

# Welcome, Vendors, to the 2010 Elko Motorcycle Jamboree

**June 18-20, 2010  
Elko, Nevada**

You're invited to join us for the tenth annual Elko Motorcycle Jamboree, June 18-20, 2010 in the high desert community of Elko, Nevada.

The Jamboree draws thousands of motorcycle enthusiasts from around the country, but primarily from the western states of Nevada, California, Idaho, and Utah. Last year's event brought more than 10,000 guests to Elko's downtown corridor to enjoy three days of music, riding, shopping, partying and camaraderie.

The 2010 Jamboree's organizers are building on the smash success of the 2009 Jamboree, adding new events and opportunities for attendees while keeping the favorites our guests have come to expect. The Jamboree features all-day entertainment and evening concerts, organized rides and poker runs, two extensive food courts, a large shopping area, contests, a parade, stunt riders and more. Vendors from last year's event are already lining up to reserve their spots for the 2010 Jamboree... shouldn't you?

## ***Why Come to Elko?***

The Elko area boasts a population of more than 30,000 people, and has been voted the "Best Small Town in America." We are located 250 miles west of Salt Lake City, 250 miles southeast of Boise, and 300 miles northeast of Reno.

Elko's casinos offer a variety of 24-hour entertainment. The town is famous for its Basque restaurants, cowboy heritage and western hospitality. Only 20 miles from Elko, the stunningly beautiful Ruby Mountains rise to more than 11,000', allowing visitors to leave the high desert for alpine lakes and glaciated canyons in a matter of minutes.



*Photo by Sweet Light Photography/C. Ekburg*

## ***The 2010 Jamboree will feature:***

- \* Concerts by national entertainers
- \* All-day - and all night - entertainment
- \* Organized rides to our most scenic areas
- \* Bike and Hike up Lamoille Canyon
- \* Custom bike show
- \* Bike parade and poker run
- \* Food, contests, parties and MORE!

## ***Vendor Rates and Discounts***

We know that return on investment is important to our vendors! We're keeping our rates as low as we can, to be sure EMJ remains a great deal for you! All booth prices include one 110v 20A circuit. Additional power is available in advance.

1st 10' x 10' space	\$450
Add'l 10' x 10' spaces #2-6	\$100
Add'l 10' x 10' spaces #7+	\$50
Add'l 110v 20A circuit	\$50
Add'l 208v or 220v 50A circuit	\$150
REQUIRED Elko license fee*	\$30

***\$50 off registration if completed and paid in full by April 30th, 2010!***

# Vendor Application 2010



Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

E-mail address \_\_\_\_\_ Referred By \_\_\_\_\_

EIN or Social Security # \_\_\_\_\_ NV Sales Tax License # \_\_\_\_\_

Type of Product/Service ( )Food ( )Non-Food

Describe ALL products/services to be offered \_\_\_\_\_

Your exact display dimensions. Include hitches, awnings, display racks, etc. **YOUR ENTIRE DISPLAY MUST FIT WITHIN THE SPACE YOU PURCHASE.**

Width \_\_\_\_\_ Depth \_\_\_\_\_ Height \_\_\_\_\_ Total number of booths purchased\* \_\_\_\_\_

Preferred block - ( )A ( )B ( )C ( )Same as Last Year *See map for block locations.*

**THERE IS NO GUARANTEE OF BOOTH PLACEMENT!!** Placement will be determined based on priority, history with the event, and desired balance of vendors through the venue.

**ITEM (circle one)**

10' x 10' = \$450	10' x 20' = \$550	10' x 30' = \$650	10' x 40' = \$750	10' x 50' = \$850	<b>TOTAL</b>
20' x 20' = \$750	20' x 30' = \$950	20' x 40' = \$1050	20' x 50' = \$1150	20' x 60' = \$1250	_____
20' x 70' = \$1350	20' x 80' = \$1450	20' x 90' = \$1550	<i>Call for larger booth pricing</i>		

