

Idaho Summer Festival 2009

Welcome to the Idaho Summer Festival 2009 and thank you for participating in our event. The Idaho Summer Festival will be held at the Sandy Downs in Idaho Falls on July 8, 9, 10 and 11th. The Idaho Summer Festival will be an event like no other held in Eastern Idaho. Our agency believes that in these difficult economic times it is very important to market your business in an effective manner by reaching as many people as you can to develop a new customer base.

Our agency has already had held three successful festivals in 2009 (The Bridal Festival on the Falls, The Bridal Festival at the Pine Ridge Mall and the Eastern Idaho Health Festival) with thousands of people attending these events. The Idaho Summer Festival is different from other fairs because we have entertainment and giveaways occurring throughout the festival to draw more people to the event. Our objective will be to have over 125 vendors from diversified industries displaying their products or services. We have decided to keep the cost of participation extremely low to get as many businesses in the Idaho Summer Festival as possible. We anticipate well over 5000 people will attend this event. We will advertise on Riverbend Communications (500 ads), print out 5000 *Idaho Summer Festival Guides* and distribute them at the festival and to patrons watching the Melaleuca Fireworks Show on the 4th of July. We will also be advertising on TV and in other media outlets to make this the biggest outdoor festival in Idaho Falls.

The Idaho Summer Festival welcomes exhibitors from Home and Garden, Arts and Crafts, Health and Wellness, Wedding Products and Services, RV and Motor Sports and miscellaneous or specialty services...ANYBODY!. Our schedule of entertainment will appeal to all audiences and bring families to the Idaho Summer Festival. We are giving away a free wedding, a car and numerous other prizes to couples competing against each other in events called the Wedneck Games. The general public is also welcome to compete in some of these same events for cash and prizes.

We have the following entertainment scheduled: Wedneck Games, Spud Mud Run, Mud Volleyball, Randy's Extreme Tumbling, Ballroom Dancing, Dance Teams, Live Music, Carnival Games for kids and teenagers including Bounce Houses, a Rock Wall, a Dunk Tank and we will cap off the festival by having an Elvis Presley impersonator coming from Las Vegas to perform on stage.

Sandy Downs was chosen because of its ability to hold numerous people and its diversified grounds. It is perfect for Mud Volleyball and a fun Spud Mud Run but also has grandstands for watching events on stage and a large infield for vendors. The Idaho Summer Festival is an event that is held outdoors in July so it is your responsibility to protect your products and yourself from the elements. We recommend using small EZ up tents as a smart way to protect yourself from the sun. We also don't require you have somebody at your booth the entire time of the event...however we are not responsible for protecting your merchandise, brochures or products if you leave your area.

There are plenty of booth spaces available and more can be added if necessary. Our agency will update the internet site (**IdahoSummerFestival.com**) every other day to designate which booth spaces are reserved and show what spaces are still available. Spaces are determined on a first come –first serve basis. A deposit by check or credit card will hold your space and guarantee you are in the Idaho Summer Festival.

Your business should strongly consider the benefits of participating in this event. Your agency has the opportunity to talk to customers face-to-face and take advantage of this cost-effective form of advertising.

IDAHO SUMMER FESTIVAL HOURS

Wednesday- 6PM -9PM

Thursday- 2PM- 9PM

Friday-12AM-10PM

Saturday- 9AM-10PM

GENERAL INFORMATION

Admission: \$1.00 for the general public

Fees: Booth Fees range from \$175 to \$850 depending upon size and location.
(SEE BOOTH PRICES and SPONSORSHIP page.

Idaho Summer Festival Guide: 5000 copies of an 8 x 11 Festival Guide will be printed out and distributed to the general public telling them about entertainment, contests and giving them a schedule of events.

Ad Prices- 1/8 page= \$150 1/4 page= \$250 1/2 page= \$425 full page=\$750

Schedule of Entertainment

Please note the Schedule of Entertainment is tentative and may change due to weather or other unforeseen circumstances and more entertainment may be added.

