration)..... FREE

Name _____

Each space is 12ft x 12ft or 24ft x 18ft
More space allowed if needed.

Address _____

Number of spaces needed:
____ x \$ _____ each = \$ _____

City _____

Access to 110 Power needed _____

State _____ Zip _____

Total Due \$ _____

Phone _____

Special requests: _____

Make Checks Payable to "Tour Cleveland County"

Itemized Vendor Selling List: You must list all items you wish to sell. The committee reserves the right to limit items in order to reduce repetitive items from multiple vendors.

Item	Item
#1 _____	#6 _____
#2 _____	#7 _____
#3 _____	#8 _____
#4 _____	#9 _____
#5 _____	#10 _____

Booth type: Trailer _____ Canopy _____ Tent _____ Other _____ Size _____

Signature _____ Email Address _____

Please submit application and payment to:

Mush, Music and Mutts Festival
Attn: Jackie Sibley
200 S. Lafayette Street, Shelby, NC 28150

More information: (704) 482-7882 or Jackie@ClevelandChamber.org