



## TASTE OF MEXICO

**Date:** Friday - Sunday, May 31- June 2, 2019

**Time:** Friday: 3:00pm – 10:00pm Sat & Sun: Noon to 10 pm

**Attendance:** 70,000

**Location:** 26<sup>th</sup> & Sacramento, Chicago

**Beneficiary:** Little Chamber of Commerce

**Target:** 70,000 Latino families, adults and children in a relaxed, friendly environment. It's a unique opportunity to make a direct impression in a fast-growing demographic that is often hard to reach through traditional media channels.

### Overview:

Food aficionados will again be in heaven as this celebration of Mexican cuisine returns for its second year to Chicago's largest Mexican neighborhood. Held on 26<sup>th</sup> Street in the heart of the Little Village neighborhood, Taste of Little Village: Flavors of Mexico is a three-day culinary and cultural extravaganza *designed to appeal to Chicagoans from ALL backgrounds.*

One highlight will, of course, be top neighborhood and city restaurants. There's also carnival rides, artisans and much more for lovers of authentic culinary dishes and Mexican culture.

### Components:

- More than 25 restaurants serving their signature Mexican dishes.
- Non-stop music and entertainment
- Carnival rides and family activities.

### Your application will NOT be processed without the following information:

- Completed festival application
- Payment for space and rentals fees

Still have questions? Please email [exhibitors@chicagoevents.com](mailto:exhibitors@chicagoevents.com) or call 773-584-6633.

# TASTE OF MEXICO 2019 RULES & REGULATIONS

1. Contract Cancellation: Chicago Special Events Management (hereinafter "SEM") reserves the right to cancel a contract at any time for the good of the festival, by its sole discretion or by the direction of the Little Chamber of Commerce (AKA "Committee"). Any cancellations by management will be refunded if ALL rules and regulations have been followed. Cancellation or suspension due to lack of proper city licensing or failure to meet or maintain guidelines will not be eligible for refunds.
2. Exclusivity: We do not provide guaranteed exclusivity to any participant/exhibitor.
3. Water: Running water is not provided on site. You must supply your own fresh water.
4. Electricity: No small portable generators or car batteries are permitted within your booth. All electricity on site, if paid for, is portable and provided by a third-party supplier. Any service disruptions and/or blackouts from electricity provided by SEM will not result in a rebate or refund.
5. Music: This event STRICTLY prohibits the playing of recorded or live music in your booth.
6. Laws: Drilling in the street is not permitted to secure your tent or equipment. Violators will be subject to a \$500 city fine and space cancellation at the event. You are directly responsible for city violations and fines.
7. Set-up and Tear-down: Each participant is responsible for setup, take down and clean-up of his/her booth space. Vehicles are allowed on the street only for setup prior to the event and tear down once the festival closes. You will be notified when it is safe to bring your vehicle on the street. Unless otherwise noted, parking is not provided to any participant but is available for an additional fee if arranged prior to the event. Load-in/set-up times will be provided to you by email one week prior to the event. You must remove your vehicle immediately after unloading your merchandise. You are allotted 2 hours from closing time of the event to vacate your booth space after the event.
8. No Show Policy: Participants who have not checked-in and/or called the Festival Emergency Number (provided prior to event) by 8:00 AM Friday, May 31<sup>st</sup> will be considered a "no-show." No Show participants/artist will NOT be eligible for refunds and assigned booth space will be forfeited to a wait-list participant.
9. Trash Disposal: Each space must be left clean throughout the event and each night. Trash receptacles and bags will not be provided, this is your responsibility. Trash (in bags) will be picked up from booths. May be subject to additional fees if your space is not maintained as delivered, upon vacating your event space.
10. Indemnification: The Little Village Chamber Commerce, Chicago Special Events Management, its employees, festival service providers, or any participating sponsors will NOT be responsible for any injury, loss, or damage that may occur to the participant (artist or restaurant), any of the participant's employees or any property prior to, during or after the period covered by the participation exhibitor contract. This signed contract states that you agree to the terms and indemnify all parties working and producing the event from any liability or claim.
11. Booth Space: Each vendor must use only the space that they are granted. Only a three-foot entry way is permitted. Sidewalks must be left unobstructed at all times. It is strictly prohibited to store items on the sidewalk across or adjacent to your booth. We reserve the right to relocate a participating artist/restaurant when necessary even after a space has been assigned – based upon approval of the festival committee.
12. Third Party Vendors: You cannot resell or lease any space to a 3rd party to participate in the event in your booth.
13. Event Hours: All vendors must remain open during festival hours.

