



**Kentucky's
Fort Harrod
BEEF
FESTIVAL**

CELEBRATING CENTRAL KENTUCKY'S BEEF INDUSTRY & COMMUNITY SPIRIT

**KENTUCKY'S FORT
HARROD
BEEF FESTIVAL**
P.O. Box 627
Harrodsburg, KY 40330

www.fortharrodbeeffestival.org

Greetings,

October 8, 2011

As you can see from the enclosed exhibitor registration form, plans are under way for the 7th Annual Kentucky's Fort Harrod Beef Festival, scheduled for June 1-2, 2012 at the Mercer County Fairgrounds. If you are looking for a fun, exciting and educational weekend full of activities, then the Kentucky's Fort Harrod Beef Festival is the place to be. This event is packed with grill-off competition, beef education, wine and cheese tasting, vendor, a car show, 5K race, Kentucky State 4-H/FFA District Dairy show, steak and eggs breakfast, live entertainment, festival food, children's activities, pageants, and much more.

Our exhibitors are an integral part of the festival! Therefore, our planning committee is pleased to invite you to participate as an exhibitor in 2012, where you can showcase your products and services to the festival's visitors. Vendors must fall into one of the following categories: Agriculture, Arts & Crafts, Kentucky Proud, or Historical/educational, Home ware/decor or antiques. In light of the current economic situation, this year's vendor fee is only \$25.00 for the two days. Last year's event featured record crowds with record participation in many of our events, largely due to the beautiful weather and a very effective festival marketing plan. Additionally, we continue to raise the bar on each and every event associated with the festival.

In order to fully capitalize on the marketing of the festival, we need you to complete the enclosed Exhibitor Registration Form and return it with payment by May 11 to be included in the annual Festival Guide. After May 11, you will need to call (859) 734-5546 to check on the availability of booth space and registration information. Feel free to pass along copies of the exhibitor registration forms to business associates, who could benefit from their participation in the 2012 Kentucky's Fort Harrod Beef Festival. PLEASE NOTE: You will receive written notification via email or fax if you have been approved as vendor at the 2012 Kentucky Fort Harrod Beef Festival.

Again, do not hesitate to call if you have questions or would like to pass along suggestions to our planning committees. We are committed to growing the Kentucky's Fort Harrod Beef Festival and would appreciate your participation as an exhibitor in June. The excitement is building, hope you can join us.

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LEASE AGREEMENT KENTUCKY'S FORT HARROD BEEF FESTIVAL COMMERCIAL EXHIBITORS & VENDORS REGULATIONS

The Fort Harrod Beef Festival will soon be in full swing. The following information should be helpful to you in working out the final details of this year's event. Please observe these regulations and do not ask us to make exceptions.

1. **SPACES AVAILABLE**
All spaces have defined sizes and each exhibit must be contained within the allotted space. This includes any walkways needed and tent poles or other equipment.
2. **SHOW RULES**
All exhibitors and their workers must read and be familiar with the show rules. Copies of this form should be distributed to those assisting in the operation of your booth.
3. **PARKING**
There will be no parking inside the gate. Vehicles may enter the grounds Friday to unload and set up. Vehicles will not be allowed to enter the gate after 5:00 P.M. on Friday and 8:00 A.M. Saturday.
4. **ELECTRICAL SUPPLY**
Each Commercial booth may have access to an electrical outlet in the form of a regular 110-volt outlet. You must provide your own heavy-duty 3-wire extension cord. Household cords will not be allowed. If you have special electrical needs, the show electrician can provide additional services for an additional fee. Prior arrangements must be made and you will need to pay at the Check-in building. Please let us know what electrical needs you have. NOTE: Some booths in the front area by the grill-off teams will be available; however, no electricity will be available at these booths.
5. **DISTRIBUTION OF LITERATURE**
Literature can be distributed only within the limits of your designated space. Exhibitors may not use walkways to sell products or distribute literature.
6. **TAX LICENSE**
Anyone selling merchandise must collect and remit 6% sales tax as required by law. Kentucky Revenue forms, can be picked up at check-in.. NOTE: There is also a restaurant tax of 3% which must be paid to the Harrodsburg/Mercer County Tourist Commission for all vendors who prepare/sell food and/or non-alcoholic beverages during the Festival. Regulations and/or forms will be supplied at check-in. (No one is exempt).
7. **BOOTHS**
Booth displays must not interfere with adjacent exhibits in any way. Loud noises or music and carnival tactics will not be permitted.
8. **EXCLUSIVES**
No one in the Commercial Area has an exclusive on any items being sold. Giveaways such as rulers, balloons, pencils, etc. are allowed.
9. **PROHIBITED**
Sale of firearms, concealed weapons, drugs or drug paraphernalia is strictly prohibited. Failure to comply with this rule shall subject the exhibitor and employees to forfeit space and all monies paid for rental of the space.
10. **SETUP & BREAKDOWN**
You must check in at Floral Hall (very front building) before setting up your exhibit. All exhibits must be set up by 5:00 P.M. on Friday, and taken down no later than 6:00 P.M. on Sunday. The Beef Festival Management will in no way be responsible for any property left on the grounds after closing of the Festival on Saturday night.
11. **INSURANCE & INDEMNIFICATION -**
To the fullest extent permitted by law Exhibitor/Vendor shall indemnify, defend and hold Harmless, Kentucky's Fort Harrod Beef Festival., from and against any and all claims for bodily injury, death or damage to property, demands, damages, actions, causes of action, suits, losses, judgments, obligations and any liabilities, costs and expenses (including but not limited to investigative and repair costs, attorneys' fees and costs, and consultants' fees and costs) ("Claims") which arise or are in any way connected with the Fort Harrod Beef Festival

CONTACT INFORMATION: www.fortharrodbeeffestival.org

Co-Chairs - LeMayne Ellis (docvet@harr.twcbc.com) & Dana Anderson (dana.anderson@uky.edu)

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Exhibitors Information Sheet & Lease Agreement

Kentucky's Fort Harrod Beef Festival Dates – June 1-2, 2012

Business/Booth Name _____

Contact Person Name _____

Mailing Address _____

Phone _____ Fax _____

Email _____

What category would you be in (must be one of the following categories)

- | | |
|---------------------|------------------------------|
| _____ Agriculture | _____ Historical/Educational |
| _____ Antiques | _____ Home ware & decor |
| _____ Arts & Crafts | _____ Kentucky Proud |

Please list/describe items to be exhibited or sold:

Vending Space size is 10' X 10' - \$25.00

Spaces needed _____

*NOTE – There will be some available spaces in the front where the grill-off teams are located; however, there will be NO electricity in these areas. If interested in these spaces please mark here - NO ELECTRICITY - Number of spaces needed _____

Total Amount Due _____

Payment must be received by May 11th to reserve space

I HAVE READ AND UNDERSTAND THE REGULATIONS SET FORTH BY THE KENTUCKY FORT HARROD BEEF FESTIVAL.

Signed _____ Date _____

Print name: _____

PLEASE NOTE: You will receive written notification via email or fax if you have been approved as vendor at the 2012 Kentucky Fort Harrod Beef Festival.