



## 2009 Gauley River Festival, September 18 – 20, 2009

PO Box 1540, Cullowhee, NC 28723  
(828) 586-1930 office (828) 586-2840 fax

### Vendor Information Packet

#### Gauley River Festival Overview

Welcome to Gauley Fest, the paddling world's biggest party! Started in 1983 to celebrate the derailment of a hydro-electric project that would have disrupted whitewater flows on the Gauley, Gauley Fest has grown to become the largest river festival in the world, posting attendance numbers of over 5,000 people.

The event focuses on bringing people to the area to enjoy a weekend of outdoor activities while showcasing whitewater paddlesports and raising funds and membership for American Whitewater. The festival is a three-day event, with the main activities taking place on Friday night & Saturday. Expect the festival site to be bustling throughout the weekend with food, vendors, and activities for paddlesport and non-paddlesport enthusiasts of all ages.



The festival will feature live entertainment, a whitewater marketplace, inflatable rides, beer, and a silent auction where you can pick up some awesome outdoor gear. The Gauley River Festival is a critical fundraiser for American Whitewater and is our largest fundraising event.

All proceeds from the festival support American Whitewater's river stewardship work. Come out and join us for a weekend of great paddling, exciting competitions, live entertainment, and the infamous silent auction.

#### Vendor Marketplace –*Now Friday and Saturday Night*

The American Whitewater Marketplaces have become an institution in the whitewater and outdoor industries. Outdoor enthusiasts flock to these showcases to view product demonstrations, interact with manufacturer representatives, and purchase vendor wares. The Gauley Festival Marketplace will be open on Friday night.



Each year we accept a limited number of vendors to participate in our Festival Marketplaces.

In an effort to help vendors plan their year, we are encouraging you to use this form and confirm your participation at the 2009 American Whitewater Gauley River Festival. Demand for vendor space at Gauley Fest exceeds supply every year.

#### WV Sales tax --- **NEW!**

If vendors plan on selling items through their booths they need to be sure to comply with all West Virginia Sales Tax laws. For more information about WV Sales Tax rules and laws please visit:

<http://www.state.wv.us/taxrev/forms.html>



## 2009 Gauley River Festival

### Vendor Registration Form

Please complete this form and mail with payment to American Whitewater PO Box 1540 Cullowhee, NC 28723 or fax to (828) 586-2840.

### Contact Information

Company Name: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Booth Information

#### **Premiere Booths**

Have the best real estate at the festival with a premier center booth space. Booth spaces are 30' wide x 20' deep. You can use the space for a company vehicle, booth, etc.

Premier Booth Spaces \_\_\_\_\_ x \$1,200 = \_\_\_\_\_ \*

#### **Basic**

Basic booth spaces are 10' x 10' located on the perimeter of the festival marketplace. Basic power supply is included with the booth space.

Basic Booth Spaces \_\_\_\_\_ x \$300 = \_\_\_\_\_ \*

#### **Non-Profit**

Non-profit booth spaces are 10' x 10' located on the perimeter of the festival marketplace. Basic power supply is included with the booth space.

Non-profit Booth Spaces \_\_\_\_\_ x \$150 = \_\_\_\_\_ \*

#### **Food**

After a long day on the river, festival attendees are ready for some good food. Only four food vendors are given spaces so reserve your booth space early. Food vendor spaces are 20' x 20'.

Food Vendor \_\_\_\_\_ x \$400 = \_\_\_\_\_ \*

**\* Booth prices increase 15% after September 1<sup>st</sup>**

## **Credit Card Deposit REQUIRED**

Every booth at the 2009 Gauley Festival is required to have a credit card deposit. This credit card will not be charged unless:

1. The vendor fails to pay for its booth space
2. The vendor fails to clean the area surrounding its booth space (fees will be assessed based on damage)
3. The vendor damages the festival grounds or other facilities (fees will be assessed based on damage)

MC Visa Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Disc Amex Name on Card: \_\_\_\_\_

### **Payment Information**

\_\_\_\_ Please mail me an invoice that I can pay prior to the event

\_\_\_\_ I have enclosed check # \_\_\_\_\_

\_\_\_\_ Please charge my above credit card for the full amount

**\* Booth prices increase 15% after September 1<sup>st</sup>**

## **Frequently Asked Questions (FAQ)**

### **Q: When should vendors arrive to set-up?**

**A:** *There has been sufficient business to warrant being ready for customers Friday night in years past, but you are not required to setup for Friday night. Saturday day and night are the main part of Gauley Fest. Your arrival time depends on your own time needs to setup your booth.*

### **Q: When will the field have electricity?**

**A:** *Electricity is guaranteed to be on by 2pm on Saturday. Plugs are of the two-pronged variety. Bring three-prong into two-pronged adaptors should you need to use three-pronged electrical items.*

### **Q: Where do vendors get their Vendor Packets?**

**A:** *All vendors must report to the AW Headquarters (prior to set-up) to pick up their Vendor Packet*

### **Q: What is included with the purchase of a booth?**

**A:** *Booth space(s), 2 gate bands for each booth purchased, a map of the field with your space(s) highlighted, and one car tag for each booth purchased.*

**Q: Where's my booth located?**

*A: Vendors will have a mini map in their Vendor Packet that has their space(s) highlighted. There will also be a Master Map at the AW Headquarters.*

**Q: Can I reserve a particular booth space?**

*A: No booth spaces are guaranteed. However, AW does try to accommodate requests.*

**Q: What is prohibited at the Festival?**

*A: Any and all illegal drugs and drug paraphernalia, vendors attempting to sell drug paraphernalia will be escorted by police from the premises and will not receive a refund. Other prohibitions include selling goods in camping areas, unleashed and/or aggressive dogs, underage drinking, firearms/weapons, fires that do not adhere to Park regulations and glass bottles.*

**Q: Can I bring my dog to the Festival?**

*A: Yes. However, the dog must have a gate band attached to its collar, it must be leashed at all times and the leash cannot be any longer than 6'. Aggressive and/or loose dogs will be impounded immediately.*