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**Failure to comply with any rules and regulations will result in on-site ejection and the loss of future participation in the event. By signing this application, I certify that I understand and will follow the rules and regulations and accept all the terms of this agreement.**

# 2019 Flavors of Mexico

May 31-June 2

Application Deadline: May 8, 2019



## EXHIBITOR APPLICATION

### Vendor

#### EXHIBITOR TYPE

Non Corporate Business  10x10 Space: \$600.

Corporate Affiliated Business on 26<sup>th</sup> St  10x10 Space: \$2,000.

*\*Includes: Application fee, Booth space, merchant permit fee.*

#### CONTACT INFORMATION

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CONTACT NAME

BUSINESS NAME

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HOME ADDRESS

CITY

STATE

ZIP CODE

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BUSINESS ADDRESS

CITY

STATE

ZIP CODE

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HOME PHONE

BUSINESS PHONE

FAX

---

ON-SITE CONTACT PHONE

EMAIL

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WEBSITE

FEIN/SSN/IL BUSINESS TAX#

#### BOOTH REQUEST

*List any booth or special requests. No request is guaranteed.*

#### ITEMS BEING SOLD

*Please provide a detailed list of items being sold at your booth.*

**ELECTRICITY**  yes (\$150)  no

Please list ALL appliances, including lighting, which will require a power source at the event. If the voltage and amps for each appliance are incorrectly listed, you run the risk of not having ample electricity to power your needs.

**Voltage = the current:** 110/120v – house current; 220v – freezers, pizza ovens; 480v – heavy equipment.

**Amps** (traditionally found on back of appliance near cord): 15 amps – normal household appliances; 20 amps – heat lamps, electric cookers; 40 amps – deep fryer, refrigeration. For complex needs, please email photo of plug to [exhibitors@chicagoevents.com](mailto:exhibitors@chicagoevents.com).

Appliance Type	Quantity	Voltage	Amps

**RENTAL EQUIPMENT**

Check all that apply.

Equipment Available	Quantity Requested	Total Cost (paid by vendor)
10x10 Tent (\$350)		\$
10x20 Tent (\$575)		\$
Tent Sides (\$30/10' side)		\$
Tent Lights (\$75)		\$
8-foot table (\$50 each)		\$
Chair (\$25 each)		\$
10-foot counter (\$20)		\$
Sign Poles (\$25/set)		\$
<b>Total Rental Fee</b>		\$

**FEE CALCULATOR**

Fee	Amount
Booth Fee (reference first page of application)	\$
Rental Equipment Fee (above)	\$
Electricity Fee (above)	\$
<b>TOTAL AMOUNT DUE:</b>	

**PAYMENT OPTIONS**

All payments will be processed regardless of your status of acceptance into the festival. Submission of an application does NOT automatically guarantee acceptance into the festival. All credit card payments are subject to a \$3.95 fee plus 4.5% of total.

CREDIT CARD TYPE	NAME ON CARD
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CREDIT CARD #	EXP. DATE	CSV CODE
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If paying by check or money order, submit in person or mail to: Special Events Management, 2221, W. 43<sup>rd</sup> Street, Chicago, IL 60609. **Payment by cashier check or money order will only be accepted within 14 days prior to the event.**

**SIGNATURE:** I understand and agree with all the terms of the 2019 Taste of Mexico.