

Midwest WingFest 2011



Midwest WingFest 2011, a regional chicken wing cook-off, has a new date and a highly anticipated new location this year. On Saturday, September 03, 2011 in Fairview Heights, IL an estimated 40 area vendors will be invited to compete for top honors in both hot wing and gourmet categories. Location for the event is the East parking lot of Dillard's at St. Clair Square in Fairview Heights.

Honors will go to the "Best Hot Wing" and "Best Gourmet Wing." Top honors will be awarded to the "Midwest WingFest 2011 Best Wing." Cash prizes and trophies will be awarded. A "People's Choice" award will also be selected through festival attendee ballots.

Last years event was a major success with upwards of 17,000 in attendance. We were Illinois Distributing's number one first year event. Over 96,000 wings were sold among many other food items. We look forward to partnering with you to make this year's WingFest an even greater event for the city and our vendors.

Vendors interested in participating in Midwest WingFest 2011 MUST return the following to PO Box 1856 Fairview Heights, IL 62208 no later than Friday, July 15, 2011. Applications with \$150.00 Clean up deposit will be accepted in advance but any application paid in full will take priority over an application submitted with just the deposit.

- 2011 Vendor Registration Form
- Midwest WingFest 2011 Activity Indemnification Agreement
- Proof of Insurance (See #15 in 2011 Rules and Regulations)

Although we are increasing the numbers of vendors this year, due to last year's success, we expect the slots to fill up quickly. We highly advise returning the application with at least the \$150.00 clean up deposit as soon as possible. Any applicants that have not paid their full entrance fee by July 15, 2011 will forfeit their slot to a vendor willing to pay in full.

WWW.MIDWESTWINGFEST.COM

Midwest WingFest 2011

Sponsored by the
Fairview Heights Chamber of Commerce

The Midwest WingFest 2011 is scheduled for September 03, 2011 in the East parking lot of Dillard's in St. Clair Square in Fairview Heights, Illinois. This year's WingFest is sure to be a money making opportunity for charitable groups and organizations, as well as a great marketing vehicle for businesses. Marketed to the Metro St. Louis area, as well as central and southern Illinois and Eastern Missouri, this event is sure to become a much anticipated festival, drawing an estimated 35,000 people.

Midwest WingFest 2011 is slotted to be the largest event of its kind in the Midwest. Only the National Buffalo Wing Festival in Buffalo, New York compares in size. Entertainment for the festival includes live music, eating contests, a beauty pageant, a 5K Chicken run, and the largest collection of gourmet and buffalo-style chicken wings to sample from in the Midwest region.

DATES AND TIMES OF OPERATIONS ARE AS FOLLOWS:

Saturday – September 03, 2011

11 a.m. - 11 p.m.

VENDOR PRIZE MONEY:

Best Overall Wing - \$500.00

Buffalo-Style Wing - \$300.00

Gourmet Wing - \$300.00

People's Choice- Trophy

REGISTRATION INFORMATION AND FEES:

Entry fee is non-refundable. Vendors focusing on chicken wings sales take precedents over vendors selling other food items. A review committee will consider on a case-by-case basis applications from vendors selling food items other than chicken wings. Vendors may sell water, tea, lemonade, fruit drinks, or soda – **No alcohol may be sold by vendors.** Only vendors selling Chicken Wings will be considered. Vendors may sell any other food items approved by our committee in advance. Fees for individual or commercial vendors.

\$300 for Chamber members –10 X 10 space

\$400 for non-Chamber members –10 X 10 space

\$500 for Chamber members –10 X 20 space

\$700 for non-Chamber members –10 X 20 space

A separate \$150 REFUNDABLE clean-up deposit is required at time of registration for all booths. We intend to leave the site cleaner than it was when we found it so please take great caution in the care of your site. Our standards

will be strictly enforced. Prior to receiving your refund MWWF staff will perform an inspection of your site and complete a survey.

