



To: Festival Exhibitors
Re: 2nd Annual Fabulous 50s Festival Family Fling
27 March 2010

The Horry County Arts & Cultural Council will produce the 2nd Annual Fabulous 50s Festival Family Fling on Saturday, March 27, 2010.

The Family Fling will take place at Broadway at the Beach in Myrtle Beach, SC. It is a shopping and dining center offering a variety of experiences for guests. There are theatres, Ripley's Aquarium, The Palace Theatre, IMAX Theatre, MagicQuest, the Pavilion Nostalgia Park and much more! This location is ½ mile from the Atlantic Ocean and enjoys 15 thousand visitors a week.

The Family Fling hours are 10am–4pm on March 27th and vendors will be located in Broadway Commons which is in front of the Visitor's Center at Broadway at the Beach. We will have a children's area, classic car show, live entertainment on stage, local and regional artists, food, retail vendors and alcohol.

This event is currently being promoted in the following outlets:

- Florence County Convention and Visitor's Bureau
- Regional, national and International Car Magazines
- Local and regional print media
- Local and regional radio
- Local and regional television markets
- Regional and national festival organizations
- A jumbotron located on Highway 17 Bypass in front of Broadway at the Beach
- Kiosks within the Broadway at the Beach property
- Radio Broadway
- Rack cards in local hotel properties
- Canadian Auto Association
- Myrtle Beach Area Chamber of Commerce newsletter and website
- www.myrtlebeachfabulousfiftiesfestival.com

Vendor applications are now available and the deadline for registration is March 15, 2010.
SPACE IS LIMITED! Act now!



FESTIVAL VENDOR INFORMATION
HORRY COUNTY ARTS & CULTURAL COUNCIL
2ND ANNUAL FABULOUS 50S FESTIVAL FAMILY FLING



APPLICATION DEADLINE: MARCH 15, 2010

The 2nd Annual Fabulous 50s Festival Family Fling is scheduled for Saturday, March 27th from 10am – 4pm at Broadway at the Beach, a shopping and dining center located in the heart of Myrtle Beach, SC. The Family Fling will take place in front of the Visitor’s Center on 21st Avenue North.

The Family Fling is a “family friendly” event that will include art exhibitors, vendors, entertainment, a Junior Elvis Competition and a Classic Car Show. Please read all rules and guidelines to ensure a fun and safe day for all. For more information, email skendrick@sc.rr.com . Estimated attendance: 5,000.

<u>VENDOR TYPE</u>	<u>BOOTH SIZE</u>	<u>FEE</u>
Arts & Crafts Vendor		
Arts Council Member	10x10	\$60
Non Member	10x10	\$80 (includes one year membership)
Food Vendor (*Spaces are limited by items sold)	10x10	\$100
Non-Profit	10x10	\$40
<i>(Need More Space? buy 2!)</i>		

ADDITIONAL ITEMS

Tent Rental	\$40
Late Fee (after March 15th)	\$25

Notes: All fees are Non-Refundable. Approval of all booths will be based upon space availability and at the discretion of the Festival Committee.

HOURS

Move-In: March 27th 7 AM to 9 AM
Festival: March 27th 10 AM to 4 PM

*NOTE: All food vendors are required to have a tent or canopy. Free Standing canopies are recommended!! No one will be allowed to unload before 7am on March 27th or to load up before 4 PM on the 27th.

PROHIBITED ITEMS

Fireworks, explosives (including pop-caps), **GUNS OF ANY TYPE**, knives, silly string, baseball bats, any items that may be considered profane, etc. Items are subject to approval by Festival Committee.

REQUIREMENTS

South Carolina Retail Tax License or Social Security Number - A current South Carolina Retail Tax License must be available at your booth on Festival Day. Each exhibitor and food vendor must collect and pay South Carolina Sales Tax.

South Carolina Department of Health - All food vendors are subject to inspection by SCDHEC. A food inspection form will be provided to you with your food vendor registration confirmation. This form must be filled out and returned to us; a copy must also be at your booth on Festival Day.

Every booth needs to be covered. (Trailer, tent, etc.)

REMINDER

All applications must include:

1. Applicable entry fees (Booth Fee, Tent Fee If Needed, Late Fee If Applicable)
2. Completed Application (Provide All Requested Information. Applications Will Be Reviewed!)
3. SC Retail Tax License Number or Social Security Number (Craft, Retail & Food Vendors)
4. Food Inspection Form (Food Vendors Only)
5. Photo of Booth & Contents (Required for Review)

ACCOMMODATIONS INFORMATION

Fairfield Inn by Marriot, 1350 Oleander Dr. (behind Planet Hollywood), Myrtle Beach, SC 29577, (800) 217-1511

*Special rates for vendors 3/26-3/28: \$89/night based on availability



VENDOR APPLICATION

**HORRY COUNTY ARTS & CULTURAL COUNCIL
2ND ANNUAL FABULOUS 50S FESTIVAL FAMILY FLING**

APPLICATION DEADLINE: MARCH 15, 2010



**Please complete this application and mail to:
Horry County Arts & Cultural Council, P.O. Box 1708, Myrtle Beach, SC 29578**

Please print all information:

Name: _____

Company: _____

Address: _____

Day Phone: () _____ **Night Phone:** () _____

Email: _____

Number of Booth Spaces Rented: _____

Booth Type: Food _____ Craft _____ Non-Profit _____ Retail _____

Electrical Hook-Up: Yes _____ No _____ **If yes, voltage/amps** _____ **# of prongs** _____

Description of Booth Contents:

Please be specific and include all products and/or food to be sold. All items are subject to approval! Please include picture of your display and booth size. You could be asked to leave on festival day if you have unapproved items. You must purchase enough space for your display - no partial booth spaces will be sold.

How did you learn about the Festival:

ALL VENDORS MUST CARRY THEIR OWN LIABILITY INSURANCE, and must have a South Carolina Retail Tax License OR Social Security Number (Must bring to Festival)

Accommodations Information:

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The undersigned agrees that the Horry County Arts Cultural Council, Broadway at the Beach and its successors are not responsible for loss, damage or personal injuries to, from or during the Festival and releases all claims there from. I also release the Horry County Arts & Cultural Council and Broadway at the Beach from any and all liability for loss or damage to property or merchandise due to theft, fire, storm, and damages through any force of nature otherwise. The undersigned will abide by all the rules and instructions set forth by the Festival Officials. I further allow the Horry County Arts & Cultural Council Fabulous 50s Festival permission to use any photographs, motion pictures, recording, or any other record of my participation in the festival for legitimate reasons.

Applicant's Signature _____ **Date** _____