Activities

Vendor Exhibits
Wedneck Wedding Games
Spud Mud Run
Mud Volley Ball
Bucket Brigade Contest
Public Contests (eating, tossing,
performing, etc.)
Dunk Tank
Unique Carnival Games

Music

Lyle Albertson-Straight Country Band
Scratch
2AM Logic
Roland August - (Elvis Presley
impersonator)

Performances

Randy's Extreme Tumbling
Dance Teams
Artistique Ballroom

IDAHO SUMMER FESTIVAL 2009

TERMS and CONDITIONS

1. Registration of booths can be reserved by check, cash, money order or credit card. All checks and money orders shall be made payable to Jewel Productions on or before July 3, 2009. Please mail your checks to the following address: 13576 N. 105 E. Idaho Falls, ID 83401
2. Your business must have their booth set up by either Wednesday night or Thursday afternoon depending upon the move in schedule! All exhibitors shall be responsible for having all materials, products, equipment, displays in assigned exhibit spaces by 1:00 PM on Thursday July 9th, 2009. Some exhibitors may be assigned to set up prior to Wednesday Night by 4:00PM- if you desire to have a booth set up that night please call or let me know when you reserve your space (my e-mail address is Greg@idahoweddingguide.com.) There is a dinner and a few contests scheduled for that evening. The general public will be invited to have a \$6 Steak Dinner catered by Hard Hat Steakhouse at Sandy Downs and register for events. **A schedule of move in times will be e-mailed to all the vendors on June 23, 2009.**

Some vendors may have their booth set up by 4:00PM on Wednesday, July 8, 2009. ”

Idaho Summer Festival is Open -Wednesday- 6PM -9PM

Dinner and Registration and Explanation of Schedule of Events

All vendors must have their booth set up by 1:00PM on Thursday, July 9th!!!

Idaho Summer Festival is open at the following times:

Thursday- 2PM- 9PM

Friday-12AM-10PM

Saturday- 9AM-10PM

3. Exhibitors will be allowed to load out from 10:00 PM to 12:00 PM on Saturday and Sunday 8:00 AM to 12:00 AM. It will be getting dark close to 10:00 when the festival ends so consider your options for moving out.
4. The sponsor, Jewel Productions, shall not be responsible for any damages, theft or other losses which occur to the exhibitor in connection with the exhibit, its installation and removal. The exhibitor shall indemnify and hold harmless the above sponsor from all damages, claims, demands, and causes of action arising from the existence, operation, installation and removal of the exhibit.
5. The advertising agreement will consist of among other costs the rental of booth space, general liability insurance (exhibitors are encouraged to obtain similar coverage for possible incidents occurring within their assigned space), general advertising and additional fees will apply for sponsorship, an ad in the Idaho Summer Festival Guide, electricity, internet access, tables, chairs, etc.
6. The Exhibitor will have available for lease agencies that will have tables, chairs and electricity. The exhibitor shall be responsible for providing tents, electrical cords, signs, floor coverings (most booth spaces are on grass or dirt) and other related items to make your exhibit presentable.
7. All food and beverage exhibits shall be subject to the policies and directives of and inspection by the Idaho Department of Public Health. Exhibitors will comply with all applicable governmental regulations pertaining to their exhibit.
8. Exhibitors that choose to sell items at the Idaho Summer Festival must have a Sales Tax license or have a ST -124 (Idaho Sales Tax Declaration) filled out to participate in the Idaho Summer Festival.
9. Exhibitor booths should be attended during festival hours.
10. Booth spaces can not be shared with other vendors or transferred in whole or part during the Idaho Summer Festival.
11. Exhibitors will be given an EXHIBITOR ENTRANCE CARD to get into the Idaho Summer Festival for free. Each Exhibitor will get (2) EXHIBITOR ENTRANCE CARDS for free. If you lose your card you will be charged one dollar at the entrance.
12. Jewel Productions reserves the right to refuse any application.

CORALS and OBSTACLE COURSE

G7	G8	G9	G10	G11	G12	G13	G14	G15	G16	G17	G18
G6											
G5											
G4											
G3	<u>GAMES AREA</u>										
G2											
G1	INFIELD										

Rest Rooms

PETTING ZOO

>>>ENTRANCE>>>

< ENTRANCE from Grand Stands <

123	103	83	63	43	23
124	104	84	64	44	24
125	105	85	65	45	25
126	106	86	66	46	26
127	107	87	67	47	27
128	108	88	68	48	28
129	109	89	69	49	29
130	110	90	70	50	30
131	111	91	71	51	31
132	112	92	72	52	32
133	113	93	73	53	33
134	114	94	74	54	34
135	115	95	75	55	35
136	116	96	76	56	36
137	117	97	77	57	37
138	118	98	78	58	38
139	119	99	79	59	39
140	120	100	80	60	40
141	121	101	81	61	41
142	122	102	82	62	42

