

The Pinnacle Hills Arts & Food Festival  
The Living It Green Expo  
September 11 - 13, 2009  
PINNACLE HILLS PROMENADE, ROGERS, AR 72757

## **Exhibitor & Artist Event Rules & Regulations**

### **CONTACT INFORMATION & EVENT MAILING ADDRESS:**

Pinnacle Hills Arts Festival/NWA Festivals  
P.O. Box 2828  
Rogers, AR 72757-2828  
Telephone: (479) 899-6294  
Fax: (800) 507-6395

### **VENUE LOCATION:**

Pinnacle Hills Promenade  
2203 Promenade Boulevard  
Rogers, Arkansas 72758  
(Event is staged on Tower Avenue and Park Place - between JC Penney & Dillard's and Malco Theatre & PF Chang's Bistro)

### **EVENT DATES & HOURS:**

#### **Exhibitor/Artist Check-in & Set-up Hours are by appointment:**

- Friday (September 11th): 7:00am - 5:00 pm; Saturday, September 12th: 7:00am - 9:30am
- Check-in/Information booth is located in the intersection of Park Place and Tower Avenue (near Kay Jewelers - between Malco Theaters and PF Chang's)

#### **Event (open-to-the-public) Hours:**

- Friday, September 11th: 5:00pm to 9:00pm (Public Preview Party)
- Saturday, September 12th: 10:00am to 9:00pm
- Sunday, September 13th: 12:00pm to 6:00pm

#### **Teardown:**

The Expo will close at 6:00pm, Sunday, with teardown to begin after 6:30pm or when the venue and promoters deem it is safe for all parties; teardown and clean-up must be completed no later than 6am on Monday, September 14th.

## **EXHIBITOR & ARTIST EVENT RULES AND REGULATIONS**

- 1) Exhibit spaces will measure 10'x10' and 20'x10'. Larger exhibit spaces are available subject to review and approval. Exhibit placement is made at the sole discretion of the Venue and Promoter.
- 2) Exhibitors and Artists should make arrangements for inclement weather, including wind or rain, as this is an open-air venue. The Festival will go on rain or shine. No refunds or "rain dates" due to weather.
- 3) Lessee (exhibitor) shall be responsible for restoring the space to its original state after use.
- 4) All exhibitors and artists must staff exhibits during all Expo hours
  - a. Booths and exhibits must be staffed during all Public operating hours:
    - i. Friday, September 11, 2009: 5:00pm-9:00pm
    - ii. Saturday, September 12, 2009: 10:00am-9:00pm
    - iii. Sunday, September 13, 2009: 12:00pm-6:00pm
- 5) All exhibitor personnel and artists should wear Exhibitor/Artist Credentials visibly during official event hours.
- 6) All exhibitors and artists must display event Exhibitor/Artist Placards visibly in their Exhibit area to assist public safety officers, event staff, and others.
- 7) Tents, Canopies, and Display Requirements:
  - a. All exhibitors and artists must provide their own display and tent, unless arrangements are made and paid in advance to rent tents and/or displays from a venue-approved rental company.
  - b. ALL tents must be professional Exhibitor/festival tent, weighted on each corner by water barrels, concrete blocks or similar approved weights. No stakes, spikes, or damage to the concrete or asphalt surface is permitted.
  - c. Usage of an approved display and/or tent is required. Be sure to securely weigh-down your exhibit. This is an outdoor venue. Expect rain or wind, but pray for sunshine. You will be held liable for any damages suffered by others if your exhibit becomes unstable.
  - d. Display surface is asphalt and/or concrete.
- 8) **Electrical Service:** Basic 110V electrical service is available (upon advance request) to power booth displays and illumination.
  - a. Total combined power consumption must not exceed 150 watts.
  - b. Electrical cords need to be secured/taped-down in a manner to avoid trip/fall hazards.
- 9) **CHECK-IN & SET-UP SCHEDULE:** For your convenience, Check-in and Set-up is by appointment.
  - a. In order to insure an orderly set-up, each Exhibitor will be given an assigned arrival/set-up appointment time in advance, with appointments assigned on a first come-basis.
  - a. Appointment times are as follows
    - i. 7:00AM to 5:00pm, Friday, September 11, 2009
    - ii. 6:00AM to 9:00 am Saturday, September 12, 2009
  - b. A Photo I.D. and a photocopy of your State of Arkansas Sales Tax Permit, or a completed State of Arkansas sales tax application (form ST-370), are required at check-in (bring a copy of your Arkansas Sales Tax Permit if you have one).
  - c. Space assignments will be provided at Artist check in, unless requested in advance.

