



2010 ALL ABOUT UPTOWN FESTIVAL
APPLICATION FOR UPTOWN RESTAURANT BOOTH SPACE
REGISTRATION DEADLINE: Friday July 30, 2010

IMPORTANT DATES

Friday, July 30 - Application Deadline
Wednesday, June 30, 2010 – Early
Registration Deadline
Saturday, September 25 – All About Uptown
Festival: 11am – 10pm

Please read all the General Information and Guidelines before completing one of the Application forms.

All About Uptown Festival Overview

The All About Uptown Festival is a community event sharing the unique spirit of Uptown Dallas. Located between McKinney Avenue and Cedar Springs from Maple Ave to Lemmon Ave. Uptown encompasses fine art galleries, historic homes, more than 90 restaurants and bars, the Katy Trail, four live performance theatres, specialty retail -- pure urban living along with brick streets, parks and trolley cars.

The All About Uptown Festival is designed for a day of exploring the best of Uptown, including famous chefs, drinks, art and culture within this vibrant neighborhood. Beyond the great food and drink; guests will enjoy music, history, artisans and edutainment from Uptown locals – you'll feel right at home in this urban oasis. Come sundown – Uptown will rock with national entertainment. Anticipated attendance: 12,000.

About Uptown Dallas, Inc.

The All About Uptown Festival is produced by Uptown Dallas, Inc. (UDI), a non-profit corporation, which was established to represent and promote businesses in the Uptown area, as well as to create a viable social network, host events, and draw media attention to Uptown. UDI is committed to creative solutions for attracting visitors to support our community by enjoying our shopping, dining, and entertainment venues. UDI is also a partner to business owners by providing e-newsletters, active website and visitor center to keep business owners, residents and visitors informed and engaged in Uptown Life. www.updowndallas.net

Demographic Information:

- Residents are largely young, child-less professionals in their 30s, though a rising number of ownership units attracts a growing population of "empty nesters" in their 50s. The sight of children is no longer rare, either, as the neighborhood becomes more child-friendly.
- Uptown businesses regularly draw clientele not only from the affluent immediate neighborhood, but from downtown, Park Cities, Oak Lawn, Turtle Creek, Lakewood, North Oak Cliff Addison, Plano and Frisco as well.
- Average household income: \$99,000
- Residents: 9,500
- 83% of residents rent
- Daytime work population: 11,000
- Residential rentals typically range from \$1,300 to \$3,500 depending on size, amenities and location
- Residences for ownership (typically condos and townhomes) range from \$270,000 to \$3 million
- Uptown includes over 90 dining and drinking establishments along with six hotels and B&Bs.
- Uptown's boundaries are Haskell on the north, Central Expressway/Woodall Rodgers on the east, Akard/Cedar Springs on the south and the Katy Trail on the west

Festival will be heavily supported with advertising and media relations throughout the Dallas market with an emphasis in the Uptown and surrounding areas.

Restaurant Booth Instructions and Guidelines:

All applications and required submittals must be received or postmarked on or before the application deadline of Friday, July 30, 2010. **Only food and beverage products discussed on application may be served/sold during the event. Any vendor selling products not on application may be asked to remove those items.** If items are not removed, then Vendor is subject to forfeiture of booth space and fees. Applications postmarked after the July 30, 2010 deadline will be subject to a late fee of \$100. Please note that the name of the individual listed on the Application is required to be present during the event. **Vendor shall not sublet or assign this License to any other person.**

ALCOHOL AND NON-ALCOHOLIC BEVERAGES

The All About Uptown Festival is seeking an exclusive non-alcoholic beverages (soft drinks, lemonade, water, tea) and beer sponsor, it may be required that restaurants sell the represented products and purchased from Festival Beverage Sponsor.

Order forms will be provided during the pre-event meeting (TBA). It is important to support the event sponsors because of the financial and marketing support they provide. Their sponsorship support allows the event to feature quality entertainment and keep the operational and admission costs as low as possible. To ensure a competitive and consistent guest experience, The All About Uptown Festival will provide restaurant guidelines for standard container size and prices for beer, wine and non-alcoholic prices.