Add'l 20A service	\$50	_____
50A 208v or 220v service	\$150	_____
Water barrel rental (delivered, filled, picked up)	\$10 each	_____
MANDATORY cleaning/tax deposit**	\$100	\$100
MANDATORY city license fee***	\$30	_____
Early Registration Discount****	(\$50)****	_____

**VENDOR TOTAL**

\*Vendors purchasing multiple booths are charged for each booth space on that booth's size. Only one cleaning deposit and city license fee will be charged.  
 \*\*Deposit will be refunded if sales tax is collected and space returned to original condition by 6:00 PM Sunday, June 21, 2010, in the judgement of EMJ staff.  
 \*\*\*All vendors who are NOT physically located in the City of Elko AND do NOT have a City of Elko business license must pay this fee.  
 \*\*\*\*Discount applies to all registrations RECEIVED and PAID IN FULL by April 30, 2010. One discount per vendor.

Paid via: ( )Cashier's Check ( )Money Order ( )Certified Check ( )Visa/Mastercard ( )PayPal  
 Sorry, no personal or company checks can be accepted. If you wish to pay via PayPal, we will contact you with instructions upon acceptance as an EMJ vendor.

Card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Make deposit refund check payable to: \_\_\_\_\_

Send payment along with your signed application to: **EMJ, PO Box 316, Elko, NV 89803** or fax to **(775)777-0887**

This application form is part of a vendor package that contains specific information, terms and conditions regarding vending at the Elko Motorcycle Jamboree ("EMJ") in 2010. By signing this application, I certify that I have received, read and understood the entire vendor package, and that I agree to all of the terms and conditions contained therein. I agree to release Elko Motorcycle Jamboree, Inc. ("The Coordinator") and its agents, contractors, volunteers, sponsors and employees from any and all claims, demands, rights or causes of action whatsoever of any kind or nature, arising from, or by reason of, any and all known or unknown, foreseen or unforeseen bodily or personal injuries, damage to property, and the consequences thereof, which may hereafter be sustained by me in connection with my participation or attendance at the 2010 EMJ. The

Coordinator does not take any responsibility for my involvement as a vendor in the EMJ. I am responsible for my own safety and insurance. By execution of this Consent I agree to hold and save The Coordinator harmless from and against any liability, loss or damage, to the full extent thereof, and incurred or suffered by The Coordinator by reason of the existence of any claim, liability, loss or damage of any kind or nature arising out of my participation as a Vendor at the EMJ. This obligation to indemnify shall include the retention of reasonable legal counsel, investigation costs and all other reasonable costs and expenses and liabilities from the first notice that any claim or liability, which is the subject of this indemnity, is to be made or may be made. I agree that any legal disputes regarding this Consent shall be settled in Elko County, Nevada.

**SIGNED** \_\_\_\_\_ **DATE** \_\_\_\_\_ **PRINT NAME** \_\_\_\_\_

# What You Need To Know

**Vendor space** - Exhibitors will be provided individual spaces measuring 10' x 10'. Anyone requiring in excess of 10' total width, including hitches, awnings, accessories, etc., must purchase an additional space. Vendors must supply any tents, awnings, tables or chairs they need. All tents must be secured with weights in case of weather. **ABSOLUTELY NO STAKES OR PEGS MAY BE DRIVEN INTO ASPHALT.**

**Vendor setup** - Vendor check-in is Thursday from 12:00 PM - 10:00 PM. Set-up is Thursday from 6:00 PM to 12:00 AM ONLY. No set-ups will be allowed before or after the above day and time. Booth set-up must start NO LATER than 10:00 PM, and be completed by 12:01 AM Friday, June 18th. Vendors arriving after Thursday, June 17, 10:00 PM will not be allowed to set up and will not receive a refund of their payment. Vendors who are not set up and ready for business by 7:00 AM Friday, June 18 will not be allowed to participate in the Jamboree, and will not receive a refund of their payment.

**Electrical service** - Each vendor will receive one 110V, 20A circuit free with his reservation. Additional electrical service is available for an additional charge. You will need to provide your own heavy-duty electrical cords (#12 gauge minimum). All vendors requiring power will be subject to electrical inspections. Vendors determined to have problem electrical equipment may be denied electric service until such time as the problem is resolved at the vendor's expense. You are welcome to use your own generator, but will still be subject to inspection and potential shutdown.

