

VENDOR INFO

LOAD IN:

Load in will be on Friday April 6th from 1:00pm to 9:00pm. You will load in through the doors on the east side of 7 Flags Event Center (the main building). Majority of vendors will be in the back half of the venue in the large room on west side. If you don't have a lot to load in, you may also simply take your stuff in through the doors located on the south side of the building as well.

LOAD OUT:

NO ONE is allowed to tear down or load out of the Festival until after 3:00pm Saturday April 7th

FOOD VENDORS:

1. All exhibitors providing food or beverage samples will be required to follow the guidelines of the Iowa Dept of Inspections & Appeals for temporary food events. Please review the document at this link https://dia.iowa.gov/sites/default/files/documents/2017/04/temporary_food_operation_guide.pdf. It is your responsibility to find out what is required of your type of company based on what you are serving/selling and how you are serving/selling it.
2. Exhibitors may be required to obtain a Temporary Food Establishment Permit. **THERE IS A THREE DAY PROCESSING TIME ON THIS PERMIT SO YOU WILL NEED TO DO THIS ASAP IF YOU HAVEN'T ALREADY.** Please contact the Iowa Department of Inspection & Appeals or visit https://dia.iowa.gov/sites/default/files/documents/2016/01/temporary_license_application_2016.pdf to fill out the application.

If you are just sampling and selling packaged food, you will not need this temporary food license. If you are selling immediately consumable non-packaged food or drink on site, then you most likely will need one. Please contact the Health Department to confirm and if needed, get your temporary license.

3. **ALCOHOL VENDORS:**

Seven Flags Event Center retains the right for supplying and serving alcoholic beverages. Alcohol samples are limited to (1) ounce in size. By state liquor law statutes, no alcoholic beverages may be provided or sold by any other entity while at the Event Center.

SET UP TIMES & ARRIVAL INFO:

SET UP DAYS/TIMES: Friday April 6th - Noon to 9pm / Saturday April 7th – 6am to 7:30am.

Once you arrive to the venue to load in, please check in with a member of the Coffee & Donut Festival so that we can direct you to where you will be setting up and we can assist you with any questions you might have!

EVENT DAY:

Saturday April 7th - **You MUST have your booths ready for attendees by 7:45am.** Event goes until 3:00pm (No one is allowed to close before 3:00pm). If you or your staff start packing up/closing down your booth prior to 3pm, per the contract, you will be charged \$100 fee. This is a ticketed event to the public. Some attendees arrive later in the day and we promise a full experience for every attendee.

ELECTRICITY/WiFi

If you will require electricity and/or WiFi those are extra charges (Electric-\$50 and WiFi- \$50). If you did not specify that you need either of those when you sent in your paperwork but now have decided you need it PLEASE let me know now so that we can arrange that for you. **We will need to know ahead of time or by the end of set up time on Friday by 9pm.** We will not be able to arrange set up for wifi/electric the day of the event.

BOOTHS:

Each 10x10 booth comes with 2 chairs, if you to rent a table it is \$25 per table. Your booth will also come equipped with pipe and drape with 3' sides and a backdrop. If you have banners to hang make sure you bring what you need to hang it (preferably black zip ties, but white will be fine, just no tape or duct tape) as we will not have anything onsite. There is no carpet in the booth, it is a concrete/athletic court floor so if you wish you can bring a rug or carpet remnant to stand on or decorate your booth. You must keep your display within the parameters of your booth, you will not be allowed to spill out into the aisle.

You are encouraged to be creative with your booth space to make it as appealing as you can with the theme of the festival.

BEST COFFEE / BEST DONUT COMPETITION:

- The competition starts at 9:45AM.
- This competition is a serious competition where a panel of judges will do a blind taste test from all entries. The judges are listed on the competition webpage.
- Please see these links for additional information on how the competition works.
<https://www.coffeedonutfest.com/best-coffee-best-donut>
- We will have an announcement as a reminder 15 minutes prior to the competition but all food and drink items for **entry should be ready to go no later than 9:45am.**
- Any type of doughnut can be entered but must be a "doughnut", (not another type of pastry or dessert). ALL ENTRIES MUST BE THE SAME ITEM. YOU WILL NEED 5 OF THEM, ONE FOR EACH JUDGE.
- Coffee entries must be espresso, drip coffee, or iced coffee. (no lattes or blended drinks allowed)

ADVERTISING OPPORTUNITIES

All are first come first serve basis

Mobile App Deal/Offer (After the Festival)

Price: \$25

We have a new app for Coffee & Donut Festival in the Google Play Store for Android and the iTunes App Store for Apple devices. – This is to have a deal placed in the mobile app that will be promoted Sunday April 8th and Monday April 9th via the Facebook event page and via push notification through the app to drive traffic to your store locations for an offer or deal after the event.

Mobile App Scavenger Hunt – Limited to first 10

Price: \$40

We will have a scavenger hunt for attendees to participate in while at the festival. This will include them stopping by each of the vendors that are participating in the scavenger hunt to get a code from you or your booth to type into the app. Once the scavenger hunt is completed they are entered to win the Donuts for a Year Giveaway.

Mobile App Push Notification – Limited to 3

Price: \$100

A notification will be sent out to all users of the mobile app. The notification can be at the festival or after the festival, whichever you choose and can include whatever deal or offer, or info you choose.

10 Minute 'Flash Sale' Deal Announced from Stage – Limited to 3

Price: \$100

We have done these at other events and it gets a rush of traffic and sales to your booth. We will announce from stage that for the next 10 minutes you will be having a sale or deal (whatever you choose to do) and that it is while supplies last and only for the next 10 minutes.

Live Facebook Video Recorded Interview at the festival by Marcus McIntosh

Price \$80

Marcus McIntosh has agreed to record and stream live interviews with vendors throughout the day of the festival. Not only will you have the credibility of a locally known and respected news reporter but the video posted on our Facebook page LIVE and your future use of that video.

Billboard Advertising (If we get at least 8 companies that would like to participate)

Price \$75

We would like to get a billboard advertising the festival with logos from these sponsors included on the billboard on Douglas Ave by Merle Hay Mall. If we get at least 8 companies to participate in addition to the fund the festival will be paying, then we will put the digital billboard ad up. We need to know by Monday April 2nd at Noon at the latest.

Mobile App Overall Sponsor – Limited to 1

Price: \$500

Your info, logo, and deal/offer will be in all areas of the app including the front page of the app for all users to see and click on. You will also be included in the scavenger hunt and deals sections.

*** We still have an opportunity for a Jelly Donut Wrestling sponsor. **New Price \$800** (see packet for all details of the sponsorship. - You will have a banner at the Jelly Donut Wrestling rink up front to the right of the stage and be exposed to all the media pictures and video. Channel 5 News will be on site all day as well as Cumulus, Mediacom, Urban Plains in the Media Zone by the main stage. You'll also receive social media posts, banner at the wrestling rink and website and email exposure. Please let us know asap if you are interested.

ANY QUESTIONS YOU MAY HAVE OR IF YOU NEED CLARIFICATION ON ANYTHING, PLEASE FEEL FREE TO EMAIL US AT dsm@coffeedonutfest.com

Thank you for being a part of our festival! We're expecting it to be an awesome experience for all!