BEER AND WINE: Vendor must show proof of and display in their booth space a temporary permit to sell beer and wine obtained by the Texas Alcoholic Beverage Commission. Liquor as defined by the Texas Alcoholic Beverage Code is not permitted. You need the Temporary Permit even if you already hold a Mixed Beverage Permit or a Catering Permit. You will not be able to sell beer or wine if you do not have the Temporary Permit. **The TABC Temporary Permit for selling alcohol is due along with a check to the TABC office no later than Friday, September 17th.** Please fill out the Temporary Beer & Wine Permit (BH or HP) and use the All About Uptown Festival Site at Fairmount Street, Dallas, TX for the address. Applications can be obtained through the TABC Website or from Shazia@UptownDallas.net. **Contact the TABC office at www.TABC.state.tx.us or 214-678-4000 with questions.**

HEALTH REGULATIONS: Vendor will comply with the following health regulations (taken from City of Dallas Requirements for Temporary Food Establishments):

- Home preparation of food is not allowed
- Must have MECHANICAL HEATING OR REFRIGERATION for all potentially hazardous food.
- Provide hand and utensil wash set up, stem type dial thermometers for measuring internal food temperature.
- NO CUTTING OF ANY FOOD ON-SITE. Any and all pre-prepping of food (meat cutting, produce slicing, dicing, etc.) must be done prior to arrival at the Event. Take every precaution to limit food handling on site to the cooking process only.
- NO STERNO FOR OUTSIDE USE
- NO ICE CHEST FOR FOOD STORAGE
- Perishable food items (especially meat) must be purchased within 48 hours of cooking.
- Meat and other potentially hazardous foods must be kept in refrigerators to maintain foods at or below 45 degrees Fahrenheit until cooking begins.
- Hot-held foods must maintain an internal product temperature of at least 140 degrees Fahrenheit for the duration of the Event.
- Potable water is available at various locations throughout the event site. Liquid soap, bleach, hand towels, food handling gloves and plastic buckets shall be provided by vendors at the cooking areas for hauling water, hand washing and the washing, rinsing and sanitizing of utensils between uses.
- Supply a sanitation solution for the purpose of keeping wiping cloths clean and sanitary. Mix household bleach and cold water to a solution of 100 ppm is required.
- All cooking vessels must be supplied with covers to discourage airborne contamination. Open and unprotected displays of food are not allowed.
- Entire area shall be voided of all trash immediately following the Event.
- All those individuals involved in food preparation and service shall demonstrate good personal hygiene, especially adequate hand washing, at all times. Food servers shall wear plastic gloves.
- Vendor shall dispose of wastewater in the designated locations. No waste or wastewater is to be dumped into the storm sewer or be allowed to pool on or drain into the street or ground.
- Vendor shall properly dispose of grease in the designated containers provided on the festival grounds.
- Prohibited items include: gum chewing and long sculptured nails or chipped nail polish.

UDI is absorbing the cost for the Health Food Permit but you need to turn in the **Temporary Food Establishment Permit**, handed out at the pre-event meeting. Please be as detailed as possible on this application. Example: If you are selling hotdogs, please list condiments as well. i.e. Ketchup, mustard, relish, etc.

RESTAURANT BOOTH MENU

Restaurant Booth Menu is due no later than Friday, August 27th to the Uptown Dallas office. Fax: 214-871-7193 or Email: Shazia@uptowndallas.net. Please spell out menu items as you want them to appear at the festival, as I will use this to make your booth menu signs. To ensure that we are complying with the food guidelines laid out by the Health Department, please carefully read through the Temporary Food Establishment Requirements, provided at the pre-event meeting or email Shazia@uptowndallas.net.

CERTIFICATE OF INSURANCE

Vendors proof of insurance coverage is due no later than Friday, September 3rd to the Uptown Dallas office. Please contact your insurance provider and inform them you're doing an event offsite and need the **Certificate of Insurance, naming Uptown Dallas, Inc. as an additional insured.** Also called the Additional Certificate of Insurance. Once obtained please turn in via Fax: 214-871-7193 or Email: Shazia@uptowndallas.net.

