

Call for Wineries!

Best of *Missouri Life* Festival, May 21-23

Deadline for applications is February 15, 2010.

Missouri Life magazine invites you to participate in our Best of *Missouri Life* Festival May 21-23, 2010 in downtown Boonville. Please fill out the accompanying application form.

The Best of *Missouri Life* Festival is a weekend-long celebration of the food, wine, art, music, other products made in Missouri, and the cultural heritage of the state.

The festival will consist of multiple venues in downtown Boonville and the *Missouri Life* building. There will be a separate Made-in-Missouri vendor area, wine tasting, musical entertainers, a juried art show, cultural heritage performers, reenactors, and displays.

The majority of the events will be open to the public and free. The centrally located primary venue will be the historic circa 1880 *Missouri Life* building. All vendors, artists, and entertainment will be adjacent to or inside of the *Missouri Life* building. To facilitate pedestrian traffic, we will be closing the streets on either side of the *Missouri Life* building.

The festival begins at 4 pm on Friday, May 21 and runs through 4 pm Sunday, May 23, 2010.

Daily hours are as follows:

Friday 4 pm-8 pm Saturday 10 am-8 pm Sunday 11 am-4 pm

Vendor booth spaces will be available throughout the outdoor festival venues.

Vendors will be responsible for their own booth set up including but not limited to their own tent and tables. Call if you have any questions.

Deadline for applications is February 15, 2010.

Set up hours: Friday 10 am to 3 pm

Hours of festival: Friday 4 pm to Sunday 4 pm

Daily hours are as follows:

Friday 4 pm-8 pm Saturday 10 am-8 pm Sunday 11 pm-4 pm

Participating vendors/artists will be listed on *Missouri Life's* web site with event promotions. We receive 25,000 unique visitors per month to our site.

No numbers can be guaranteed or estimated.

The Isle of Capri itself draws 10,000 visitors per day on average Friday, Saturdays, and Sundays, and the economic developer here estimates about half of those visitors also seek other entertainment, as they may be accompanying a more serious gamer.

Promotion will consist of at least four and possibly six editorial and advertising pages in *Missouri Life* magazine, in the April issue and on our web site immediately. We will be running a Save the Date advertisement in our February issue.

Our target audience mirrors our subscribers and includes high-income couples ages 50-60 from around the state as well as regional residents.

Contact: mmertens@missourilife.com or 660-882-9898 x104 with questions.

Send application form by **February 1, 2010** to:

Missouri Life Festival

Attn: Marcey Mertens
515 E Morgan St
Boonville, MO 95233

Eligibility and Rules:

- All vendors must have original product. Vendors or their representatives must be present during the festival hours.
- Vendors are responsible for taxes. Boonville taxes are 7.475 percent and forms will be provided to artists/vendors in you confirmation/festival information packet.
- The building where the Art Show will be held will be locked when the show is not open. Vendors must carry their own insurance, and Missouri Life will not be responsible for loss or damages.
- Vendors are responsible for their own meals and lodging, and a variety of options are available. (<http://www.visitboonville.com/accommodations.asp>)

Best of *Missouri Life* Festival
Winery Entry Form

Vendor Name: _____
Contact Person: _____
Address: _____
City: _____ State: _____ Zip: _____
Day Phone: _____ Evening Phone: _____
Cell Phone: _____ E-mail: _____

Give a brief description of your product line:

Booth size will be 10x10-feet: only one vendor per booth.

All winery booths will be located in outdoor venues.

*Special festival booth/*Missouri Life* magazine advertising combo packages are available: Contact our advertising coordinator at 1-660-882-9898 ext. 101 for more information.

OR

_____ Event *Only* Fee: \$125
(\$75 refundable if cancellation received before April 1, 2010.)

Credit Card: ___ Visa ___ M/C ___ Discover ___ AmEx ___
Card # _____ Exp. Date _____

Please make checks payable to *Missouri Life*. Send entry form and payment to:

Missouri Life
515 E. Morgan St.
Boonville, MO 65233

As a condition of my participating in the Best of *Missouri Life* Festival, I agree to bear all risk and expense for any loss, theft, or damage to my artwork, product, or other personal property, or injury to my person. I agree to indemnify and hold harmless *Missouri Life* and regulations it's employees or officers from any liability for any such loss, theft, damage, or personal injury I occur, no matter the reason, and even with regard to claims made or lawsuits brought by third parties. I agree to abide by all rules, regulations, and instructions relating to this festival. I agree that each item displayed will be my unique and original artwork or products.

(Signature)