



**2012 TOAD SUCK DAZE FESTIVAL  
May 4, 5 & 6, 2012**

Festival Schedule

Friday, May 4, 2012: 4:00 pm – 11:00 pm

Saturday, May 5, 2012: 8:00 am – 11:00 pm

Sunday, May 6, 2012: 11:00 am – 5:00 pm

Exhibitor Check-In & Set-Up Schedule

Check-In: Friday, May 4, 2012: 8:00 am – 12:00 pm

Set-Up: Friday, May 4, 2012: 12:00 pm – 3:00 pm

Deadline to Apply: March 9, 2012

Dear Applicant:

Thank you for requesting an application for the 31<sup>st</sup> Annual Toad Suck Daze Festival.

Since 1981, the Toad Suck Daze Committee of the Conway Area Chamber of Commerce has worked to provide a fun, family-oriented festival attracting over 160,000 visitors. In addition to the festivities, the committee has developed a scholarship program to promote higher education in Faulkner County, and has contributed over \$1.2 million to individual scholarships and scholarship endowments.

The Toad Suck Daze Festival features over 200 vendors in the Toad Market, which is comprised of both Arts & Crafts/Fine Arts and Retail/Commercial booths. The festival also features live music, children's areas, concessions and more.

For questions about this application or the Toad Suck Daze festival, please contact Mary Margaret Satterfield, director of events, at 501-932-5412 or [Mary@ConwayArkansas.org](mailto:Mary@ConwayArkansas.org). We appreciate your interest and look forward to receiving your Toad Suck Daze Festival application for 2012!

## FESTIVAL RULES AND REGULATIONS

The Conway Area Chamber of Commerce and Toad Suck Daze Committee retain the exclusive and sole right to sell official Toad Suck Daze Festival art, souvenirs and merchandise at the Toad Suck Daze Festival. Vendors will not be allowed to sell any items that include the words, "Toad Suck Daze" or the derivatives "Toad Suck Daze Festival", "Toad Suck Days".

All vendors are admitted at the discretion of the Toad Suck Daze Toad Market committee and jury. Booth space is limited and every vendor and/or product may not be selected by the jury.

The Toad Market includes two areas: (1.) Arts & Crafts/Fine Arts and (2.)Retail/Commercial

1. Arts & Crafts/Fine Arts includes handmade or original products.
2. Retail/Commercial includes commercial products or the resale of wholesale products.

### Rules and Regulations

1. Exhibitors must furnish their own tent, table, chairs, extension cords, lighting, etc.
2. All displays should be designed and constructed in good taste.
3. Booth spaces are 10ft. X 10ft., with minimal footage available for storage. If an exhibitor needs more than 10 feet of space, two booth spaces must be purchased.
4. Exhibitors must bring enough stock for the entire show. Booth must be open Friday from 4:00 pm to 7:00 pm, Saturday from 8:00 am to 7:00 pm and Sunday from 11:00 am to 5:00 pm. Opening early on Friday and closing later on Friday and Saturday is encouraged.
5. Exhibitors may only display and sell products within the category for which they were accepted. Any items of work which are not listed on application will be deemed non-acceptable by the Toad Suck Daze Committee and will be removed from the show. Please list every item to be sold. Items cannot be added after acceptance.
6. The Toad Suck Daze Festival reserves the right to remove products, works or displays considered objectionable to the public or inappropriate for a family event and may do so without refund to exhibitor.
  - a. **The following items CANNOT be sold or distributed:** Items include, but are not limited to, bottled water, ice, soft drinks, guns (toy, real or otherwise), knives (toy, real or otherwise), alcohol-related products, tobacco products, novelty lighters, fireworks, snap pops, stink bombs, live animals, silly string, door-to-door or telephone solicitations, and nothing with the phrase or logo "Toad Suck Daze". The previous list is for example purposes and is not all-inclusive. The Toad Suck Daze Committee Chairman has the sole and exclusive right to add additional items to the list before or during the Festival.
7. Exhibitors must check-in during their assigned time between the hours of 8:00 am and 12:00 pm on Friday, May, 4, 2012. Assigned times will be sent with notification of acceptance into the show.
8. Exhibitors are responsible for collecting, reporting and paying all sales taxes collected to the appropriate revenue division. Forms and information will be provided in the check-in package.
9. Only pre-packaged food can be sold in the Toad Market. Any food made on premises must apply to Toad Suck Daze with a Concessions application and follow the guidelines in place to accept TOAD BUCKS, the official currency of Toad Suck Daze.
10. If you sell a pre-packed food item, you must provide a copy of your Proof of Liability Insurance, once accepted, naming Toad Suck Daze and the Conway Area Chamber of Commerce as additional insured on the policy.
11. All Toad Market Booths must have product available for sale. Booths that will be used to only display information or take sales leads, must fill out a Business Expo application.
12. Vehicles and storage trailers are not allowed to be used as a booth or in your booth. The Toad Suck Daze committee does not provide parking for any vendor, or electrical hookups for recreational vehicles.