**Terms** - Cost of booth space is for the entire event. We do not offer daily exhibitor fees. Spaces will be reserved ONLY upon receipt of a minimum of 50% deposit and with completed vendor applications. The deadline for application and deposit is June 1, 2010. Final payment must be made no later than June 10, 2010. **Deposits and balance of payments are non refundable.** We accept Visa/Mastercard, cashier's check, certified check or money orders only. **No personal or company checks will be accepted.** Reservations not paid in full by June 10, 2010, will be forfeited, along with any deposits, and space will be re-sold.

**Assigned spaces** - The vendor area layout has changed from previous years, and we will not be able to guarantee you the exact location as previous years. Our experience has been that there is no bad location at this event as long as the vendor offers desirable items to the public.

**Hours of Operation** - All vendors shall be open for business at 9:00 AM each day of the Jamboree, and may close at will.

**Load Out** - Vendors must have all materials removed from the Jamboree site by 6:00 PM June 20, 2010. All vendors will be required to post a \$100 security deposit, which will be returned to you after inspection by EMJ staff. Each vendor is responsible for leaving their designated space as found. Failure to do so will result in, at the sole discretion of the Elko Motorcycle Jamboree, loss of deposit and/or charges to repair or correct any damage or alteration.

**Beverages** - Vendors shall not sell, distribute or in any way disseminate alcoholic beverages unless otherwise agreed upon in writing.

**Storage** - All vendor property shall be kept within the assigned space. Storage of supplies, equipment or inventory outside the booth space will not be allowed, except in trailers or vehicles in Vendor parking area.

**Conduct** - Behavior unsuitable to the Jamboree or which constitutes a public nuisance will not be permitted. Public nudity is not allowed to take place at any vendor site. If nudity occurs at a vendor site, said vendor will be subject to closure and be asked to leave the event immediately. The Elko Motorcycle Jamboree, at its sole discretion, shall make the final determination of whether or not an act is unsuitable for the event.

**Products** - **ABSOLUTELY NO "ELKO MOTORCYCLE JAMBOREE" merchandise may be sold at the event unless otherwise agreed upon in writing in advance.** No vendor may use the ELKO MOTORCYCLE JAMBOREE logo or name under any circumstances without written consent. No vendor may sell merchandise using two of the three words Elko, Motorcycle and/or Jamboree. Vendor shall have the right to sell only the items set forth on the original application. Said sales are to occur only within the area designated by the EMJ for the vendor. The Elko Motorcycle Jamboree reserves the right to, at its sole discretion, cause any vendor to cease to sell or attempt to sell any item that, in the opinion of the Elko Motorcycle Jamboree, appears to be offensive to the general public, and/or said items are deemed illegal to be sold in the State of Nevada. EMJ staff may request that items for legal sale, but unsuitable for viewing by young children, be moved out of sight of the general public.

**Canvassing** - Vendors may canvass only from inside their booth space. Canvassing from outside of the booth space is not permissible and Vendor shall be liable for immediate closure, removal from the Jamboree and loss of all submitted monies.

**Vehicles** - **NO trailers, RVs, or other vehicles will be allowed to be parked in the vendor area** unless it is an integral part of your display and is open at all times during business hours for viewing by the general public and EMJ staff. Any vehicle parked in the vendor area overnight MUST be locked from the outside, and is subject to inspection by law enforcement. Vendor vehicle parking areas will be designated, and vehicles will receive one vendor parking permit. Vehicles parked in unauthorized areas, and/or not displaying vendor passes in the windshield area will be subject to towing at the owner's expense. City ordinance prohibits camping in the vendor area.

Vehicles with vendor permits will be allowed in the vendor area from the hours of 6:30 AM - 9:00 AM for restocking only. EMJ staff with ATVs will be available to provide some assistance during business hours.

