



Presented by
Corey McGowan Productions

Be a part of one of Niagara's biggest festivals of the year

The 3rd Annual Taste of Niagara Falls is set to take place on Saturday & Sunday September 2nd – 3rd on Old Falls Street in Downtown Niagara Falls. Be a part of one of Niagara's most exciting festivals including over 25 Niagara owned restaurants! This event offers the opportunity to connect with thousands in one weekend. The exposure and visibility that your business can receive is tremendous!

This event takes place along the prestigious Old Falls Street in Niagara Falls. Quickly becoming Niagara's biggest entertainment destination, Old Falls Street offers the ability to connect with thousands of tourists along with local residents who attend the event to experience their culinary heritage along with new the eateries of Niagara Falls. Experience it all at one event!

Showcase your business at this year's Taste of Niagara Falls. For more information please call Corey McGowan Productions at 716 341 1040 or visit coreymcgowan.com

Event details

When	September 2 nd – 3 rd Noon - 8:00pm
Where	Old Falls Street in Downtown Niagara Falls
Cost	\$250 per food vendor \$150 per non-food vendor \$100 per not for profit
Incentives	Health permit included Event seating Advertising your business Thousands of visitors Community building
Due dates	Application – Aug 1 Final menus – Aug 1 Insurance – Aug 15 Late application – Aug 22

Sponsorships Available

3rd Annual Taste of Niagara Falls
September 2nd -3rd
Noon – 8:00pm
Old Falls Street in Downtown Niagara Falls

Taste of Niagara Falls Vendor Application

Application Process

Applicants are accepted until the events are full. This is the application, it does not guarantee acceptance. You will be notified within 7-10 business days if you are not accepted into the event. And we will not process your fees unless you have been accepted.



Activity and Participators

The Taste of Niagara Falls will feature over 25 restaurants from Niagara Falls as well as a wide variety of other businesses and organizations. This event is a taste of everything that Niagara Falls has to offer.

Target audiences

- Niagara Falls
- Western New York
- Southern Ontario
- Northern Pennsylvania
- All ages

Event attractions & entertainment also includes:

This all day event will also feature live music along with a beer tent and wine tasting. There is fun for the whole family as well, with your event featuring a kid zone complete with games, inflatables, pony rides, a petting zoo and visits from your favorite kids characters. (this list may vary)



A community is only as strong as its businesses and without community there would be no business. Join forces and you will forever prosper.

-John D. Rockefeller

Benefits to Participating in Live Community Events

Advertising

Imagine receiving instant return on investment from a newspaper ad or radio spot. Hard to sometimes measure or justify that expense, I know. So try something new and use live events as your tool for advertising. Your sales pay for your event fee (think advertising cost) in addition to your extreme income potential from just a one day event. You get to advertise your business, while making money and supporting your community.

Rules & Guidelines for the Taste of Niagara Falls

It is important that you and your staff adhere to the below rules and guidelines of the event. These rules are in place to ensure that a safe, consistent and fair event is coordinated at all times.

Failure to follow the rules and guidelines of the Taste of Niagara Falls will result in your removal from the event or fine for breaking these rules & guidelines.

Ticket Sales (Food Vendors only)

Food tickets will be sold at the entrances to the festival in increments of one dollar. Vendors will take tickets as compensation during the festival and cash in their collected tickets following the event. Corey McGowan Productions takes 5% of food sales. Absolutely no cash or credit card is allowed as payment. Fines of \$50 will be imposed upon collection of your food tickets.

Payment

We will not accept any applications without payment. Upon acceptance to festival payments will be processed. Preferred form of payment is by check or money order. A \$50 charge will be assessed for bounced checks- no exceptions. A separate \$50 refundable cleaning deposit is required. Make all checks payable to: Corey McGowan Productions

Refund Policy

If the withdraw is made 60 days or more prior to the day of the event, you can receive a 50% refund on your festival fee; if it is made 59 days or less from the first day of the event, no refunds are available as all funds are committed to the production, promotion and marketing of the Festival. All refund requests must be made in writing & received by the festival director by email or mail. Please cite reason for withdrawing.



What We Provide

Included in your application fee for each festival, unless otherwise stated, is a 10ft x 10ft space, a 10ft x 10ft cooking area behind or next to the booth, on site security, patron seating, health permit, portable water and restrooms. You provide everything else for your set up. Corey McGowan Productions may assist in acquiring any equipment needed. Electricity is limited and your needs must be made aware of no less than 2 weeks prior to the event to ensure accessibility.

Menu Choices/Signage

Please fill out your top 3 menu choices; we are only allowing 3 main menu choices & 2 side dish choices (Side dished not required). We will do our best to give selected vendors their first choice, but cannot guarantee they will receive it. We do not want to have numerous vendors selling the same thing at any given festival. Items must be priced MIN \$2 - \$7 MAX. You will be notified no less than 7-10 business days following receipt of your application if your food items have not been approved. Sample sizes only! You must bring your own menu sign.

