

THOMAS EAKINS HEAD OF THE SCHUYLKILL REGATTA®
VENDORS AND EXHIBITION INSTRUCTIONS

Regatta Date: October 28, 2006

Deadline to Pay Vendor Fee

Multiple Regatta Offer: September 14, 2006

Deadline to Pay Vendor Fee HOSR ONLY: October 13, 2006

The Thomas Eakins Head of the Schuylkill Regatta (the Regatta) holds an exclusive permit for the sale of all programs and merchandise in the areas of Boathouse Row, to the East Park Canoe House. Individuals and organizations wishing to sell items on the day of the Regatta in this area must pay all appropriate fees as itemized on the attached reservation form, no later than October 13, 2006 for the HOSR only. Philadelphia City inspectors will be checking all vendors for appropriate licenses and permits, and will shut down unlicensed vendors. Additionally the City requires food vendors to possess current and valid Health Department Certifications, these must be obtained and displayed.

*These requirements also apply to the rowing clubs along Boathouse Row.

Vendors who do not have a permanent City of Philadelphia Business Privilege License must obtain a Temporary Vendor Permit License by paying the fee indicated on the Reservation Form, and the Regatta Committee will obtain the permit.

*Food Vendors: The Regatta Committee is NOT handling any food-vending permit applications. These regulations have been imposed on the Regatta by the City of Philadelphia, and the Organizing Committee regrets any inconvenience. You may obtain them at the web addresses below.

Vendors may obtain their own permanent Business Privilege License with the City of Philadelphia. Forms are available for download at <http://www.phila.gov/li/faq/83-T-5.pdf>, or registration on-line at http://www.phila.gov/revenue/tp_registration.html. Please be sure to allow enough time to receive your license.

Set-up will begin on Saturday morning, October 28, 2006 at 6 a.m. A vending supervisor will be present to supervise set-up and assure that vendors occupy the proper locations. Vendors will be subject to all Fairmount Park rules and regulations, in addition to the rules imposed by the Regatta.

* Tents will be supplied to all vendors. Private tents will not be

permissible. Tent locations will be given out on a first come first serve basis. Space outside the main vending tent is limited.

The Regatta cannot guarantee the amount of sales or attendance volume on the day of the Regatta. The Regatta will not refund any fees.

As in the past, the City will control ALL access to Kelly Drive from Boathouse Row to Falls Bridge. Access to the Regatta venue will be from one access point ONLY. A special irreproducible window sticker will be checked by City Police at TWO checkpoints before access to the Regatta vendor area will be permitted.

ALL vendors must provide an address that can receive Overnight Delivery of required traffic directions and access permits. (NO P.O. BOXES).

The Regatta has exclusive rights to the use of the registered service mark "Thomas Eakins Head of the Schuylkill Regatta". **No vendor will be permitted to sell any items bearing the service mark "Thomas Eakins Head of the Schuylkill Regatta" or any mark confusingly similar thereto, except with the prior written permission of the Regatta Committee.** Permission to vend at the Regatta does not constitute permission to use the service mark.

Any questions should be directed to Brian Roman or Chris Mesigian at the following:

Brian Roman / Chris Mesigian
4 Kelly Drive - Boathouse Row
Philadelphia, PA 19130
Telephone: (215) 235-3270
Fax: (215) 235-8772
Brian@admarknetwork.com
Chris@admarknetwork.com

PRICING & BENEFITS FOR 2006

VENDOR RESERVATION FORM THOMAS EAKINS HEAD OF THE SCHUYLKILL REGATTA®

Bronze Vendor Level (pricing below)

Benefits Include:

1. General vendor area announcements over the PA system once every hour.
2. Online information on HOSR website within Vendor information area
3. Mention in the HOSR regatta mailings (on mailings after date of agreement)
4. Vehicle passes for one (1) vehicle and trailer

Exhibition & Vending Fee - \$300

Additional fees:

PERMIT

- \$150 for One Day Special Event Permit (Bronze only) \$_____

INSIDE the Main Vending Tent - (Limited Availability)

- \$125 for Vending booth (includes one table, two chairs, 10x10 space) inside the Main Vending Tent at **Angels Docks** \$_____,
- \$225 for a 10x20 space \$_____.