**Sales Tax** - All sales of food for immediate consumption and of tangible personal property are subject to 6.5% sales tax in the State of Nevada. All vendors selling these items will be required to obtain a Nevada retail sales tax license. All vendors selling these items shall fill out a simplified sales tax return and pay sales tax BEFORE LEAVING THE EVENT SITE on Sunday, June 20. **Any vendor not filing this return and paying the tax before leaving Sunday will entered into a State of Nevada database, and will not be allowed to conduct business in Nevada until the tax is paid.** The EMJ will provide these sales tax forms for you when you register on-site.

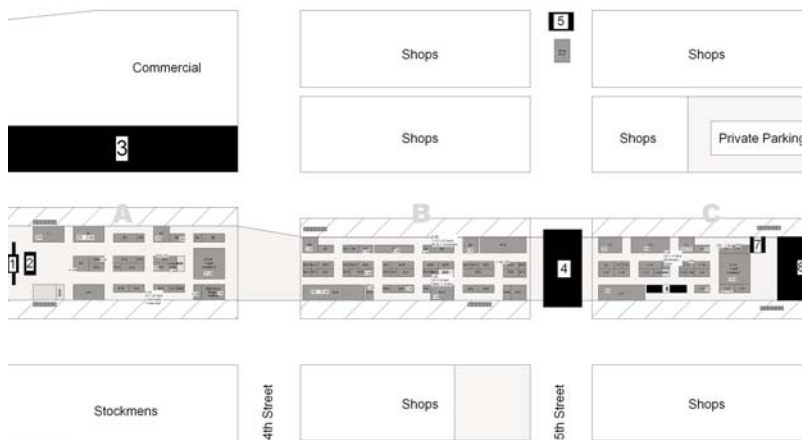
**Health Inspections** - All vendors selling ready-to-eat food will be required to obtain a permit from the State of Nevada Health Division. All vendors selling ready-to-eat food, and offering tattoo and piercing services, will be subject to inspection by the State of Nevada. The Elko Motorcycle Jamboree will provide information about pertinent regulations to you when your registration is complete.

**Law Enforcement & Security** - The Elko Motorcycle Jamboree works closely with City of Elko and Elko County law enforcement officials in order to maintain a safe and secure event site. The Elko Police Department will review the EMJ's vendor assignments and layout for safety issues.

Vendors will be responsible for the safety and security of their own equipment and must provide their own insurance. EMJ shall not be held responsible for injury to any person, or for loss, theft or damage to any property left on the Jamboree grounds or parking area at any time.

**Booth Relocation** - The EMJ reserves the right to locate, or relocate, any exhibit or display where it is in the best interest of EMJ.

**Cancellation** - Any deposits or registration fees received by EMJ are not refundable in case of cancellation. In addition, the EMJ reserves the right to cancel any exhibit or display that is not in the best interest of the Elko Motorcycle Jamboree.





## Who comes to the EMJ?

Last year's Elko Motorcycle Jamboree attracted approximately 6000 out-of-town area guests, primarily from the western United States, as well as 4000-5000 locals. Demographic studies have shown our audience to be:

- 52% male, 48% female
- 50% over age 45, 39% ages 35-44
- 50% of households earned \$75K+
- 76% married, 24% single
- 85% homeowners
- 45% professional, 55% trades



Photo by Sweet Light Photography/C. Ekburg

## Why should YOU come to the Elko Motorcycle Jamboree?

1. Because to us, **vendors are not an after thought!** Our staff and volunteers work hard to make sure you'll have a good experience, and that difference shows before, during and after the event.
2. Because we understand that this event needs to be both **fun and profitable** to make it worth your while! We carefully track our applications and site layout to ensure an appropriate balance of vendors, so both you and our audience have a good experience.
3. Because you simply cannot beat the **demographics** of our audience!
4. Because **Elko's great economy** means that our guests aren't afraid to spend money! Last year's vendor receipts were UP, even with Elko experiencing two of its rainiest days on record during the 2009 Jamboree.
5. Because for us, good enough isn't! We **listen to our vendors** in order to improve each year. You tell us what you want to see happen, and we do our best to ensure that it does.
6. Because **last year's vendors are already lining up to book their booth space.** They wouldn't be rejoining us if it weren't worth the trip!