Electricity: Four sockets (four outlets) 110 watts will be provided for each booth. Vendors may use propane or Sterno for heating of food items – NO GENERATORS, ADDITIONAL POWER STRIPS, ROASTERS, OR ANY OTHER ELECTRICAL APPLIANCES greater than 110-watts will be allowed! Use of any prohibited item will result in *immediate termination of electrical supply, competition disqualification and expulsion from future festival participation*. Once we have a final plan from our electrical contractor we will make the final rules and specifications available. **IT IS YOUR RESPONSIBILITY to contact us for the final rules as the contractor may have to make changes.**

CENTRAL FRY STATION:

For safety and health code considerations, a central fry station will be set up for Midwest WingFest Vendors. We highly advise use of the Central Fry Station. It is very hard to obtain and refrigerate the amount of chicken you will need to last throughout the day. Many of the vendors with intentions of supplying their own last year ended up using the Central Fry Station. The central fry station will fry wings for vendors of the Midwest WingFest 2011 if requested. Vendors may purchase wings per pound from the central fry station to be taken to their booth for saucing. Priority will be given to the frying of wings for those vendors not providing their own chicken wings. No other foods will be fried in the central fry station, i.e., French fries, breaded or un-breaded appetizers, chicken patties or strips, etc. **Vendors wishing to fry their own chicken wings or other food items at their booth must use a commercial-grade fryer. For safety of event attendees, no propane turkey fryers, electric fryers, home appliances, etc. will be permitted. There are no exceptions. Anyone frying with an unapproved device will be asked to leave and will forfeit their entry fee and clean up deposit.** Charcoal may be used by vendors in pre-approved grilling vessels. However, charcoal must be properly disposed of at the end of each evening. Grills must be commercial grade. Home-use grills will not be permitted. Use of any prohibited item will result in *immediate booth closure, disqualification in competition and expulsion from future festival participation*. Food may be cooked offsite and brought into festival ground by vendors as long as all local and county health codes are met.

SET-UP/DISMANTLING:

- Setup will begin at 4 p.m. on Friday afternoon, September 02, 2011 and 8 a.m. on Saturday morning, September 03.
- Food booths must be set up by 10:00 a.m. Saturday. Vendors must be operational and ready to serve the public by 10:45 a.m. and remain open until 11 p.m. Saturday.
- VEHICLES MUST BE REMOVED from Festival site one hour prior to opening time.
- Vendors must park their vehicles in VENDOR DESIGNATED parking. Parking passes will be supplied and must be displayed in car windows. (Locations will be designated on festival ground map to be provided with other vendor information as the date draws closer.)

- Electricity will be provided. Two 110w outlets will be allocated to each vendor booth. Electricity is NOT provided for cooking any food greater than 110-watts. Vendors violating electric usage guidelines will have electric supply revoked and disqualified from Midwest WingFest 2011.
- All vendors must use an industrial sized extension. No other extension cords will be accepted for use with the power. Inspections will be made prior to opening hours of the event and vendors will be expected to have the correct cords.
- Power strips to increase the number of outlets you have are prohibited.
- Due to City and County Health Codes, no pets are allowed at Midwest WingFest 2011. This includes vendor's and participant's pets.
- If you are using any propane powered commercial equipment, You must properly secure the propane tank.
- Tear Down must be complete no later than 7A.M. September 4th 2011.

Special requests or questions should be directed to Doug Shoemaker or Jere Wilmering at info@midwestwingfest.com .

NOTE: In order to participate in this event, booths must sell chicken wings until 11:00 p.m. Non-compliance with this rule will jeopardize future participation. ABSOLUTELY NO dismantling of a booth may take place until after closing time of 11:00 p.m. Saturday!

Vendors interested in participating should return the attached form with the \$150 non-refundable entrance fee, and a self-addressed, stamped envelope not later than Friday, July 15, 2011. Applications and reservations are being accepted in advance. Participation is on a first come first serve basis. Any application not accompanied by appropriate fees will not be considered. We do expect all spots to be filled quickly. Vendor location and detailed information will be forwarded to vendor contact prior to the event.

Vendors will be announced from the main stage. Please inform us of the name of the person who will be representing your booth.