BOOTH SPACE FEES

Each Vendor is assigned a booth space located outdoors in the designated festival area along Fairmount Street in Uptown Dallas. Vendor booth location will be assigned on a first come, first served basis, so get your application in early to secure your spot.

The \$500 Booth Rental Fee includes: 1 Interior 10' x 10' tent, Up to four (4) 120-volt, 20 amp outlets and one (1) 220-volt, 30-100 amp outlet will be provided for each restaurant booth at no additional charge, 1 light bulb, 2 vendor admission passes, 1 vendor parking pass, removable vinyl sidewalls, chairs and tables . (This may be subject to change).

PAYMENT

A check, credit card or money order payable to UDI must be submitted with the Application and submittals. Vendor will be charged an additional \$35.00 for returned checks with insufficient funds.

Please mail completed application, submittals, and payment to:

**Uptown Dallas, Inc.
Attn: All About Uptown Festival,
2808 McKinney, Suite 100,
Dallas, TX 75204**

GENERAL GUIDELINES

Vendors are expected to be open and operating during all event hours.

Vendors are to provide their own commercial grade extension cord and display racks and/or tables suitable for displaying merchandise in an outdoor environment. Come prepared with sunscreen, extra tarps, bungees, and packing supplies, in case of wind, or other inclement weather. Bring everything you may need as we do not have extra supplies for your use.

Vendor must keep merchandise inside the assigned area. Vendor is prohibited from selling merchandise, distributing literature or performing an activity from an area other than their booth space. Vendor may not post any signs on the Event site outside their booth. Violation of this rule will result in possible forfeiture of booth space.

Vendor is permitted to decorate the booth space as Vendor pleases; however, the UDI strives to create a polished, professional appearance throughout the Event. All material draped from the exhibit space must meet Dallas fire laws. Lightweight signage on Vendor booth is allowed, but "Discount" signage is prohibited. All signage is subject to the approval of UDI. UDI has and reserves the right to require modification of any exhibit.

During the course of the Event, Vendor shall maintain the areas inside their booth space in a clean and sanitary condition. Vendor shall conduct activities in a clean, orderly, and legitimate manner and in accordance with existing ordinances, laws, rules, regulations and policies of City of Dallas and any other governmental authority. No garbage, glass, or bottles of any kind shall be thrown upon the grounds or in any buildings by Vendor or anyone working under or for Vendor. Vendor must provide his or her own trash receptacle. The contents of vendors trash receptacle may be placed in a trash dumpster at the Event. Vendor is responsible for general clean up of booth space. Coolers, bicycles, skateboards and rollerblades will not be permitted on the Event site.

UDI does not provide food or drink to vendors. Food and drink will be available for purchase during normal festival hours.

Restrooms – UDI does not provide personnel to afford vendors breaks. Therefore, if you come alone, check your neighboring booth to see if you can watch each others booths during breaks. Restrooms just for Vendors is also not provided.

UDI shall have the right, but not the duty, to supervise the manner of exercising the operation of the activity by Vendor. However, in doing so, UDI is expressly not accepting responsibility for such operations and conduct. Vendor shall remain liable for such operations and conduct.

UDI may designate certain of its agents, officers or employees as inspectors, and Vendor agrees that the inspectors have the right, at any time and as often as UDI may consider necessary, to inspect any property, services or activities of Vendor on the premises. Vendor shall give the inspectors free access to any space used by Vendor or under its control for the inspection and shall, upon request of an inspector, operate any machinery, mechanical devices, or electrical appliances owned, maintained, or in the possession of Vendor on the premises, or operate any process or activities carried on by Vendor. The police and fire force or other authorized agents of UDI shall be given free access at any time to any space used by Vendor or under its control, for the purpose of maintaining order and safety or enforcing any rule or regulation of Dallas.

Vendor agrees to pay promptly all taxes and applicable fees and to take out all permits and licenses, municipal, state or federal, required for the permitted usage. Vendor agrees to furnish UDI, upon request, duplicate receipts or other satisfactory evidence showing the prompt payment of all taxes and fees and showing that all required permits and licenses are in effect.