OUTSIDE the Main Tent - (stand alone 10X10 tent - LIMITED AVAILABILITY)

- \$225 includes one table, two chairs and a 10x10 tent) outside the Main Vending at **Angels Docks**_____, \$_____.
- \$325 for a 10x20 tent \$_____.

ADDITIONAL NEEDS:

- Additional tables/chairs:
@\$20/Table and two chairs - Total ____ @ \$20 ea. \$_____
 - Additional Vehicle passes:
@\$25/vehicle - Total ____ @ \$25 ea. \$_____
 - **ELECTRIC Drops***: (only needed if using stand-alone tent)
@\$25/drop - Total ____ @ \$25 ea. \$_____
- *electric is supplied inside main vending tent

***I am interested in also vending at the Canoe Club Docks for an additional fee of \$75. You must be a vendor at either Boathouse Row or

the Angles in order to vend at the Canoe Club (No tents, tables, chairs or electric will be supplied for the Canoe Club area). @ \$75\$_____

Total Fee \$_____

**Get more for your money!
With the
HOSR Premium Vendor Packages**

**Silver Vendor Level \$850 (inside main vending)
\$975 (supplied stand -alone tent)**

Benefits Include:

1. All vendor fees for one site position during regatta
 - a. • Additional site positions are available for \$75 each (tent not included)
2. Tent/booth, two tables and four chairs
 - a. • Additional tables and chairs available as needed - FREE
 - b. • Electric included
3. All vending permits included (Not for food vending)
4. Vehicle passes - two vehicles
5. Announcements over the PA system once every hour (please supply 3 announcements)
6. Premium location in our online Vendor information area
7. Mention in the HOSR regatta mailings (on mailings after date of agreement)
8. 2 seats in Picnic in the Park Enclosure benefiting the Masters Rowing Association and Wissahickon Hospice (includes all food and beverages from 11AM - 4PM)
9. Mention/logo in the regatta schedule of events (printed and handed out to all attendees of the regatta)

**Gold Vendor Level \$1000 (inside main vending)
\$1250 (supplied stand -alone tent)**

Benefits Include:

1. All vendor fees for one site position during regatta
 - a. • Additional site positions are available for \$50 each (tent not included)
2. Tent/booth, two tables and four chairs

- a. • Additional tables and chairs available as needed - FREE
- b. • Electric included
- 3. All vending permits included (Not for food vending)
- 4. Vehicle passes - two vehicles
- 5. Announcements over the PA system once every hour (please supply 3 announcements)
- 6. **NEW!** Online ad on HOSR website within Vendor information area and within the rotation of front page ads
- 7. Mention in the HOSR regatta mailings (on mailings after date of agreement)
- 8. Mention/logo in the regatta schedule of events (printed and handed out to all attendees of the regatta)
- 9. 2 VIP Parking/Vehicle passes
- 10. 4 seats in Picnic in the Park Enclosure benefiting the Masters Rowing Association and Wissahickon Hospice (includes all food and beverages from 11AM - 4PM)
- 11. 4 Regatta T-Shirts
- 12. Event Signage - you may place your signage anywhere within the regatta area (according to park rules and regulations)
E-mail announcements - your company and logo will be mentioned within all announcements done via e-mail.
- 13. Just ask - if it is possible we will try to do it for you.

Additional SPONSOR Levels are available - Please contact Brian Roman for more information.

Reservations will be accepted through our Online Store at www.hosr.org (Vendors) or by printing this form and mailing it to the following address with payment made out to:

**Thomas Eakin Head of the Schuylkill Regatta
C/O Brian Roman
4 Kelly Drive - Boathouse Row
Philadelphia, PA 19130**

Please fill in this contact information to keep our records current. Also, ALL vendors must provide an address that can receive Overnight Delivery of required traffic directions and access permits. (NO P.O. BOXES)

Company Name:

Contact Person:

Address:

Phone:

Fax:

E-Mail:

Website:

Please send the following by e-mail to Brian@admarknetwork.com for use during the regatta and posting in our online vendor area.

1. Three 15-second announcements: - 15 - 20 words. The Regatta reserves the right to edit the announcements.
2. Brief description of your service or product – (250 words or less).