



January 2, 2012

Dear Direct Sales/ Resale Vendor,

It's that time again, for the 65th Annual Tennessee Strawberry Festival. The theme for this year is "Star Spangled Strawberries". We want everyone to come out and enjoy our festival.

The central location for the Festival is the downtown area of Dayton. The non-food vendors will be located on the Rhea County Courthouse lawn, as in years past. Absolutely no motorized vehicles will be allowed to remain in the vending area or the parking spaces around the courthouse. The Courthouse lawn will be open for business on Friday. The actual dates for the festival are May 8th through May 12th, ***but the vendors will be open for business May 11th and May 12th 2012. You are to be here both days.***

Booth space is \$100 for a 12' x 12' space with electricity provided (please indicate on the application). If additional space is needed, you will be required to purchase it. All direct sales vendors and resale vendors will be placed together, you will not be in with the craft or food vendors. We will be following strict guidelines and the Tennessee Department of Revenue will be on site for tax purposes. Deadline for entries is April 1, 2012. This is an outdoor event so please prepare accordingly. **THERE WILL BE NO REFUNDS.**

The Festival Committee will assign spaces based on the following criteria:

- Booth space will be assigned on a first come, first serve basis. Participation during previous festivals does not guarantee booth space. Spaces are limited.
- No alcoholic beverages allowed.
- ***No giving away food or drinks (water or soda) in a direct sales/resale vendor booth.***

Upon acceptance, you will receive a confirmation letter. If you are not accepted, you will be notified and a refund will be issued. ***Confirmation packets will be sent in April 2012.*** The confirmation package will include a parking pass with your booth number and a map of the vending area, instructions on setup time, lodging information, and directions to Dayton. If you have any questions, please call the Dayton Chamber of Commerce at (423) 775-0361. I look forward to hearing from you soon.

Sincerely,
Leigh Ann Shadden
Leigh Ann Shadden
Vending Coordinator

Mission Statement:

The Tennessee Strawberry Festival is the celebration of small town life. It offers a chance for our community to showcase its beauty, history, and commitment to family values. It is the goal of the Dayton Chamber of Commerce and the businesses it represents to acknowledge the community support and patronage we receive throughout the year.

TENNESSEE STRAWBERRY FESTIVAL

107 MAIN STREET * DAYTON, TENNESSEE 37321 * PH-(423)775-0361 * FAX-(423)570-0101
e-mail-chamber@volstate.net ~ [website-www.tnstrawberryfestival.com](http://www.tnstrawberryfestival.com)

**APPLICATION FORM for
 Craft, Food, Political, Direct Sales or Non-Profit Vendors**
www.tnstrawberryfestival.com
chamber@volstate.net

Office use only
Date Recd. _____
Check # _____
Amount \$ _____
Space # _____

Please read letter and application carefully

Name: _____

Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail address: _____

Number of Booths:

Type of Craft, Food, Non profit, Direct Sales or Political Booth: _____

Vendor Type: Check one. (Food Vendors must provide a complete list of all foods that will be sold. Please use additional sheet if necessary.)

I am a:

Craft Vendor Food Vendor Direct Sales Vendor

Non-Profit Vendor Political Booth

I will need:

Electricity Water
 (For Food Vendors Only)

110 30 amp (food vendors only) 50 amp (food vendors only)

Payment Method: Check Money Order

No Post Dated Checks

Make Checks Payable to: **Tennessee Strawberry Festival - 107 Main Street ~ Dayton, TN 37321**

The Tennessee Strawberry Festival Steering Committee, Dayton Chamber of Commerce officers and/or directors, all representative property owners will not be held liable for damage or judgments that may be suffered by entrant, participant or spectator to his person or property and agree to indemnify the aforesaid parties against any losses, liability, expense or payment resulting from any such injury to person or property.

**** There will be no refunds issued for ANY booth space****

Signature: _____