SECURITY

The Event site will be secured continuously throughout the duration of the Event. UDI assumes no responsibility for any property placed on the premises of the Event site by or on behalf of Vendor, and Vendor releases UDI, its officials, officers, employees and agents from and waives any and all claims, actions, or liabilities against UDI, its officials, officers, employees, and agents for any loss, injury or damage to person or property that are sustained by reason of the occupancy of the Event site under this License. The provisions of this paragraph shall survive the termination of this License

SET-UP INFORMATION

Date	Festival Hours	Set-Up	Tear-Down
Sat., Sept. 25, 2010	11am – 10pm	8:00 am – 11:00 am	11 pm – 1:00 am

UDI does not provide personnel to assist vendors to unload or load merchandise or displays.

Vendor booth space shall be manned at all times during operating hours on all days of the Event unless other previous arrangements are made with the UDI; however, the cost for booth space remains the same. The hours of operation of the Event shall be those scheduled by UDI. Vendor shall have a reasonable amount of time to set up prior to its commencement and to tear down after its conclusion. UDI reserves the right to regulate the hours that the Vendors remain open. Should the Event be postponed or cancelled for an Act of God, public safety, welfare or for any reason whatsoever, Vendor hereby releases and forever discharges UDI, its officers, employees and agents from any and all liability and claims for damages which result from such postponement or cancellation. Setup must be performed in the designated areas at all times. All property must be removed from the Event site on or before (the "Time of Removal") or prior to the Time of Removal in the event of termination of this License. If any part of Vendor's property is not vacated at or before the Time of Removal or promptly following the termination hereof, UDI is authorized to remove from the Event site and store, without resorting to any legal proceeding and at the sole expense of Vendor, all of the Vendor's property, and UDI shall not be liable for any damage to or loss of any such property sustained during its removal and storage.

During load-in and load-out, vehicles must stay on the street. Plan on using a dolly to transport your merchandise.

Detailed load-in/load-out information will be included in pre-event packet upon acceptance into the Event.

LIABILITIES

Vendor shall defend (with counsel acceptable to UDI), indemnify, and hold harmless UDI, its officials, officers, employees and agents from and against any and all claims, demands, actions, causes of action, liability, lawsuits, judgments, damages, injuries, fines, costs or expenses (together, "Claims"), including reasonable attorney's fees, for injury to or death of any person, or damage to or destruction of any property, or breach of contract, or any other harm for which any type of recovery or remedy (whether at law (including, without limitation, an action for damages), in equity, or otherwise) is sought, resulting from, based upon, or arising out of, in whole or in part, this License or Vendor's (or Vendor's officers, employees, agents, representatives, invitees, contractors, concessionaires, subcontractors, or anyone employed by any of them or anyone for whom any of them may be legally liable) conduct hereunder or use or occupancy of the Event site, including any and all claims resulting from, based upon, or arising out of the negligence of UDI or its officials, officers, employees, agents, or contractors. The provisions of this paragraph shall survive the termination of this License.

Vendor, its officers, agents and employees do hereby waive and release UDI from any and all claims for damage, injury or loss to any person or property, including without limitation the death of any person, that may be caused, in whole or in part, by the act or failure to act of UDI, its officers, agents and/or employees. The provisions of this paragraph shall survive the termination of this License.

Vendor, for itself and its directors, officers, agents and employees assume the risk of all conditions, whether dangerous or otherwise, in and about the premises of UDI, and waive any and all specific notice of the existence of any defective or dangerous condition in or about the said premises. The provisions of this paragraph shall survive the termination of this License.

Vendor hereby releases UDI from, and hereby waives, any and all claims, demands, or actions for any loss or damage sustained by reason of any defect of any part of the water supply system, the sewage and drainage system, the gas system, electrical apparatus or wiring on the Event site or tent(s) or any other premises or bandstand, and for any loss or damage resulting from fire, theft, water, tornado, rain, snow, strikes, civil commotion or riot, or otherwise. The provisions of this paragraph shall survive the termination of this License.