- d. *All exhibitors and artists requiring more than three hours to set-up will be required to set-up beginning Friday morning by appointment.*
  - e. All exhibitors and artists will be able to unload vehicles at your assigned booth location. Vehicles must be moved promptly after unloading to the designated parking area to ensure easy access for your neighbors.
  - f. All vehicles must be moved outside the venue display areas at least 30 minutes prior to opening to the public (4:30 pm on Friday; 9:30 am on Saturday; 11:30 am on Sunday).
  - g. All Exhibitors and Artists must be completely set-up and ready to greet the public by 5:00pm Friday evening for the Public Preview Party.
- 10) **Exhibitor/Artist Parking:** All vehicles must be moved outside the venue display areas at least 30 minutes prior to opening to the public (4:30 pm on Friday; 9:30 am on Saturday; 11:30 am on Sunday) and booths must be ready to open to the public at 5:00 pm, Friday, September 11th.
- a. All Artist vehicles including cars and trucks must be parked in designated Artist parking areas (near PetSmart). Exhibitor parking in public areas is not permitted, for the convenience of your guests and shoppers.
- 11) **Insurance:** Commercial and Food Vendors will be required to provide Stiel Direct LLC dba NWA Festivals with a **current** certificate of insurance, showing liability limits of no less than \$500,000 per occurrence for premise and operations liability, and naming Stiel Direct LLC, NWA Festivals as an additional insured. Certificate of insurance should be sent with application. (Stiel Direct LLC dba NWA Festivals must receive Certificate no later than September 01, 2009).
- 12) **SALES TAXES:** All exhibitors and artists will be responsible for collecting and paying any and all applicable city, county and state sales taxes.
- a. THE CURRENT COMBINED STATE, LOCAL, AND COUNTY TAX RATE IS 9%
  - b. State of Arkansas form ST 370 is included in your Exhibitor Kit and can be downloaded from the State of Arkansas website ([www.arkansas.gov/dfa/excise\\_tax\\_v2/su\\_pdf/st370.pdf](http://www.arkansas.gov/dfa/excise_tax_v2/su_pdf/st370.pdf) )
  - c. All exhibitors and artists will be responsible for mailing in the form and paying all applicable sales taxes and to the State of Arkansas after the event.
- 13) **Use of Artist Exhibitor rental space** is subject to the following additional conditions:
- a. That the Artist uses the facility only for the purpose of displaying and selling their original art.
  - b. Third-party art displays and sales are prohibited

## **OTHER INFORMATION:**

- All booth fees must be received by September 1, 2009.
- Booth sitters are available on a first-come basis at the Festival Information exhibit located in the middle of the intersection of Tower Avenue and Park Place
- In case of a life-threatening emergency, please call 911 immediately.
- On-site food service is available from the Food Pavilion, Festival food vendors, as well as full-serve restaurants located on the property, including PF Chang's, Texas Land & Cattle, and Fish City Grill.
- Free Wi-Fi is available in the Food Pavilion (building A on above map)
- We accept checks, cash, and major credit cards for payment: Visa, MasterCard
- Indoor public restroom facilities are available in the Food Pavilion and elsewhere.
- 24-hour security is provided, however, the festival promoters and the Pinnacle Hills Promenade (venue) do not assume any liability for any loss or damage to personal property.
- We suggest that you secure your inventory and booth including with sidewalls at the end of each day. We recommend that you remove your valuable inventory and other valuables at the close of business each day.

