



2017 Community Exhibitors Program & Application

Festival of Mountain and Plain ... A Taste of Colorado (“A Taste of Colorado” or the “Festival”) is the Rocky Mountain region’s largest free admission, outdoor festival and one of Colorado’s most popular Labor Day traditions! The Festival features an exceptional variety of Colorado’s favorite food establishments, regional and national entertainment, family-friendly activities, marketplace artisans and vendors, and community exhibitors. Celebrating its 34th year, this year’s Festival will be held Friday, September 1 through Monday, September 4 in Civic Center Park in Downtown Denver. With over 500,000 people attending the Festival annually, A Taste of Colorado is a great place to showcase your brand. Please visit www.atasteofcolorado.com to find out more about this year’s Festival.

Community Exhibitor Eligibility

Those looking to participate at A Taste of Colorado in 2017 as a Community Exhibitor should be a 501-c-3 organization, a government agency, or a non-partisan organization with an informational program that is relevant to festivalgoers and family friendly. Booth space should be used to inform, promote, and distribute information regarding a current program. No fundraising, sampling or sales are permitted from Community Exhibitor booths. In addition, third-party partners, giveaways, and all literature distributed from a Community Exhibitor booth must be pre-approved by the Festival’s management prior to the Festival. A Taste of Colorado reserves the right to select and reject any Community Exhibitor(s) for any reason, and at its sole discretion. Furthermore, the Festival reserves the right to refuse any exhibition not consistent with the submitted application and not previously approved by the Festival’s management. The Festival has sole discretion on any and all exhibitors and items/information displayed and the judgment of the Festival management in this matter is final.

- Are you looking to sell items at the Festival? Apply on our website at www.atasteofcolorado.com. Click “Participate” and follow the directions from there.
- Would you like to raise funds for your organization through volunteering? Contact Sarah Megna, Operations Coordinator, at SarahM@EventsbyEMG.com or at (303) 295-6330 to find out more about our Service Group Fundraising program.
- Are you a business looking to participate at the Festival? Contact Dean Menos or Sarah Megna, at Dean@EventsbyEMG.com or SarahM@EventsbyEMG.com or (303) 295-6330 to learn more about Corporate Exhibitors and Sponsorships.

Booth Information

Each Community Exhibitor is provided a 10’x10’ booth space which includes a 110v-20amp circuit. *(See booth fee for details.)* Additional electrical is available at the Community Exhibitor’s cost. Participants must provide their own canopy and canopy weights, display booth, display racks, lights, extension cords, and outdoor-rated multiple plug-in strips. Park rules prohibit the staking of tents. Exhibitors must properly weight and secure tent and display racks in the event of inclement weather. Tents, tables, and chairs are available for rent through the festival at an additional charge.

Booth Fee

If accepted, a payment of \$875.00 will be due to the Festival no later than July 1, 2017. Payments should be in the form of check and made out to **Downtown Denver Events, Inc.** If the check is a personal check or does not list the official Community Exhibitor name, please put the "Community Exhibitor – *Organization Name*" in the memo area.

No refunds will be given to those organizations who are chosen to participate and submit payment on-time, but choose not to participate after July 15, 2017.

IMPORTANT DATES

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| June 1 | Community Exhibitor Application and Rules and Regulations must be emailed/postmarked in order to be considered for 2017 participation.

Email: SarahM@EventsbyEMG.com

Mail: A Taste of Colorado, Attn: Community Exhibitors, 1600 Broadway, Suite 610, Denver, CO 80202. |
| June 12 | A Taste of Colorado will notify those selected to participate as Community Exhibitors for the 2017 Festival. If chosen, part of the information you will receive is the official agreement which must be mailed back to confirm your spot. |
| July 1 | Insurance information must be submitted to the Festival and Booth Fee must be paid. If payment is mailed via check it must be mailed to:

A Taste of Colorado, Attn: Community Exhibitors, 1515 Arapahoe St., Tower 2, Suite 400, Denver, CO 80202. |
| July 15 | No refunds will be given after this date should an organization choose not to participate. |
| Aug. 24 | Load-in and onsite information will be mailed to those participating as Community Exhibitors. |
| Sept. 4 -
Sept. 7 | A Taste of Colorado is open Friday 11:30am-10pm, Saturday & Sunday 10:30am-10:00pm, and Monday 10:30am-8pm. All Community Exhibitors must be operational during all Festival hours. |
| Sept. 7 | All Community Exhibitors must dismantle their booths and clear the premises by 11:59pm on Monday, Sept. 4. |

Participation decisions will be made at the sole discretion of the Festival's management and applicants will be notified no later than June 12, 2017 if selected to participate in this year's Festival.

**Questions about the Community Exhibitor Program or application?
Contact Sarah Megna at (303) 295-6330 or SarahM@EventsbyEMG.com**

A Taste of Colorado is produced by and benefits Downtown Denver Events, Inc. ("DDE"). DDE is the Downtown Denver Partnership family's community events non-profit organization that organizes public parades, festivals, concerts, exhibits and other events to enhance the vitality of downtown Denver and to celebrate, encourage, foster and promote cultural diversity, community pride and appreciation for the visual, performing and culinary arts.