13. Due to the location of the festival, there is no special parking for Vendors and the public. Please do not park in barricaded areas or areas marked no parking. If parking in front of local businesses please do so only with their permission.
14. No pets are allowed on the festival grounds per the City of Conway's Ordinance 0-00-05, passed May 1, 2000, unless the pet is participating in the official Toad Suck Daze Pet Show or unless it serves as an aid for the impaired. Do not bring your pet to the festival area.
15. No refunds will be given due to inclement weather. Rain or shine the festival will go on as planned and exhibitors are required to be present for the entire festival. If a decision is made regarding the festival based on weather, exhibitors will be notified accordingly in a timely manner.
16. Nominal security will be provided after hours. Toad Suck Daze or the Conway Area Chamber of Commerce will not be responsible in any way for loss or damage to a participant's property. Each exhibitor is responsible for securing their booth each night.
17. Exhibitors are responsible for keeping their assigned area clean and orderly.
18. Active solicitation outside booth is prohibited.
19. The festival officially closes at 5:00 p.m. on Sunday. Vendors shall not pack or remove merchandise prior to the established closing time. Anyone leaving prior to closing will not be considered for participation in future Festivals.
20. The Toad Suck Daze Committee Chairman in his or her sole and absolute discretion shall decide at any time before or during the Festival whether an item or product can be sold at a booth or on the premises. If the Toad Suck Daze Committee Chairman informs a vendor that an item or product cannot be sold, the item must immediately be removed from the booth or exhibit area and from the Toad Suck Daze premises. Failure to do so could result in the removal of the vendor's booth.
21. Toad Suck Daze is expressly released from any loss, injury, or damage to persons or property.
22. A signed application constitutes a contract to follow all rules and regulations and is a commitment to participate, if accepted.

Any violation of the rules and regulations in the packet at any time may result in the loss of exhibit space for the duration of the show without refund and the exhibitor may be excluded from future Toad Suck Daze festivals.

## **TOAD MARKET APPLICATION RULES AND REGULATIONS**

1. A signed application is a commitment to participate personally, if accepted.
2. Complete and sign the Toad Suck Daze Toad Market application.
3. Choose appropriate category using the "Exhibitor Categories" below as a guide.
4. Submit proper payment in the form of check or money order. Application will not be accepted without payment. Booth fee is \$250.00 for 10ft. X 10ft. space and \$50 for electricity. If renting more than one space, electricity must be paid for in all spaces.
5. In the event a check is returned due to insufficient funds, check will be redeposited and the applicant will be assessed a \$25.00 returned check fee. This fee must be paid before festival check-in. If check is returned for a second time, artist will void festival eligibility.
6. Submit a photo CD (preferred). Images must include the following:
  - a. Images of all products to be sold at Toad Suck Daze. Please include a minimum of five and no more than 10 images of products. More than one product can be included in an image. All products must be fully visible in image.
  - b. To be considered in the Arts & Crafts/Fine Arts area of the festival, images of exhibitor creating the product must be included. Do not include an image of exhibitor with finished product only.
7. All photos CDs will become the property of the Toad Suck Daze festival and will not be returned.
8. The Toad Suck Daze festival reserves the right to use any image for promotional purposes without further notice.
9. Application must be received on or before March 9, 2012.

10. Toad Market booths are not eligible to take "Toad Bucks". These tickets are for prepared on-site food items only. Toad Market will only operate on cash basis (or equivalent, i.e. check, credit card). Any Toad Market booth that accepts TOAD BUCKS will be considered in violation of their Toad Market agreement and will NOT be reimbursed.
11. Vendors cannot sublet booth space.
12. If a vendor fails to comply with any of the guidelines, they will be dismissed from the festival and all future festivals.