**Important Food Vendor Instructions follow on next pages**

## **Food Vendors must follow these additional rules and regulations**

### **Special Instructions for Food and Beverage Vendors**

- The Pinnacle Hills Promenade, Stiel Direct LLC, NWA Festivals and the Pinnacle Hills Arts & Food Festival work to ensure that everyone has the safest time at the Festival, and that all food provided during the event meets and exceeds state regulations.
- All food service vendors must comply with Arkansas State Food Code. The regulatory authority may impose additional requirements to protect against health hazards related to the conduct of both licensed and temporary food service establishments. NWA Festivals works closely with the Arkansas Department of Health to insure that all vendors follow all state laws.
- Health inspectors will be on location.
  - All State licensed facilities are required to submit a copy of a current Food Service License and a copy of the last inspection.
  - Unlicensed vendors and Temporary Transitory Food Service Vendors will be required to obtain an opening inspection and a temporary food service permit from ADH prior to any food product being prepared or served.
  - The permit will be required to be a vendor at the Festival and for you to receive your Benton County Health department permit. Please call the Health Department at (479) 271-1055 with any questions.

### **BOOTH APPEARANCE**

- A. ALL FOOD MENUS MUST BE POSTED IN A CONSPICIOUS PLACE WITH CLEAR VIEW OF PRICES
- B. Display and cooking areas such as grill, deep fryers, corn-on-the-cob cookers, or any other cooking and serving equipment shall be protected from the public by a sneeze guard
- C. Off-site commissaries will need to be verified and must have been inspected by the local regulatory authority.
- D. Counters shall be constructed so that they are covered with an approved non-absorbent material.
- E. Food operations with adjoining BBQ facilities must have a pass-through window or door at the rear/side of the booth.
- F. BBQs must be located away from the public and adequately barricaded to prevent accidental contact.

## **FOOD HANDLING**

### **Food Preparation**

- A. All food handling and preparation shall take place within a food booth, except BBQ Grills tents
- B. All food must be stored and prepared in unit.
- C. Food contact surfaces must be smooth, easily cleanable and nonabsorbent (commercial cutting boards required).
- D. All food must be prepared inside the temporary structure.

### **Food Protection**

- A. Condiments shall be in pumps or squeeze containers, or have self-closing covers or lids. Single-service packs are best.
- B. Ice used for refrigeration cannot be used in the preparation of beverages or other food.
- C. All food, beverage, and equipment shall be stored, displayed and served to assure protection from contamination.
- D. Live animals, birds or fowl are not permitted in food facilities.

### **Temperature Control**

- A. Cold food must be maintained at 41°F or below (potentially hazardous food).
- B. Hot food must be maintained at 140°F or above (potentially hazardous food).
- C. Food in storage must be protected from contamination. Cold food must have adequate amount of ice above the food.
- D. A probe or chef's thermometer must be available to monitor food temperatures.

### **Utensil and Hand Washing Facilities**

- A. Wash utensils in clean water with detergent.
- B. Three compartment sink or three-bus tub type sink must be utilized. A Three compartment sink or three-bus tub type sink with HOT WATER WILL BE AVAILABLE during operation.
- C. Sanitize with a bleach/water solution (1 tablespoon bleach per gallon of water).
- D. Provide a 2-gallon water container with a dispensing valve to leave hands free for washing, minimum 2-gallon wastewater container.
- E. Provide a soap dispenser and paper towels for hand washing in the same area as the hand washing water.

## **WATER**

- A. Water must come from an approved public water supply. Water will be made available to all food vendors.
- B. The health department must approve the water hoses carrying water.
- C. The water supply must be installed to preclude the backflow of contaminants into the potable water supply.
- D. You must bring adequate length of hoses. A 50' minimum length in suggested.

## **WASTE GREASE**

- A. All food vendors that have waste grease must dispose of the grease in accordance to State law.
- B. Adequate storage containers able to transport without spillage is required.
- C. A waste grease dump station will be available within a reasonable walking distance.
- D. All vendors will be responsible for transport to storage disposal area.