Midwest WingFest 2010

RULES & REGULATIONS

1. Booths must be set up by 10:00 a.m., and operational by 10:45 a.m. Saturday. Booths must continue to sell chicken wings until 11:00 p.m. on Saturday. Dismantling of booths must not take place until after 11:00 p.m. Saturday. Vendors must be completely out by 7A.M. September 4th 2011
2. Each vendor area will measure either 10 x 10 or 10 X 20 feet. Participants are responsible for providing their own tents, serving tables and other necessary equipment and supplies, including trash containers and trash bags. All vendor supplies must be contained within the vendor space. NOTHING IS TO BE OUTSIDE, OR NEXT TO THIS SPACE.
3. **If not using the central fry station, Participants must supply their own cooking devices. "NO GENERATORS ALLOWED". A fire extinguisher is required for emergencies. For any special considerations, contact Either Doug or Jere at info@midwestwingfest.com or call (314)252-8942.**
4. Participants will be required to have AT LEAST TWO (2) TRASH CONTAINERS with liners, (minimum size 32 gallon) and will be required to dispose of their trash and clean up their area on Saturday. This includes clean up of tables and area around vendor's booth, as well as emptying trash containers. Dumpsters will be available adjacent to festival grounds. Public cans may be used Saturday evening for clean-up; however, vendors MUST use their own cans during the event. One can in their tent and one outside for Patrons. If Vendors use MWWF trash cans for clean up after the event they are responsible for dumping them into the dumpster. Also, vendor booth area and nearby area must be swept Saturday evening before leaving the Midwest WingFest 2010.
5. **Vendors are responsible for any oil spills in their designated area. Oil spills or stains will not be tolerated.**
6. All City and County Health Codes must be met. It is the responsibility of each vendor to keep their area clean and properly store perishable food items. Each year the health department is in attendance, so please make sure to follow enclosed health codes.
7. No Alcohol may be sold - Water, soda, tea, lemonade, or fruit drinks may be sold at each vendor location.
8. The WingFest Committee reserves the right to award and control the sales of all beverages. This included alcoholic beverages and such soft drinks as soda, coffee, tea, lemonade and bottled water.
9. To avoid accidents with cans or bottles, all beverages on the grounds of the Midwest WingFest must be served in plastic, foam or paper containers. No glass containers permitted.

******* Failure to comply will result in forfeiture of deposit and you will be banned from future events*******

10. Participating organizations, businesses and individuals are responsible for any theft, loss, or destruction of property of vendor booths. Participants are encouraged to remove all items from their booths at the close of each day.
11. All booth decorations are subject to approval of the Midwest WingFest committee. The Midwest WingFest is a family-oriented event. Therefore, lewd, suggestive or décor that is generally in poor taste will not be tolerated.
12. Organizations, businesses, politicians, and individuals may not distribute any promotional materials or literature during Midwest WingFest 2011 without the express written consent of the WingFest Committee.
13. The Midwest WingFest has sole rights of the sale of any and all Midwest WingFest souvenirs prior to, during and after the Midwest WingFest 2011.
14. The Midwest WingFest has the exclusive use and has the right to bring any legal action against those who infringe upon the protection given by Trademark.
- 15. All vendors must provide the Midwest WingFest 2011 committee with a Certificate of Insurance. Please contact your insurance representative for more information. The certificate must be submitted at least 30 days prior to the Midwest WingFest or vendors will not be allowed to participate and monies will be forfeited. Midwest WingFest must be listed as additional insured for the event.**
16. Each booth must supply an ABC fire extinguisher of at least 2 ½ pounds.
- 17. Vendors are responsible for obtaining their own change during the festival.**
18. The WingFest Committee reserves the right to interpret these rules and regulations as needed to disqualify any participant not meeting the standards set forth in these rules and regulations. RETAIN THIS INFORMATION. If you have any questions, please contact us at info@midwestwingfest.com. Or (314)252-8942
19. Upon completion of a satisfactory inspection and Vendor survey, your deposit will be refunded.

