

# HAUTE WHEELS HOUSTON THE FOOD TRUCK FESTIVAL

March 21 - 22, 2015



*Producers of quality culinary and lifestyle events throughout the Houston Metro drawing active, qualified affluent Chefs and guests from the region*

Food & Vine Time  
PRODUCTIONS

The festival that  
got Houston  
rollin'



Three years of success provides the perfect platform for the 5<sup>th</sup> edition of Haute Wheels Houston Food Truck Festival. Foodies seeking cutting-edge culinary experiences swarm Haute Wheels to discover the latest food truck cuisine, two full days of live music from ZenHill Records and Sound Sound, artisans and great people-watching. The Beer & Wine garden offers 50+ libations featuring the latest of craft beer and fine wines.

## A Snapshot of 2014

### 2014 Participating Food Trucks

Angie's Cake	Lady Bird
Chi'Lantro	Les Baget
Chocolatd'arte	Miso Yummy
Coreanos	Monster PBJ
Detox Truck	Mr. Sizzles
Espresso Rescue	Curbside
Flip'nPatties	MuSuBiHouston
FoodGasm	MuiishiMakirritos
Fork in the Road	Nom MiStreet
Fraiche	Pocket to Me
Frosted Betty	Porch Swing
Gastro Punk	Desserts
Good Dog HotDogs	Skratch
Happy Endings	Snow Cream Man
HTX	Soul Cat Cuisine
H-town StrEats	St. John's Fire
It's a Wrap!	The Golden Grill
KatmaniaCrepes	The Hungry
KoagieHots	Lumberjack
Kona Ice	The Lunch Bag
KurbsideEatz	The Waffle Bus
	Tila'sTaco Truck
	Yummy'zKitchen

### 2014 Live Music

Ancient Cat Society  
Craig Kinsey



### Beer & Wine Garden



VIP Zone

### 2014 Haute Experiences

AT&T Digital Life  
Houston Dynamo  
Via Colori  
Northside Fury  
Battlefield Houston  
P&M Entertainment  
Houston Rockets Street Team  
The Pink Pinty Society  
Old West Soda Co  
Red Feather Woodworking  
Suburban Girl  
Texas Hill Country Olive Co.

Nearly \$30,000 in scholarships  
raised to date for Houston  
Community College Foundation



## THE DETAILS Spring 2014

### Attendance:

March 22 Saturday: 2,600  
March 23 Sunday: 2,100  
VIP: Sold-out both days at 200

60% female 40% male Average Age: 25-54, 40% 25-34

75% of visitors from Houston-area.

Top Zip Codes of visitors: 77005, 77081, 77063, 77375, 77096

### Community:

9,976 active and engaged Facebook Followers

### Food trucks:

39 of Houston's top food trucks participated

### Beneficiary:





## 2014 Fact Sheet

### **Festival Dates:**

March 21 - 22, 2015

Saturday 12:00 - 5:00 pm

Sunday 12:00 - 5:00 pm

### **Festival Location:**

Houston Community College Southwest Campus

West Loop Center, 5601 West Loop South, Houston, Texas 77081

**Food Trucks:** Featuring over 35 of Houston's hottest wheels--a diverse selection of Houston's most popular food truck vendors. Fun food of all types will be available at Haute Wheels. Largest gathering of food trucks in Houston.

**Vendor Village:** From jewelry to sculpture to fabulous food products and everything in between, artisans of all types will showcase their unique wares.

**Beer/Wine Garden:** Sip and sample on more than 100 types of wines and beers in this lively tented community seating area adjacent the music stage.

**Live Music Stage:** The best of Houston's local music scene featured throughout the weekend festival.

### **Tickets:**

Saturday - Sunday: \$16 adult - includes \$5 worth of drink tickets.

Children under 12 are free.

**Media Contact:** Debra Ford, [debra@fordandcompany.com](mailto:debra@fordandcompany.com)

**Event website:** [www.hautewheelshouston.com](http://www.hautewheelshouston.com); [www.foodandvinetime.com](http://www.foodandvinetime.com)



**March 21 - 22, 2015**  
Houston Community College Southwest Campus, West Loop Center  
5601 West Loop South, Houston, TX 77081

## Vendor Registration Form

Fax this form to 713-481-9831, email to [dylanb@foodandvinetime.com](mailto:dylanb@foodandvinetime.com) or mail to Food & Vine Time Productions: 13518 N. Tracewood Bend, Houston, TX 77077

### Option A

Vendor Fee: \$400

- 10'x10' tent
- One 6' table with black tablecloth
- Two (2) workers badges for each day of festival
- Logo on event website

### Option B:

Vendor Fee: \$1,150

- 10'x20' tent
- Two 6' tables with black tablecloths
- Four (4) workers badges for each day of festival
- Logo on event website

### Option C:

Vendor Fee: \$2,000

- 20'x20' tent
- Four 6' tables with black tablecloths
- Six (6) workers badges for each day of festival
- Logo on event website

### Vendor Provides

- Retail Sales license and sales tax reporting
- Food vendors responsible for securing and posting health permit
- Vendor responsible for all signage, promotional materials, décor, and staffing
- Logo in jpg and eps formats for use in electronic and print materials upon contract signing
- Promotional support at business locations
- Promotional segment on vendors website with link to [www.hauteswheelshouston.com](http://www.hauteswheelshouston.com)
- Eblast (if applicable) promoting the event
- Social media support via Facebook, Twitter, etc.
- Registration fee due upon contract agreement