## **WASTEWATER**

- A. Water and other liquid wastes, including beverage ice, must be contained in or drained into a leak proof container.
- B. Dispose of liquid wastes into an approved sewage system or holding tank. Do not discharge onto the ground or into storm drains.
- C. Holding tanks will not be allowed to leak or surface on the ground at anytime holding tanks
- D. A wastewater dump station will be available within a responsible walking distance.
- E. All vendors will be responsibility for transport to the gray water storage disposal area.

## **GARBAGE**

- A. ALL FOOD VENDORS MUST BRING THEIR OWN TRASH CONTAINERS FOR USE IN BOOTHS.
- B. DISPOSAL TO ON-SITE DUMPSTERS ARE THE RESPONSIBILITY OF THE FOOD VENDOR.
- C. ASSISTING VOLUNTEERS IN PICKING UP TRASH MANDATORY!! CARRY YOUR OWN AND HELP!

## **CLEAN-UP**

- A. All food vendors will be required to check out with a designated member of staff before they leave the rally.
- B. Food Vendors sites will be checked out again in the light of day to verify the adequate clean up procedures have been done. Applicable Deposit Refund checks will be mailed to last known address or additional site inspection can be conducted with a member of staff.

## **Contact Information**

**Mailing address:** NWA Festivals, PO Box 2828, Rogers, AR 72757-2828

**Email:** [info@pinnaclehills.org](mailto:info@pinnaclehills.org)

**Telephone:** (479) 899-6294

**Cell Phone:** (479) 616-4544

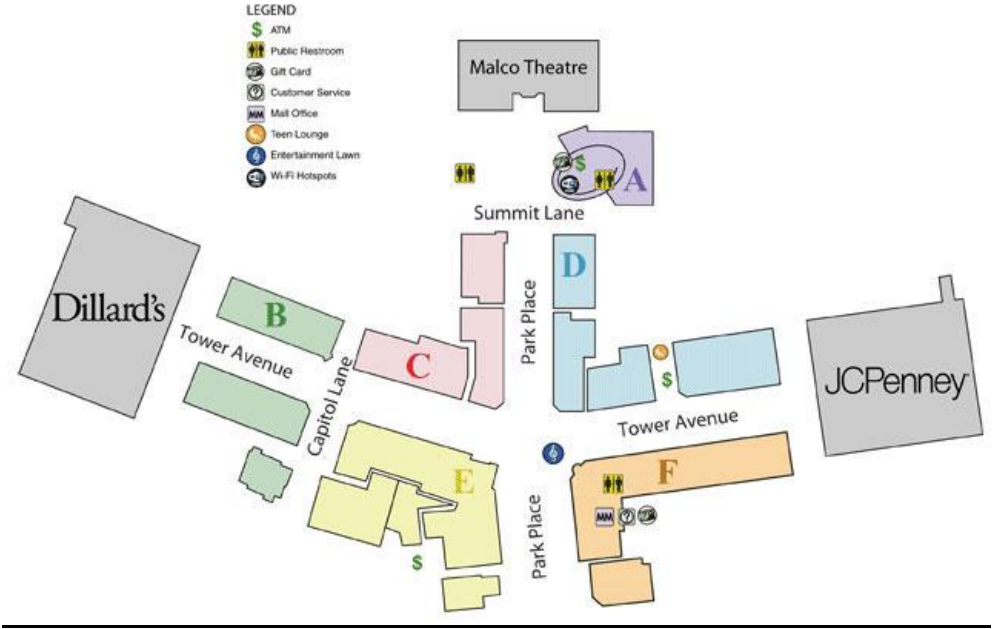
## **Other**

**Website:** [www.pinnaclehills.org](http://www.pinnaclehills.org) & <http://livingitgreen.org>

**Blog:** [www.Pinnaclehillsartfestival.blogspot.com](http://www.Pinnaclehillsartfestival.blogspot.com) & [www.livingitgreen.blogspot.com](http://www.livingitgreen.blogspot.com)

**Twitter:** <http://twitter.com/pinnaclehills>

**Pinnacle Hills Promenade Map:**



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**This year's Pinnacle Hills Arts Festival & Living It Green Expo posters**

