



2010 Gauley River Festival, September 17 – 19, 2010

PO Box 1540, Cullowhee, NC 28723

(828) 586-1930 office (828) 586-2840 fax

Vendor Information Packet

Gauley River Festival Overview

Welcome to Gauley Fest, the paddling world's biggest party! Started in 1983 to celebrate the derailment of a hydro-electric project that would have disrupted whitewater flows on the Gauley, Gauley Fest has grown to become the largest river festival in the world, posting attendance numbers of over 5,000 people.

The event focuses on bringing people to the area to enjoy a weekend of outdoor activities while showcasing whitewater paddlesports and raising funds and membership for American Whitewater. The festival is a three-day event, with the main activities taking place on Friday night and Saturday. Expect the festival site to be bustling throughout the weekend with food, vendors, and activities for paddlesport and non-paddlesport enthusiasts of all ages.

The festival will feature live entertainment, a whitewater marketplace, inflatable rides, beer, and a silent auction where you can pick up some awesome outdoor gear. The Gauley River Festival is a critical fundraiser for American Whitewater and is our largest fundraising event.

All proceeds from the festival support American Whitewater's river stewardship work. Come out and join us for a weekend of great paddling, exciting competitions, live entertainment, and the infamous silent auction.

Vendor Marketplace –Now Friday and Saturday Night

The American Whitewater Marketplaces have become an institution in whitewater and outdoor industries. Outdoor enthusiasts flock to these showcases to view product demonstrations, interact with manufacturer representatives, and purchase vendor wares. The Gauley Festival Marketplace will be open on Friday night starting at 6PM.

Each year we accept a limited number of vendors to participate in our RiverFest Marketplaces.

In an effort to help vendors plan their year, we are encouraging you to use this form and confirm your participation at the 2010 American Whitewater Gauley River Festival. Demand for vendor space at the Gauley RiverFest exceeds supply every year.

WV Sales tax

If vendors plan on selling items through their booths they need to be sure to comply with all West Virginia Sales Tax laws. For more information about WV Sales Tax rules and laws please visit:

<http://www.state.wv.us/taxrev/forms.html>



the



2010 Gauley River Festival

Vendor Registration Form

Please complete this form and mail with payment to American Whitewater PO Box 1540 Cullowhee, NC 28723 or fax to (828) 586-2840.

Contact Information

Company Name: _____ Fax: _____

Contact Name: _____ Phone: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Booth Information

Basic

Basic booth spaces are 10' x 10' located on the perimeter of the festival marketplace. Basic power supply is included with the booth space.

Basic Booth Spaces _____ x \$300 = _____

Non-Profit

Non-profit booth spaces are 10' x 10' located on the perimeter of the festival marketplace. Basic power supply is included with the booth space. **NEW: a copy of your 501(c)3 determination letter is required with registration to get the non-profit rate.**

Non-profit Booth Spaces _____ x \$150 = _____

Food

Food vendor spaces are 20' x 20'. Demand for food vendor booths will exceed supply this year! Only four food vendors will be given spaces this year. AW will open food vendor booth registrations for 1+ week only- May 1st through May 9th, 2010. Anyone interested in being a food vendor at this year's Gauley Festival is encouraged to submit the registration form and a menu (or link to a website menu). Approved registrations will be notified May 10th, 2010. If you have any questions or concerns please call Laura Blalock (828) 586-1930 or email her at laura@americanwhitewater.org

Food Vendor _____ x \$450 = _____

Credit Card Deposit REQUIRED

Every booth at the 2010 Gauley Festival is required to have a credit card deposit. This credit card will not be charged unless:

1. The vendor fails to pay for its booth space
2. The vendor fails to clean the area surrounding its booth space (fees will be assessed based on damage)
3. The vendor damages the festival grounds or other facilities (fees will be assessed based on damage)

MC Visa Card #: _____ Exp Date: _____

Disc Amex Name on Card: _____

Payment Information

____ Please mail me an invoice that I can pay prior to the event

____ I have enclosed check # _____

____ Please charge my above credit card for the full amount

Booth space registrations, taken **AFTER September 1st, increase by 15%.**