

THE TASTE OF ROCHESTER

VENDOR INFORMATION

June 26, 27 & 28, 2009

LOCATED ON MAIN ST. Between
SOUTH AVE.
AND STATE ST.
&
THE CROSSROADS PARK RIVER WALK
Between MAIN ST.
And The ANDREWS ST. BRIDGE

EVENT HOURS:

FRIDAY	12pm - 11pm
SATURDAY	11am - 11pm
SUNDAY	11am - 6 pm

MEETING WITH THE FIRE MARSHALL & THE ROCHESTER POLICE AT 10:00 AM AT THE MAIN ST. STAGE FRIDAY, JUNE 26TH. ALL VENDORS OR THEIR REPRESENTATIVES ARE REQUIRED TO ATTEND.

SET UP: All vendors on Main St. will be able to begin their set up Thursday, June 25, after 12:00 pm *from the State St. Event entrance only*. Set up must be concluded prior to the start of the event at NOON (12 pm). Lanes will be open for deliveries daily from 7:00 am to 10:00 am. *Please do not block these lanes as they are fire lanes and must be kept open. All vehicles must be removed prior to opening of event per published hours.*

All River Walk vendors may set up on Thursday, June 25, after 12 pm using the Andrews St. Bridge entrance only. We will have staff and golf carts on site to assist you in your setup.

TEAR DOWN: Sunday, June 28th, after 6:00 pm. All vendor tear down must be completed as soon as possible enabling the Taste Management to ensure we meet the **midnight, June 28 deadline** that will be enforced by the City of Rochester. **This applies to everyone, no exceptions.**

VENDOR BOOTH: All Vendors are responsible for their own tables and chairs. There will not be anyone on site renting tables or chairs. We are contracting this year with Auburn Party Rental; (315) 253-9912 – ask for Barbara to make your own delivery arrangements and payment. **Please come prepared.**

ELECTRIC: We all must be sensitive to the agreed upon contracted power needs. We will have a site manager monitoring all power grids to insure fairness to all vendors. The site manager will have the authority to make all final decisions. **Please only use what you paid for.**

SIGNAGE: All Vendors are responsible for their own banners, signage or unique decorations for their booth display and they must be contained within your location.

NO POSTING: No posting of signs or flyers anywhere except your booth area. Flyers or handouts must be distributed from your booth. We encourage you to distribute your own point of sale materials.

PARKING: Vendor parking is available in the parking garage adjacent to the Hyatt Regency Hotel off of South Ave. There is a City owned parking garage behind the Rochester Plaza Hotel (formerly The Crowne). The Rochester Police have also provided parking on the Broad St. Bridge on Exchange St. end. There is parking in the alley behind the event off Exchange St. There is also free parking on all streets Saturday and Sunday.

CARTS & HAND TRUCKS: Carts or hand trucks **are not** available. Please make arrangements to bring your own for set up, tear down, and deliveries. We will be providing golf cart assistance and staffing in your restaging efforts throughout the weekend with constant event surveillance.

TAX ID: Exhibitors selling products at the event are required to have a Tax ID certificate at their location. This is the exhibitor's responsibility.

CERTIFICATE OF INSURANCE: All exhibitors are required to have a Certificate of Insurance provided by their insurance carrier on hand during the show. *Please list The City of Rochester, 30 Church St., Rochester, NY 14614 and The Tarry Thompson Group 1201 E. Fayette St., Ste. 36, Syracuse, NY 13210 as the additional insured.*

PERMITS: Please have your applicable Health/Vendor/Liquor permits / licenses on hand during the event. All Food vendors are required to apply and pay for their Temporary Offsite Food Permit. We have enclosed a copy for your convenience along with a link on our website for any reprints needed. www.tasteofrochester.net.

FLOOR PLAN: A copy of the floor plan will be available on our website www.tasteofrochester.net June 18th as it is still organic.

HOST HOTEL: **RADISSON HOTEL**
120 E. Main St.
Rochester, NY 14604
585-546-6400 – Phone
585-546-3908 – Fax

The rate is \$79.00 plus tax. Be sure to tell them that you are with the Taste of Rochester to receive this rate.

EMS: Emergency Medical Service provided by Rural Metro will be located with an ambulance positioned on the corner of State St. and Main St. throughout most of the event schedule.

TRASH: Trash receptacles and liners are provided. Vendors are responsible for all vendor area clean-up with our event staff throughout the weekend responsible for all bag pickup to dumpster drop. Please make sure all vendor areas are clean and ready for business each night prior to leaving each evening.

SECURITY: The City of Rochester Police Department has been retained for this event and will be there to police the premises and generally oversee the festival. The Tarry Thompson Group has also retained a private security company for after hours beginning June 25, Wednesday evening. Neither The Tarry Thompson Group LLC nor the City of Rochester can guarantee full protection. Reasonable effort is made by each organization to guard against theft, damage and other undesirable occurrences, but the ultimate burden falls on the Vendor. Each exhibitor must take responsibility for the security of all items in their display.

RESTAURANT INFORMATION

The Event Office will be located in the Radisson Hotel. All daily net proceeds and revenue reporting is to be concluded at the end of that day's business at the Event Office. We have included an illustration of the gross sale revenue event sheet. Please remember that this is a cash event, no tickets!

ICE: Ice will be available for purchase. The Taste of Rochester will have ice machines onsite at various locations selling ice if you need it. Vendors are responsible for keeping their foods cold and/or hot.

- Applebee's will have a refrigerated truck onsite with 3-4 available 4x6 sections for rent at \$150 for the entire weekend. Please contact us. First come, first serve.

PROPANE: Propane is NOT provided. ***Please make sure that all cooking appliances and connections are propane compatible.*** Please check all appliances to ensure they are equipped with a commercial regulator that is standard business protocol. You can have personal grills with 20lb. tanks with hand tightened regulators in our event as long as the propane tank is outside the tent and secured. **Please contact Mahany's Welding, 36 Field St., Rochester, Ph. (585) 271-0473. If you are going to need Mahany's Welding services, please call them to open an account as soon as possible.** We are contracting this year with Auburn Party Rental 315-253-9912, ask for Barbara; Auburn Party Rental has event ready appliances to rent i.e. stoves, grilles, steam tables, fryers and base burner/torches.

WASH STATIONS: Restaurant wash basins will be located in the Restaurant Service areas that will be strategically positioned throughout the event and are available to restaurant employees only.

MENU ITEMS: All vendors classified as restaurants are required to have menu items ranging in price from \$1 up to a \$4 platter. We encourage you to also have additional menu items from your business to help improve your daily net return with prices up to \$10. All food vendors have the opportunity to sell water, soda, and all cold drinks regardless of brand. The Event price for a 16 oz. or larger water or cold drink should be at least \$2.00.

Contact Information:

The Taste of Rochester
The Tarry Thompson Group, LLC
1201 East Fayette Street, Ste. 36
Syracuse, NY 13210

Phone: (888) 334-2856 or (585) 730-6104

Fax: (315) 426-0024

Event Coordinator: David Thompson
Cell # (315) 263-4660

Site Manager: Doug Seamon

2009 Taste of Rochester Vendor Reconciliation

Business:

	Fri. 6/26/09	Sat. 6/27/09	Sun. 6/28/09	TOTAL
Gross Sales Amount				
X 85% of Gross to Vendor				
X 15% of Gross to TTG				
Register Tape Supplied	Y ___ N ___	Y ___ N ___	Y ___ N ___	

Representative Signature

Date

Tarry Thompson Group

Date

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