Useful Tips

1. Be Creative with the food items you will sell at the event. If you are one of few people selling a popular item you will do very well.
2. You may want to partner with a local, regional or National Charity. Give a portion of your proceeds. There are a lot of people that enjoy volunteering for local charities. This may allow you to run your event without taking your employees away from the store or save you money on paid employees. We highly encourage giving back to the community.
3. Be realistic about your pricing. Price too low and you may not have much of a return, price too high and you may lose sales. It is a good idea to arrive early and talk to other vendors that may have attended last year and try to get some tips for success.
4. If you have a retail location, make sure you advertise the event roughly two weeks in advance. The more of your loyal customers or friends that attend, the more money you will make and the more votes you will receive.
5. Build an email list early and add to it often. Send a weekly email blast starting months in advance letting them know of the event, that you are participating and how important it is to you to win.
6. Feel free to talk to us about ways to keep your booth clean. If it is not as clean when you leave as it was when you came **WE WILL NOT REFUND THE DEPOSIT.**
7. Plan your day. This event can and will be as fun as you make it. It does not have to be difficult. Feel free to contact us for additional tips. Make sure you have enough staff. Although we will offer some supplies, chances are you will need things we do not have.
8. Be realistic about the amount of chicken you will need if you do not use our Central Fry Station. We sold over 96,000 wings last year. Many of the vendors that thought they could supply their own wings ended up buying from us in the end. We do not profit from the wings we fry so you may save some trouble by just using us. There are many other food items you can prepare at your booth.
9. Make sure you have a plan for storing your food products before and after they are cooked.
10. Make a checklist for yourself of all the things that you need and need to do the day of the event.

Midwest WingFest 2011 Registration Form

APPLICATION MUST BE RETURNED WITH FEE BY July 15, 2011

ENTRY NAME:			
CONTACT:			
ADDRESS:			
CITY/STATE/ZIP:			
HOME PHONE # :	() -	CELL PHONE#:	() -
E-MAIL:			
Beverage if any (<i>No Beer or other alcoholic beverages</i>):			
Will vendor be ordering pre-fried chicken wings from central fry station? (Naked Wings Only) (<i>Circle one</i>)			Yes No
Will vendor be using commercial fryer in their booth? (<i>Circle one</i>)			Yes No
Will vendor be cooking off-site and transporting food to festival grounds? (<i>Circle one</i>)			Yes No
Registration Fees	Chamber Member	Non- Member	
Booth Space - 10x10 space (<i>Circle one</i>)	\$300	\$400	
Booth Space - 10x20 space (<i>Circle one</i>)	\$500	\$700	
Refundable grounds clean-up deposit	\$150	\$150	
Total enclosed:			
<i>Make checks payable to Midwest WingFest Send to: P.O Box 1856 Fairview Heights IL 62208</i>			
I have read and agree to all 2010 Rules and Regulations of Midwest WingFest 2011			
_____			_____
Duly authorized vendor representative			Date

PLEASE ENCLOSE A LEGAL SIZE SELF-ADDRESSED STAMPED ENVELOPE
APPLICATION MUST BE RETURNED WITH FEE BY July 15, 2011

Midwest WingFest 2011

ACTIVITY INDEMNIFICATION AGREEMENT

This agreement made by and between the Midwest WingFest 2011 Committee (MWF), City of Fairview Heights (CFH), and

_____ (hereinafter Indemnitor):

Indemnitor has made a request to participate in the Midwest WingFest 2011 and should the MWF/FHCC/CFH desire to grant the request, the MWF/FHCC/CFH desires that it be indemnified and held harmless from any and all liability, cost and expense resulting or arising from such activity or activities.

NOW THEREFORE, It is agreed by and between the parties that In consideration of the Indemnitor being granted permission to participate in the Midwest WingFest 2011, Indemnitor agrees to indemnify and hold harmless MWF/CFH, their members, employees, agents and assigns from any and all claims, demands, losses, expenses, attorney's fees, liabilities, causes of action, and any and all other liabilities and responsibilities arising directly or indirectly from the activities of Indemnitor in connection with its participation in the Midwest WingFest 2011, which shall include, but not be limited to any negligent, willful, wanton, or intentional acts or omissions made by or on behalf of Indemnitor, Its agents, employees, or assignees, or activities within Its control or supervision and, shall further include the payment of Illinois Sales Tax on gross receipts, unless Indemnitor is properly exempted.

Dated: _____, 2011 _____
Organization/Indemnitor

On behalf of: MIDWEST WINGFEST COMMITTEE

Dated: _____, 2011 By: _____
Its Authorized Agent

On behalf of: Midwest WingFest

Dated: _____, 2011 By: _____
Its Authorized Agent

On behalf of: CITY OF FAIRVIEW HEIGHTS

Dated: _____, 2011 By: _____
Its Authorized Agent

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