

Date Received	Booth #
_____	_____
For Office Use Only	

2009 UPTOWN FESTIVAL
APPLICATION FOR RESTAURANT BOOTH SPACE
REGISTRATION DEADLINE: Friday July 31, 2009

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 31, 2009**. Menus shall be submitted by **August 24, 2009** for menu signage. No menus or menu changes shall be submitted after the pre-event meeting on **August 24, 2009**.

**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 will have a different booth fee than those that do not sell alcohol.

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

ADD \$100 for those applications postmarked after July 31, 2009

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.

_____ 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 28, 2009. 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, Visa Accepted

And return with completed application to:
Uptown Dallas, Inc.
Attn: All About Uptown Festival
2808 McKinney, Suite 100
Dallas, TX 75204

Contact: Sandra Johnson, Director of Marketing, (214) 871-7696 or Sandra@UptownDallas.net

See the following page for total funds due

FEES: Application must be postmarked on or before July 31, 2009, 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) 10X10 Booth NOT selling alcohol \$500
_____ One (1) Booth SELLING alcohol \$500 plus 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: \$ _____

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

Name on Credit Card _____

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 2009 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) _____

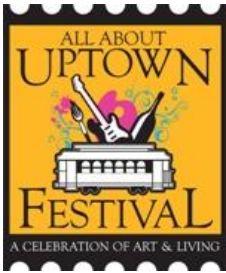
APPLICATION CHECKLIST:

- ___ Completed and signed application
- ___ Check, Cashiers check, money order or credit card information payable to UDI
- ___ Camera ready logo in jpg and eps format provided to UDI
- ___ Completed and signed application

IMPORTANT DATES

July 31, 2009 Application Deadline
Aug 24, 2009 – Menu Submitted
Aug 28, 2009– No refunds for cancellations

Saturday, Sept 26 – All About Uptown Festival: 11am – 10pm



Restaurant Name

Contact Name

Phone Number

Address to appear on menu board

BOOTH MENU

DEADLINE: August 24, 2009
NO CHANGES AFTER AUGUST 28, 2009

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 24, 2009** 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 **August 28, 2009** 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**