Vendor acknowledges that this License is not a lease but is only a revocable license to operate and conduct the activity described herein, and is subject to revocation or termination by UDI at any time and for any reason, including, without limitation, the failure of Vendor to comply with any of the terms of this License. In the event of revocation or termination or upon completion of the Event, Vendor shall immediately vacate the Event site removing all equipment, materials, and supplies. In addition to any remedy set forth in this License, UDI shall have other rights and remedies available at law, in equity, or otherwise, which may be available to UDI, which rights and remedies shall be cumulative, and the use of any one right or remedy by either party shall not preclude or waive the right to use any or all other remedies. The failure by either party to exercise any right, power, or option given to it by this License, or to insist upon strict compliance with the terms of this License, shall not constitute a waiver of the terms and conditions of this License with respect to any other or subsequent breach thereof, nor a waiver by such party of its rights at any time thereafter to require exact and strict compliance with all the terms hereof. Any rights and remedies either party may have with respect to the other arising out of this License shall survive the cancellation, expiration or termination of this License, except as otherwise expressly set forth herein.

UDI reserves and has the right, in its sole discretion and without liability of any kind to UDI, to postpone or cancel the Event for any reason whatsoever, including, without limitation, as a result of fire, casualty, strikes, lockouts, labor trouble, inability to procure materials or supplies, failure of power, governmental authority, inclement weather, war or terrorism or the potential or actual threat thereof, public safety or public welfare considerations, riots, strikes, or local, national or international emergencies, or other reason of like nature.

This License contains the entire agreement of Vendor and UDI and may not be amended, modified or altered without the express written consent of UDI. This License is subject to any and all laws, ordinances, rules, regulations, standards, and policies of Dallas or its authorized representatives, whether now existing or hereafter adopted or modified. This License shall be interpreted and governed by Texas law (and, with respect to any conflict of law provisions, such conflict of law provisions shall not affect the application of the law of Texas (without reference to its conflict of law provisions) to the governing and interpretation of this License) and is performable for all purposes in the County of Dallas, State of Texas. Venue for any action under this License shall be in Dallas County, Texas. This License and each of its provisions are solely for the benefit of the parties hereto and are not intended to create or grant any rights, contractual or otherwise, to any third person or entity. The officer or agent of the Vendor signing this License acknowledges they are the property authorized officials and have the necessary authority to execute this License on behalf of Vendor and to bind Vendor hereto.

APPLICATION CHECKLIST

- ___ Completed and signed application (Due July, 30, 2010)
- ___ Check, Cashiers check, money order or credit card information payable to UDI (Due July 30, 2010)
- ___ Camera ready logo in jpg and eps format provided to UDI (Optional and \$50 fee applies) (Due July 30, 2010)
- ___ Booth Menu Form (Due August 27, 2010)
- ___ TABC Permit if selling alcohol (Needs to be turned into the TABC Office) (Due September 17, 2010)
- ___ Certificate of Insurance naming UDI as additional insured. (Due September 3, 2010)

And return with completed application to:

Uptown Dallas, Inc.
Attn: All About Uptown Festival
2808 McKinney, Suite 100
Dallas, TX 75204

Contact: Shazia Shafi, Marketing Coordinator
(469) 341-0613
Shazia@UptownDallas.net

Visit www.allaboutuptown.com for additional information



For Office Use Only
Booth # _____
Tent Size/Type _____
Received # _____
Received Date _____

2010 UPTOWN FESTIVAL
APPLICATION FOR RESTAURANT BOOTH SPACE
REGISTRATION DEADLINE: Friday July 30, 2010

For faster and easier processing, please complete **ALL** sections of the Application. Please print clearly.