F1
F2
F3
F4
F5
F6
F7

BLEACHERS

RODEO GROUNDS

BLEACHERS

MAIN STAGE

BEER GARDEN

CONCESSIONS

Rest Rooms

BEER GARDEN

22

GRAND STANDS

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INFO First Aid

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INFLATABLE TOYS & GAMES

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BLEACHERS

BLEACHERS

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EATING AREA

Rest Rooms

154

153

RACE TRACK

12

11

10

9

8

7

6

5

4

3

2

1

21

20

19

18

17

16

15

14

13

MAIN ENTRANCE

FESTIVAL INFO

ENTRANCE

INFIELD

RED INDICATES A BOOTH THAT IS SOLD

Check Availability at IdahoSummerFestival.com

155

156

PARKING LOT

More MAPS and Info about the Events?

MUD VOLLEYBALL will be held on the North East side of Sandy Downs in front of the Sand Dunes.

The SPUD MUD RUN will have a few courses:

- 1) Competitive -Start and Finish at the Rodeo Grounds.
- 2) Non-Competitive – Spud Mud Run for kids will be held on the North East side of Sandy Downs in front of the Sand Dunes.

WEDNECK WEDDING EVENTS will happen in the **INFIELD** and on the **Main Stage** in front of the Grand Stands.

A map for all events will be available in the **Idaho Summer Festival Guide** and on-line at IdahoSummerFestival.com by **June 1, 2009**.

VENDOR BOOTH SPACES

VENDOR SPACES	NUMBERS	COST	SIZE	EXTRAS
Booth Spaces	1 to 11	350	10 x 15	electricity
Booth Space	12	600	10 x 30	electricity
Booth Spaces	13 to 21	325	10 x 15	no electricity
Booth Space	22	500	10 x 12	electricity
Booth Spaces	23-62	250	10 x 10	electricity
Booth Spaces	63-102	200	10 x 10	no electricity
Booth Spaces	103-142	175	10 x 10	electricity
Booth Spaces	143-147	500	20 x 30	electricity
Booth Spaces	148-152	750	30 x 40	electricity
Booth Spaces	153-154	700	30 x 32	electricity
Booth Spaces	155-156	850	40 x 50	electricity
Food Booths	F1 to F6	300 and 5% of sales	20 x 20	electricity
Game Booths	G1 to G7	300	10 x 10	electricity
Game Booths	G8 to G18	300	10 x 10	no electricity

Please note that some spaces do not have electrical hook-up.

Electricity cost \$10 for the entire Festival.

Internet costs \$10 for the entire Festival

Booth Spaces do not include tables, chairs, tents, pipe and drape or linens.

This is an outdoor Summer Festival –Please be prepared!

SPONSORSHIP

BENEFIT OF SPONSORSHIP	COST
Idaho Summer Festival - Car Sponsor- Idaho Wedding Guide, Idaho Health Guide and (Car Dealership) Business Name mentioned on radio advertising as the Car Sponsor - minimum of 500 Ads (Riverbend Communications) (1 available), Back Cover of the Idaho Summer Festival Guide (all things included in the Platinum Event Sponsor)	Car-\$5000
Platinum Event Sponsor - A Co -Sponsor of Idaho Summer Festival - A free 10 x 15 booth at the Idaho Summer Festival, Business name included in TV Advertising (\$2000 package); Business Logo on Car for giveaway at Idaho's Largest Wedding; Business Logo on Idaho Summer Festival Banners (6); Business Logo on Finish Line of Spud Mud Run; Business Logo on front page of Idaho Summer Festival Guide (5000 copies distributed); free 1/2 page ad in Idaho Summer Festival Guide; internet link and logo on home page of Idaho Summer Festival; complimentary concert tickets (2) to Rock on the Falls on July 18, 2009, complimentary entry (1 team) to Mud Volleyball and complimentary entry (1 team) to Spud Mud Run, complimentary tickets (8) to Hard Hat Steak Dinner on July 8, 2009 and (75) carnival tickets	Platinum - \$1500
Gold Event Sponsor- Co Sponsor of Large Events - Wedneck Wedding Games Spud Mud Run Mud Volleyball and sponsorship includes a free 10 x 15 booth and your Business Logo on page of Spud Mud Run, Mud Volley Ball and Wedneck Wedding Games and a free 1/4 page ad in Idaho Summer Festival Guide (5000 copies distributed), name mentioned as a sponsor of the event; complimentary entry (1 team) to Mud Volleyball and complimentary entry (1 team) to the Spud Mud Run, complimentary tickets (6) to Hard Hat Steak Dinner on July 8, 2009 and (50) carnival tickets	Gold -\$750
Silver Event Sponsor - Free 10 x 10 Booth and 1/8 of page ad in Idaho Summer Festival Guide (5000 copies distributed), complimentary entry (1 team) to Mud Volleyball or complimentary entry (1 team) to Spud Mud Run, complimentary tickets (4) to Hard Hat Steak Dinner on July 8, 2009 and (25) carnival tickets.	Silver- \$500
Bronze Event Sponsor - Free 10 x 10 Booth; complimentary entry (1 team) to Mud Volleyball or complimentary entry (1 team) to Spud Mud Run, complimentary tickets (2) to Hard Hat Steak Dinner on July 8, 2009 and (10) carnival tickets	Bronze - \$350

