



## Sampling/Promotional Display Guidelines

The Texas Folklife Festival is an annual four-day celebration of the Lone Star State's ethnic diversity and rich cultural heritage (Thursday, June 8 through Sunday, June 11, 2006). Now celebrating the 35th anniversary, this highly anticipated extravaganza is well-attended and fun for people of all ages. We welcome the occasion to discuss the prospect of having your company's presence at the Texas Folklife Festival.

### Dates

Thursday, June 8, 2006	5 p.m. – 11 p.m.
Friday, June 9, 2006	5 p.m. – 11 p.m.
Saturday, June 10, 2006	Noon – 11 p.m.
Sunday, June 11, 2006	Noon – 9 p.m.

### Location

Located in HemisFair Park in downtown San Antonio, the Texas Folklife Festival is held on the grounds of the University of Texas at San Antonio's Institute of Texan Cultures (801 S. Bowie Street, San Antonio, Texas 78205-3296).

### Demographics

Each year, more than 70,000 people visit the Texas Folklife Festival and comprise all ages, socio-economic backgrounds and ethnicities. An on-site survey of 8,447 visitors was conducted and reflected the following demographics:

- 60.89% are female and 39.11% are male
- 46.52% are between ages 20-50
- 47.86% are married and 45.72% are single
- 48.82% are Hispanic, 27.36% are Anglo

In 2004, an on-site survey of 8,896 visitors showed the following demographics:

- 64.33% are female and 35.67% are male
- 56.34% are between ages 21-50
- 45.04% are married and 51.98% single
- 40% are Hispanic and 33.68% are Anglo

When you partner with the Texas Folklife Festival, your products and/or services are seen by a broad demographic base, all of which provide your company with an opportunity to increase visibility, image and brand awareness. Additionally, there are opportunities for face-to-face contact with visitors, which will provide invaluable market research as well as reach potential new customers.

### Booth Sizes and Costs

10 x 10 tent	\$3,000.00
10 x 20 tent	\$4,000.00
20 x 20 tent	\$5,000.00

Due to limited space, please contact the Festival Management regarding the possibility of additional dimensions and prices.

## General Guidelines

- Sales of any kind are not allowed during the event and on University property unless prior agreements have been made.
- Payment in full reserves your space.
- Festival Management shall assign location of “sampling” and “promotional display” booths.
- Festival Management reserves the right to approve sample sizes on a case-by-case basis in writing prior to the event.
- There is no product exclusivity on site; however, we will try to avoid placing competitive products in the same area.
- Due to the nature of our event, food sampling may not be possible if it competes directly or indirectly with food vendors. Each request will be evaluated with regard to what the product is, how it will be distributed, serving size, etc.
- Festival Management shall determine the number and type of “samplings” and “promotional displays” invited to participate.
- All sampling activities must be contained within the booth space allotted unless other arrangements are requested and approved in writing prior to the event.
- Vendors’ employees/agents conducting the “sampling” and “promotional displays” must comply with Festival rules related to the use of admission wristbands and parking passes.
- No parking is available for vendors’ employees/agents personal vehicles.
- “Sampling” and “promotional displays” personnel will adhere to standards of good conduct and proper attire.
- “Sampling” and “promotional displays” personnel are prohibited to consume alcoholic beverages while on duty.

## Festival Management will provide:

- Space on site.
- Electrical hook-up—One (1) 20-amp circuit with duplex plug. Additional power must be approved in advance and a fee assessed of \$50.00 per additional plug. (*Note: 220-amp is not available in all locations.*)
- On-site contact.
- Credentials for admission. Festival Management will issue all passes.
- Parking for one (1) vehicle. If storage vehicle is for refrigerated product, we require that it be self-contained (powered by diesel fuel). If electrical hook-up is provided, a fee of \$50.00 will be assessed.
- Set up time schedule.

## Sampler/On-Site Display shall:

- Provide Festival Management with a certificate of insurance three (3) weeks prior to the event.
- Sampler shall have commercial general liability and product liability coverage while participating in the Texas Folklife Festival. Further, *UTSA's Institute of Texan Cultures* shall be included as one of the named insured.
- Coordinate the arrival of booth equipment with Festival Management.
- Have the booth set-up and operational at least one hour before opening on each of the Texas Folklife Festival's four days.
- Coordinate product deliveries to the site with Festival Management.
- Provide approved tent – size to be determined by fees paid.
- Obtain Festival Management approval on all booth signs before they are displayed.
- Provide all products including cups, napkins and other items needed for sampling.
- Obtain Festival Management approval for the distribution of coupons to the general public at least three (3) weeks prior to the event.
- Be responsible for obtaining any health and fire department licensing permits that might be necessary, as well as complying with all health and safety requirements mandated by the City of San Antonio.

**If you have any questions or need more information, please contact the Texas Folklife Festival office at 210-458-2249.**