 Restaurant Name to appear on all printed materials

 Contact Name

_____ Phone Number	_____ FAX Number	_____ Email Address
-----------------------	---------------------	------------------------

_____ Mailing Address	_____ City	_____ State	_____ Zip
--------------------------	---------------	----------------	--------------

_____ Address of Restaurant (used on menu sign and promotional materials)	_____ City	_____ State	_____ Zip
--	---------------	----------------	--------------

MENU: (See attached form) Please return the attached menu form no later than **July 30, 2010**. Menus shall be submitted by **August 27, 2010** for menu signage. No menus or menu changes shall be submitted after the pre-event meeting TBD

**Make your restaurant stand out in the event promotion materials by adding your logo for just \$50.00.

ELECTRICAL: Up to four (4) 120-volt, 20 amp outlets and one (1) 220-volt, 30-100 amp outlet will be provided for each restaurant booth at no additional charge. Additional outlets may be purchased at the following prices:

- _____ No additional electricity is required
- _____ Yes, additional 120-volt outlet w/ 20 amps Quantity _____ x \$45 per outlet Cost \$ _____
- _____ Yes, additional 220-volt outlet w/30 amps Quantity _____ x \$50 per outlet Cost \$ _____
- _____ Yes, additional 220-volt outlet w/60 amps Quantity _____ x \$125 per outlet Cost \$ _____
- _____ Yes, additional 220-volt outlet w/100 amps Quantity _____ x \$175 per outlet Cost \$ _____

Other: _____

BOOTH FEE: Booths that sell alcohol, also need to obtain a TABC Temporary Permit on their own.

- _____ ONE (1) 10 x 10 Booth NOT selling alcohol \$500
- _____ ONE (1) 10 x 20 Booth NOT selling alcohol \$700
- _____ ONE (1) 10 x 10 Booth SELLING alcohol \$500 plus the cost of the TABC Temporary Liquor License
- _____ ONE (1) 10 x 20 Booth SELLING alcohol \$700 plus the cost of the TABC Temporary Liquor License

ADD \$100 for those applications postmarked after July 30, 2010

COOKING ON-SITE: A limited number of restaurants will be allowed to cook on-site due to space availability. If cooking, each restaurant must supply a 2½ gallon water fire extinguisher if using wood or charcoal or a Chemical Extinguisher rated at least 2A:10BC if using propane for this purpose. Additional Fire Permit Required
 _____ Yes, my restaurant is cooking on site. _____ No, my restaurant will not be cooking on-site

FESTIVAL PROMOTIONAL MATERIALS: To ensure the success of The All About Uptown Festival, we ask that you assist with promoting the event in your restaurant. Marketing materials will be provided at no charge.

_____ Number of posters (11" x 17") _____ Number of fliers (4" x 9") _____ Table tents

GIFT CERTIFICATES NEEDED: Gift certificates for meals at Uptown restaurants will be used to gain marketing exposure for the festival and your restaurant in the following ways:

- Our Radio Partners will promote the event on air. Gift certificates will be given away on air with your restaurant receiving a mention.
- Surveys are conducted at the festival to obtain demographic information about the attendee as well as to build a database for future marketing efforts.
- Certificates are due no later than August 27, 2010. Indicate your participation below:
_____ YES _____ NO

FOOD NEEDED FOR POTENTIAL MEDIA PUBLICITY: In an effort to gain pre-event publicity, please let us know if you are interested in providing small quantities of food your restaurant will sell at The All About Uptown Festival, gift certificates or any other items that will get the media personalities to talk about the festival and your restaurant. Also, please mark below if you have a chef that would like to appear on morning TV and/or radio shows. Please indicate your participation below.
_____ YES _____ NO

**Please make checks payable to:
Uptown Dallas, Inc.**

Mastercard and Visa Accepted

And return with completed application to:

**Uptown Dallas, Inc.
Attn: All About Uptown Festival
2808 McKinney, Suite 100
Dallas, TX 75204**

Contact: Shazia Shafi, Marketing Coordinator
469-341-0613
Shazia@uptowndallas.net

IMPORTANT DATES

**July 30, 2010 Application Deadline
Aug 27, 2010 – Menu Submitted and Temporary Food Permit Form
Saturday, Sept 25 – All About Uptown Festival: 11am – 10pm**

FEES: Application must be postmarked on or before July 30, 2010, add \$100 if postmarked after this date.

Check the appropriate category and place the amount in the line to the right.