THE IDAHO SUMMER FESTIVAL GUIDE IS AN EXCELLENT OPPORTUNITY TO ADVERTISE IN ADDITION TO YOUR BOOTH SPACE!

5000 COPIES WILL BE PRINTED OUT AND DISTRIBUTED at the MELALEUCA FIREWORKS SHOW and at the IDAHO SUMMER FESTIVAL.

DEADLINE FOR ALL ADS to be in is JUNE 22, 2009

EMAIL your Print Ready AD to greg@idahoweddingguide.com

EIGHT PAGE AD (Business Card Size) FOR ONLY \$150

QUARTER PAGE AD FOR ONLY \$250

HALF PAGE AD FOR ONLY \$425

FULL PAGE AD FOR ONLY \$750

**We are expecting over 5000 people to attend this 4 day event.
Let the public see your business highlighted when you advertise in the
Idaho Summer Festival Guide!**

IDAHO SUMMER FESTIVAL

Advertising Agreement

July 8, 9, 10 and 11, 2009

Company Name

Contact: _____ Phone: _____

Address: _____ Cell Phone: _____

City: _____ State: _____ Zip: _____ Fax: _____

E-Mail: _____ Product/Service: _____

Booth Rental

Spaces vary in size and cost

Booth: Space Number _____ Cost _____

Note: some booths do not have electricity hook-up

Sponsorship: Platinum Gold Silver Bronze - None

Idaho Summer Festival Guide:

1/8 page - \$150 1/4 page- \$250

1/2 page- \$425 full page-\$750 None

Electricity (add \$10): \$ _____

Internet (add \$10): \$ _____

Deposit: \$ _____
(50% of Total Balance)

Total Balance: \$ _____

To sign this contract makes your booth reservation official. A 50%, non-refundable deposit is due at the time of signing. Payment in full is due July 3, 2009. You will be held responsible for payment in full prior to the event. Exhibitor acknowledges and agrees to comply with all rules and regulations stated in this contract. The Idaho Summer Festival reserves the right to determine the eligibility of any Exhibitor for inclusion in this event. The Exhibitor shall not, without prior written consent of Idaho Summer Festival Representative, assign, lease or sublet any part of this lease/display space. Exhibitor agrees to occupy the space for the full duration of the Festival and display, distribute or sell only items pertaining to the Exhibitors business. Distribution of brochures, business cards and coupons are acceptable. Distribution of print media or advertising information containing Exhibitor's information of the Exhibitor and other businesses not involved in the Idaho Summer Festival such as magazines, newspapers, etc. is not allowed and will be confiscated. A company or business that prints or distributes advertising material such as a magazines, business cards, CD Roms, brochures advertising businesses must be an approved "paying" Exhibitor to distribute their material at the Idaho Summer Festival. It is further agreed that if said Exhibitor does not occupy the contracted space or fails to comply with any other terms of this agreement, the Bridal Festival Representative shall have the right, without notice to the Exhibitor, to sell such space or any part thereof. Therefore, the Exhibitor, failing to occupy said space or comply with any of the provisions of this agreement, agrees to pay entire contract price, as loss and/or damage suffered by Idaho Summer Festival Representative on account of such failure. Booth Rental, Idaho Summer Festival Guide and Sponsorship of Events is non-refundable upon signed contract. In the event of a show postponement, the Idaho Summer Festival will have 365 days to reschedule the event without refund. If the event has not been rescheduled within the 365 days a full refund to all Exhibitors will be made. The conditions, rules and regulations attached to this agreement are hereby made a part of and are incorporated herein by reference, and the Exhibitor further agrees to be bound by Festival Representative's interpretations of said conditions, rules and regulations in the event of a dispute should arise concerning them. Festival Representative will not be held responsible for any loss by fire, theft, wind, storm, explosion, or any other cause whatsoever, to any property belonging to Exhibitor, nor is Festival Representative responsible for loss of occupancy or other loss to Exhibitor by destruction or damage to the display area. Exhibitor releases Festival Representative from any other cause whatsoever for theft or damage to equipment, booths or displays within the booths. Exhibitor assumes full and total responsibility for all patrons of the Festival who enter Exhibitors display area, and releases and agrees to indemnify Idaho Summer Festival and agencies contracted with the festival, from any claims from any patron concerning the goods and services Exhibitor displays, provides or sells at or in connection with the Festival. Exhibitor agrees to bear full responsibility for any damage caused to the Exhibition Facility by Exhibitor, his agents or employees during the Festival. If Exhibitor feels it necessary to be insured, it will be solely the Exhibitor's responsibility to acquire this insurance at Exhibitor's own expense. Exhibitor agrees to indemnify, hold harmless and covenants not to sue Festival Representative for any and all liability, real or alleged, arising out of, or in connection with this lease agreement. Exhibitor agrees to pay all costs of collection, default, breach or enforcement hereunder, including reasonable attorneys fees. This agreement contains the entire understanding of the parties and no oral or other representation not contained herein shall be binding upon the parties hereto. Exhibitor agrees to hold Idaho Summer Festival and Jewel Productions harmless to all liability issues pertaining to this Festival. Exhibitor agrees to comply with all Federal, State and City Laws that are applicable. Contract is not in force until contract has been countersigned by Festival Representative. I have read and agree to the following terms of agreement and contract for advertising with Jewel Productions and certify that I am the authorized representative of the business or organization that is participating in the Idaho Summer Festival and agree to abide by the terms and conditions set forth in this agreement.

