



**37th Anniversary
King Biscuit Blues Festival
Booth Space Application**

Organization Name: _____

Operator/Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____

Email: _____

Brief Description of your proposed on-site promotion, including all potential give away or sampling items:

Vendor agrees to indemnify and hold harmless King Biscuit Blues Festival, the city of Helena/West Helena, and any of KBBF sponsors, officers, directors, employees, volunteers, agents or other vendors against any loss, damage or claim resulting from any act or omission of the vendor during the festival.

Agreed and Accepted:

Name: _____ Company: _____

Title: _____ Date: _____

2024 King Biscuit Blues Festival

GUIDELINES & PROCEDURES STATEMENT

Subject: Commercial Vending, Product/Service Promotion & Sampling

The following guidelines have been established in order to outline the terms for your participation in the 2024 Blues Festival. The King Biscuit Blues Festival has limited and restricted commercial vending opportunities, therefore reserves the right to reject any application for any reason. You must comply with the attached guidelines to participate.

Social Distancing, Face Mask, Hand Sanitizer, and Covid-19 Vaccinations are RECOMMENDED AND ENCOURAGED.

FEE

Fees are due no later than August 1, 2024.

CATEGORY RESTRICTIONS

KBBF does not allow commercial vending, product / service promotion or product sampling in many categories including: credit cards, liquor, tobacco, firearms, sex, religion, or politics. KBBF will not allow participation by companies in competition with certain sponsor categories, including but not limited to telecommunications, soft drinks, marketing agency, health care, ice cream, pest control, office/business systems, and hotel.

SET-UP

Upon acceptance you may set---up on---site Wednesday, October 9, 2024, from 8:00 a.m. to 11:00 a.m. Vehicles must be off---site by 11:00 a.m. Wednesday, October 9, 2024.

SECURITY

Security will be provided on---site Wednesday, Thursday, and Friday nights. However, King Biscuit Blues Festival will not be held responsible for any damage or theft to your property.

OPERATING HOURS

Wednesday October 9, 2024	4:00 p.m. – 10:00 p.m.
Thursday, October 10, 2024	11:00 a.m. – 10:00 p.m.
Friday, October 11, 2024	11:00 a.m. – 10:00 p.m.
Saturday, October 12, 2024	11:00 a.m. – 10:00 p.m.

PROMOTIONAL SPACE

Vendors will be responsible for supplying their own tent, tables, chairs, and banner, which will be displayed on your tent. You may display additional banners and promotional materials *within your tent and in accord with the attached guidelines. 10X10 tent may be rented from KBBF for a fee of \$225.00.*

BREAK DOWN

You must breakdown your area and be completely off-site Sunday, October 13, 2024 by 8:00 a.m. Please keep all throughways open so traffic jams are avoided. King Biscuit Blues Festival will not be held responsible for any items left on---site.

COMMERCIAL VENDOR MAY NOT:

- ❖ Sell or give away any item or activity of any kind that is not pre-approved in writing by King Biscuit Blues Festival. Any item or activity not pre-approved in writing that is discovered at your tent or promotional area will be confiscated immediately and returned to you after the Blues Festival 2024.
- ❖ Bring any live animal on-site unless specifically trained to assist the disabled.
- ❖ Represent a non-sponsor of KBBF in any form, including logo display.
- ❖ Display banners, signs, logo tape/wrap or other promotional or logo materials outside your tented area.

COMMERCIAL VENDOR:

- ❖ May only distribute literature, souvenirs or logo bags that have been pre-approved in writing by King Biscuit Blues Festival in advance of the festival. Vendor must supply a sample of any giveaways.
- ❖ Must have someone staffing location during operating times

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FEES

For Promotional Booths

Block	Fee	
100 Block	\$1,000	\$500
200 Block	\$1,500	\$250
300 Block	\$500	\$100

*10X10 Tent Rental \$225

Total: _____

*Set-up:

Wednesday October 9, 2024 8:00 a.m. – 11:00 a.m.

We look forward to working with you in the coming months and on-site to deliver all festival attendees a fantastic Blues Festival weekend. Thanks!

FOR QUESTIONS OR ADDITIONAL INFORMATION CONTACT:

KBBF Operations
P. O. Box 118
Helena, AR 72342
Phone (870) 572-5223
Email operations@kingbiscuitfestival.com