	TOTAL
Booth Fee:	\$ _____
_____ ONE (1) 10 x 10 Booth NOT selling alcohol \$500	
_____ ONE (1) 10 x 20 Booth NOT selling alcohol \$700	
_____ ONE (1) 10 x 10 Booth SELLING alcohol \$500 plus the cost of the TABC Temporary Liquor License	
_____ ONE (1) 10 x 20 Booth SELLING alcohol \$700 plus the cost of the TABC Temporary Liquor License	
ADDITIONAL ELECTRICITY	\$ _____
_____ # of extra 120-V outlets x \$45 each	
_____ # of extra 220-V, 30 amp outlets x \$50 each	
_____ # of extra 220-V, 60 amp outlets x \$125 each	
_____ # of extra 220-V, 100 amp outlets x \$175 each	
LOGO IN EVENT PROMOTION MATERIALS \$50 (Optional)	\$ _____
TOTAL AMOUNT OF CHECK SUBMITTED:	\$ _____

Early Registration Special

Turn in your application and payment on or before Wednesday, June 30th and receive a 10% discount off your total registration fee.

If paying by credit card please fill out this section. We accept Mastercard and Visa.

Name on Credit Card _____

Credit Card Number _____

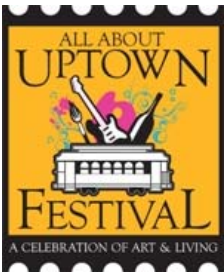
Expiration Date: Month/Year _____

Total Amount to be Charged _____

CVV Security Code located on the back of card _____

AUTHORIZATION: Vendor agrees that it shall abide by the terms and conditions of the 2010 All About Uptown Festival Rules, Regulations and General Information & Restaurant Vendor Booth Space attached hereto and made a part hereof and that Vendor has read and understands the same. This Application, if approved by Uptown Dallas, Inc., together with the Rules, Regulations and General Information, constitutes a non-exclusive revocable permit (so called in the Rules, Regulations and General Information) between your company or business and UDI regarding the Event. Vendor shall abide by and comply with, and this permit is subject to, all laws, ordinances, rules, regulations, standards, and policies of UDI or its authorized representatives, whether now existing or hereafter adopted or modified.

(Signature) _____ (Date) _____



Restaurant Name

Contact Name

Phone Number

BOOTH MENU

DEADLINE: August 27, 2010
NO CHANGES AFTER September 3, 2010

CHANGES TO THE MENU SIGN AND PRICE SLASHING WILL RESULT IN FORFEITURE OF SECURITY DEPOSIT. CHANGES TO BEER PRICES WILL ALSO RESULT IN FORFEITURE OF THE RIGHT TO SELL ALCOHOLIC BEVERAGES AT ALL FUTURE EVENTS.

Please submit this booth menu form by **August 27, 2010** so the Dallas Environmental Services Department, electrician and other contractors can begin processing the information. Any changes to the menu must be made in writing no later than **Sep. 3, 2010** so the booth menu signs can be printed and the correct menu information can be included in event program and on the event website.

FOOD ITEMS

Item 1: _____ Cost: _____

Item 2: _____ Cost: _____

Item 3: _____ Cost: _____

Item 4: _____ Cost: _____

BEVERAGES (Alcoholic & Non-Alcoholic Beverages): The All About Uptown Festival is seeking an exclusive non-alcoholic beverages (soft drinks, lemonade, water, tea) and beer sponsor, it may be required that restaurants sell the represented products and purchased from Festival Beverage Sponsor. Order forms will be provided during the pre-event meeting. It is important to support the event sponsors because of the financial and marketing support they provide. Their sponsorship support allows the event to feature headline entertainment and keep the operational and admission costs as low as possible.

To ensure a competitive and consistent guest experience, The All About Uptown Festival will provide restaurant guidelines for standard container size and prices for beer, wine and non-alcoholic prices.

Brand: _____ Size: _____ Cost: _____

Brand: _____ Size: _____ Cost: _____

Brand: _____ Size: _____ Cost: _____

Brand: _____ Size: _____ Cost: _____

EQUIPMENT:

Description 1: _____ Amps: _____

Description 1: _____ Amps: _____

Description 1: _____ Amps: _____

Please return to: Uptown Dallas, Inc. Attn: All About Uptown Festival, 2808 McKinney, Suite 100, Dallas, TX 75204 or return by **Fax to (214) 871-7193**