## **JURY, NOTIFICATION AND WITHDRAWAL INFORMATION**

1. Toad Suck Daze is a juried festival.
2. Jury decisions are based on submitted images and information provided on your application. Please send the best recent photos you have available. Your photos are the most important factor in your acceptance/non-acceptance.
3. Applications received that do not include payment and photos will not be accepted.
4. Jury will be held in March 2012.
5. Acceptance and non-acceptance letters will be mailed the week of by March 19, 2012.
6. Acceptance or non-acceptances will absolutely not be confirmed or discussed by telephone. If you receive a non-acceptance letter, you may write the Toad Suck Daze Committee for the reason why you were denied entry into the festival.
7. A request for a refund of fees for reasons other than weather must be sent by Certified Mail to the address listed above within 10 days from the date of the acceptance letter. The decision will be made at the discretion of the Toad Suck Daze Toad Market Committee.

### **Exhibitor Categories**

#### Arts & Crafts/Fine Art sub-categories

- Clay – functional ceramics and pottery
- Drawing/Graphics – illustrative, caricatures, pencil, pen & ink, charcoal, pastels
- Painting – oils, watercolors, acrylics
- Fiber/Fabric – clothing, hair bows, scarves, hats, handbags, quilting, crochet, knitting, etc.
- Food – mixes that require additional preparation for consumption, prepackaged food items
- Glass – stained, etched, blown, cut
- Jewelry – beads, clay, fabric, glass, leather, metals, paper, wood, etc.
- Fine Jewelry – semi-precious stones, gold & silver
- Metal – cast, embossed, forged, punched, sculpture
- Wood – lawn/garden, household, toys, sculpture
- Candle/Beauty – wax, soy, other natural ingredients
- Photography – originals, limited reproductions
- Sculpture – clay, fiber, glass, metal, paper wood
- Mixed Media – Combination of various media
- Other

#### Retail/Commercial sub-categories

- |                    |                          |
|--------------------|--------------------------|
| • Jewelry          | • Technology Accessories |
| • Purses and Bags  | • Home and Garden Décor  |
| • Children's items | • Health and Beauty      |
| • Sunglasses       | • Mixed Items            |
| • Clothing         | • Other                  |

**2012 TOAD SUCK DAZE**  
**APPLICATION FOR TOAD MARKET VENDOR**  
**Deadline for Application: March 9, 2012**  
**Mail Application to: Toad Market; 900 Oak Street, Conway, AR 72032**

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

Vendor Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone Numbers: Primary \_\_\_\_\_ Secondary \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Are you a previous Toad Market Vendor?    Yes                      No  
 If Yes: What was your booth space? \_\_\_\_\_

Category Applying for:                      Arts & Crafts/Fine Arts                      Retail/Commercial                      Mixed/Both

Sub-category (please write in from list included above): \_\_\_\_\_

Items for sell – (remember to include photo CD)  
 \_\_\_\_\_  
 \_\_\_\_\_

Price Range of Items for sale: \_\_\_\_\_

Is Electricity needed? (please circle one)    Yes                      No  
 If Yes, what will the electricity be used for? \_\_\_\_\_

A signed application constitutes a contract to follow and be bound by all Toad Suck Daze festival rules and regulations and is a commitment to participate if accepted. Violation of rules and regulations prior to, during, or at the end of the show will result in loss of exhibitor space without refund. Applicant certifies that photos submitted accurately depict applicant's materials. Applicant certifies that photos submitted are the product of the applicant. Applicant will not be considered if this form is incomplete, unsigned or received without correct fees. By signing this Application, Vendor agrees that if accepted this Application represents the entire agreement between the parties with respect to the subject matter and terms and conditions contained herein. I have read the above regulations for the Toad Suck Daze Toad Market 2012, and I agree to abide by all of them with no exceptions, and do hereby contract space, if accepted for the 2012 Festival.

Number of Booths _____ X \$250 =                      \$ _____ Electricity (\$50 for each booth) =                                      \$ _____ Total Amount Enclosed =    \$ _____
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Date \_\_\_\_\_ Vendor Signature \_\_\_\_\_