

2010 HATCH CHILE FESTIVAL
Hatch Airport • Hatch, NM
September 4 - 5, 2010

Spice up your Labor Day weekend with this two-day festival devoted to the crop that put Hatch on the map. A pepper lover's paradise, festival-goers can sample famed chile recipes, watch the crowning of the Chile Festival Queen, or toss a horseshoe in celebration of our most famous crop. The event also features chile ristra contests, artisan and food booths, and a carnival.

Promotion

The Hatch Chile Festival utilizes numerous media to promote the festival including: posters and fliers widely distributed throughout the area, newspaper, radio, tourism associations, and the internet. Attendance at the 2009 festival was estimated at around 30,000 over the two days.

Vendor Eligibility

Any business with an approved product is encouraged to apply. The Organizer reserves the right to refuse entry to anyone, based on issues of balance of like products, timeliness and thoroughness of application, and appropriateness of product to the client base. Vendors are divided into 2 categories:

- Arts/Crafts must be original, unique and represented by the artist at the festival. All media are eligible and encouraged. Photos of product and/or booth set up must be submitted with application.
- Food vendors Food vendors must submit a typed menu. Duplication of items is limited so you may be asked to remove an item from your menu. Mobile vending units and food trailers **MUST** submit exact dimensions (including tongue) and a photograph or drawing of the unit with the application. Health permit and proof of insurance **MUST** be submitted.

Location. The festival takes place at the Hatch Airport, located 1 mile west of Hatch on Highway 26.

Security. Security will be provided from 5:00 pm on Friday through 7:00 am on Monday. Neither the Hatch Chile Festival, Village of Hatch, nor Helping Hands Event Planning will be responsible for damages, theft, or loss, before, during or after festival hours.

Exhibition Space. Booth space is 10' x 10'. Exhibitors must provide booth structure, tables, and chairs. You are encouraged to provide sun, wind and rain protection for your booth space. Vendors who do not secure their booth properly for the weather will be liable for damages to other structures and/or injury to other individuals.

Deadlines and Refunds. Vendor spaces are assigned based on date when complete applications (including fees) are received and written requests for special placement. Special consideration is given to placement that affects product quality, but request must be in writing. Vendor site placement is FINAL and will not be changed by the festival management.

Permits/Licenses. For health permits, contact the Dona Ana Health Dept, 1170 N. Solano #M, Las Cruces, 88001, 575-524-6300 to apply for a health permit.

Set Up. Set up for trailers is on Thursday from 10:00 a.m. – 5:00 p.m. Set up for the rest of the vendors is on Friday from 8:00 am – 6:00 pm and on Saturday from 7:00 am – 8:00 am. Any vendor not checked in by 8:00 am on Saturday will forfeit their space in the show.

Portable Open Flame Roasters. Please refer to open flame roaster regulations _

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Application deadline is August 2, 2010.

	Fee	Fees Due:	Products:
Arts & Crafts, 10 x 10*	\$250		
Food vendors 10 x 10	\$500		
TOTAL:			

Fee Schedule:

**space is sold in increments of 10 feet. If you require additional space, you must purchase a second space at Cost IF an exhibitor cancels on or before the close of business on April 30, 2010, a refund, less \$25 will be issued. No refunds after COB on that date.*

Contact Name: _____

Business Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Emergency Cell Number: _____ Phone: _____

Email: _____

Please include an email address. It will only be used for festival questions and communications.

Any special requests or notes: _____

ONLY COMPLETE APPLICATIONS WILL BE ACCEPTED.

If you do not include: this complete form, appropriate fees, and photos of your product and set up, your application will be returned for your completion.

Food vendors must submit: health permits, proof of general liability insurance, drawing of your vending unit, and menu, in addition to the fees and application.

Make checks or money orders payable to: Hatch Chile Festival

Mail applications to: Hatch Chile Festival, P.O. Box 15150, Las Cruces, NM 88004

Email: Stephany@HelpingHandsEvents.com or call 575-522-1232 for more information.