Exhibitor Signature

Date

Jewel Productions

Date

SCHEDULE OF EVENTS

<i>July 8, 2009</i> <i>Wednesday</i>	<i>July 9, 2009</i> <i>Thursday</i>	<i>July 10, 2009</i> <i>Friday</i>	<i>July 11, 2009</i> <i>Saturday</i>
			9:00AM- Gates Open
			10:00 AM -5:00 PM Spud Mud Run
		12:00 PM –Gates Open	11:00 AM-4:00 PM Mud Volleyball
		1:00 PM Wedneck and Public Games begin	1:00 PM Ice Cream Eating Contest
	2:00 PM –Gates Open	1:00 PM -7:00 PM Spud Mud Run	2:00PM –Spud in the Mud Toss
	3:00 PM Wedneck and Festival Games begin	*Wedding Rings in a Hay Stack *Trash the Wedding Dress	3:00 PM-4:30 PM Bucket Brigade
	*Bridal Bouquet Throwing Contest *Obstacle Course	*Kiss the Pig *Chocolate Covered Hot Dog and Dill Pickle Eating Contest *Wedding Plans	5:00 PM - Randy’s Extreme Tumbling (Ski Tricks on Trampoline)
	*Garter Removal Contest *Wedding Music Contest *Wedding Cake Eating Contest		
6:00 PM – \$6 Steak Dinner by Hard Hat Steakhouse	5:30 PM- 7:00 PM Dance Performances	6:00 PM- Randy’s Extreme Tumbling (Ski tricks on a trampoline)	6:00 PM –Idaho’s Largest Wedding! “Wedneck Wedding for the Winning Couple”
7:00 PM- Lyle Albertson-Strait Country Band		7:00 PM – Live Band on Stage (Scratch)	6:30 PM - Presentation of Car as a wedding gift
		8:00 PM - Announcement of Wedneck Winning couple-present VIP tickets to “Rock the Falls”	7:00 PM-“Elvis is in the Building” The “King” Performs on Stage
		8:15 PM – Live Band on Stage (2AM Logic)	8:30 PM - Dancing
9:00 PM -Close	9:00PM -Close	10:00PM -Close	10:00PM-Close of Festival

The Idaho Summer Festival is July 8-11th but please support our partner 78 Productions by attending the “Rock on the Falls” concert on Saturday - July 18, 2009 at Sandy Downs.

Come see some great BANDS!

Great White
Firehouse
Still Standing
2AM Logic

Buy tickets and get more information at
78Productions.com

Thank you for participating in the Idaho Summer Festival!!!

Visit IdahoSummerFestival.com for the latest information about all the events!