Rules & Guidelines Continued

Beverage Policy

All beverages are being sold exclusively by Corey McGowan Productions. No other vendors are allowed to sell beverages unless they are selling a specialty drink that has been approved by Corey McGowan Productions. Fines of \$50 will be imposed at ticket cash out for anyone caught selling unapproved beverages.

Liability

Corey McGowan Productions and its staff and volunteers will not be held responsible for injury, loss, theft, damage, acts of God or vandalism of any individual's self, property or works. The festival grounds are not fenced in. Each vendor will be held responsible for any damage they, their staff, or their property causes to the event.

Insurance Requirements (Food vendors only)

All food & restaurant vendors participating in these events must have \$1,000,000 of liability insurance per event. All vendors are required to obtain an insurance certificate prior to the event and must name the following as additional insured's:

Corey McGowan Productions, Spectra, Old Falls Street, USA, USA Niagara, the State of New York, the City of Niagara Falls

Health Permits

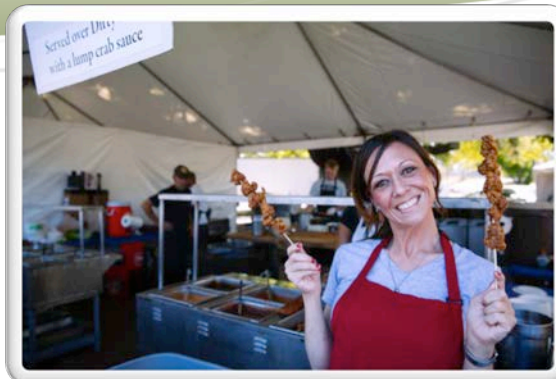
Corey McGowan Productions will file and process all health permit applications. Each food vendor is required to have a temporary health permit to open for business at the event. Fee for this permit is included in your event fee. Menus must be submitted to Corey McGowan Productions no later than 2 weeks before the event.

Trash and storage

All food vendors using deep fryers will need to provide ground cover inside their booth and cooking area for absorption. Vendors are responsible to collect & properly bag trash within your sales location. Your booth must also be orderly. No stacking of boxes or being messy. Booth appeal is everything.

Turning in your collected tickets

Following the event on Sunday, you must report to the conference center at 9pm to redeem your tickets for their monetary value.



More Benefits to Live Events

Test out new products or services

Gaining feedback is always hard for a new product, it takes time to split test and find the right folks to help refocus your product development activities. Participating in a community event allows you to take your product or service to a strong tightly focused group of individuals who will give you immediate feedback. If an event is one day, well in 6 to 8 hours you can gain an immense amount of knowledge about your potential new product or service.

Build your database and be seen

In today's world of social media, everyone has a list of contacts. Depending on your level of participation in local community events, you may have instant access to list of hundreds if not thousands of email or mailing addresses. Think of the power of not only gaining all the above benefits, but being able to receive immediate feedback and get your small business products or services marketing message out in a rather very short timeframe to a targeted community of individuals.



Display Space

Each display must be tented, and have an attractive display. All spaces will be located outdoors. All signage & displays/tables must be within your space. Corey McGowan Productions staff has the right to control the “visual impact” of all vendor displays and may require a change or item removal. Any spaces larger than 10x10 must be approved by Corey McGowan Productions in advance of the event. There is no extra charge for a larger space. Extra weight and tie downs are required for every booth to secure your tent.

Setup & Breakdown

There will be a check-in at the event beer tent, centrally located in front of the Niagara Culinary Institute. This is where you will be directed to your pre assigned space. Check-in is 7:00 a.m. – 10:00 a.m. on the day of the event. If you are not present by 10:00 a.m. on Saturday, you will not participate and your space and fee will be forfeited. No refunds or exceptions will be made. Your entire booth must be set up by 11:00 a.m. one hour before the event begins. All vehicles must be off the festival grounds by 10:00 a.m. on the day of the event. No vendor is permitted to tear down or move any fence or barrier before the event is closed. No vehicles allowed inside the event until it is officially closed.

Parking

We provide convenient pull in and pull out ability for your setup and teardown. Once your setup has been loaded/unloaded, all vehicles must be removed from the event site immediately. All vehicles must be parked legally in a public parking or event authorized area.

Awards

Awards will be awarded to all 1st, the 2nd and 3rd place winners in each category. Awards will be given out at 5:00pm Saturday during the festival. Judging is conducted by a group of 8 judges with no ties to any participating vendor. Categories are: Best Restaurant, Festival Favorite, Children’s Choice, Best Pizza, Best Wings, Best Soup, chowder or chili, Best Festival Item, Best Dessert.

Helpful Event Checklist and Deadlines

Important items for your food exhibit:

- 10x10 ft pop up tent (or similar size, notify Corey McGowan Productions if larger)
- Sign for tent with business name
- Sign for your menu
- Sanitizer & bucket
- Gloves & hats
- Plates, bowls, eating utensils
- Serving utensils
- Tables (at least two 6 foot tables for serving and working)
- Table skirting
- Cooking equipment (if needed)
- Chaffing dishes & sterno
- Container with top that has slit in it for tickets
- Silent generator (if needed)

Diagram of tent layout