### Additional Information

- Vendor participation at this event is dependent on committee approval. FVTP will communicate with vendor on approval status.
- Food & Vine Time reserves the right for final approval of all promotional materials and signage
- Tent side panels are available for an additional fee. Please inquire.
- Electricity will come at an additional cost: Electricity Available: 110/15A  
\$85 if ordered before March 2, 2015 / \$159 if ordered after March 2, 2015
- Each vendor will be able to purchase up to 4 General Admission tickets for each day of the festival at half price  
This order must be placed by March 16, 2015 to Dylan Bollinger at [dylanb@foodandvinetime.com](mailto:dylanb@foodandvinetime.com)
- Detailed load-in/out and event information will go out closer to the event
- Workers badges will be distributed the day of the event at exhibitor check-in
- Registration fee due upon signing contract and prior to activation of logo and move-in  
Go Texan registered vendors may contact Dylan Bollinger for special rates

**Please Circle:**

**Option A**

**Option B**

**Option C**

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

(Exactly as you would like it listed on the event website)

Email: \_\_\_\_\_ Office #: \_\_\_\_\_

Mobile #: \_\_\_\_\_ Website \_\_\_\_\_

address: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Additional on-site contact name: \_\_\_\_\_ Mobile#: \_\_\_\_\_

Additional email address: \_\_\_\_\_

Electricity needed: \_\_\_\_\_ Yes \_\_\_\_\_ No Agree to Terms & Conditions - Required (last page): \_\_\_\_\_

Yes

**Please Circle: Check Enclosed Visa Master Card AMEX Discover**

Cardholders Name: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Total Amount: \_\_\_\_\_

Credit Card Billing Zip: \_\_\_\_\_ Cardholders Signature: \_\_\_\_\_

# Terms and Conditions

## 1. USE OF SPACE

a. **LIABILITY-** The Exhibitor is entirely responsible for the space leased by him and shall not injure, mar or deface the premises and the Exhibitor shall not drive, nor permit to be driven any nails, hooks, tacks or screws in any part of any building any advertisement, signs, etc., or use Scotch tape, masking tape or any other adhesive-type materials on painted surfaces. The Exhibitor agrees to reimburse the facility, and/or decorator, for any loss or damage to the premises or equipment occurring in the space leased to the Exhibitor. Event management and their sponsors shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other causes beyond its control.

b. **AISLES-** The aisles, passageways and overhead spaces remain strictly under the control of the Management, and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by special written permission of the Management. All exhibits and their personnel must remain within the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury or disadvantageously affect the display of other Exhibitors. No interference with the light or space of another Exhibitor will be permitted.

c. **SPACE-** The space contracted for is to be used solely for Exhibitor whose name appears on the Contract, and it is agreed that Exhibitor will not sublet or assign any portion of same without the written consent of the Management. In the event Exhibitor fails to occupy or use his space or to have his exhibit completed and in place by the opening of the event, he shall forfeit his right to the space, all prepaid rents, and upon demand pay any rental balance owing to Management. In the event Exhibitor fails to occupy the exhibit space contracted before an hour prior to the event, Event Management shall have the right to utilize such space in any manner it chooses. This will in no way release Exhibitor from its obligations nor shall Exhibitor be entitled to a refund. Space may be re-sold with no refund.

d. **ALL DEMONSTRATIONS** or promotional activities must be confined within the limits of the purchased space. Noise resulting there from must not interfere with the other exhibitors.

e. **RESTRICTIONS-** The Management reserves the right to restrict or remove exhibitors, without refund, that may have been falsely entered, or may be deemed by the Management unsuitable or objectionable. This restriction applies to noise, P.A. systems, persons, things, conduct, printed matter, or anything of a character that might be objectionable to the event, the Management or the Venue

f. **MUSIC-** Exhibitor agrees that it shall not perform nor have performed for it or on its behalf, either live or by mechanical means of playing by radio, television, VCR, phonograph, compact disc, cassette or any other means, nor transmit by any means, any copyrighted musical composition, during all Food & Vine Time Productions Events or at any official function which is part of, affiliated with or held in conjunction with all Food & Vine Time Productions Events unless Exhibitor shall first have obtained from the owner of the copyrights of all music to be performed, or from an agent of the owner legally authorized to grant permission, license or other proper authorization for the public performance of the copyrighted music to be performed, authorization and permission for Exhibitor to publicly perform the copyrighted music during all Food & Vine Time Productions Events. Exhibitor shall provide producer no later than ten business days prior to the date or opening date of all Food & Vine Time Productions Event with a copy of each such document authorizing Exhibitor to publicly perform copyrighted music. If Exhibitor has not provided copies of such documents to producer as provided herein, Exhibitor agrees that it shall not perform or have performed on its behalf, by any means, any copyrighted music during all Food & Vine Time Productions Events.

g. **OFFENDERS** will be asked to leave the area if any of the above are violated; and, as an exhibitor offender no refund will be given.

## 2. RULES FOR EXHIBITS:

a. **ALL SPACES** and decorations **MUST** concur with the facility regulations, city ordinances and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for space decorations and construction must be fire retardant. Contact the Fire Marshall if at all in doubt.

b. **INSTALLATIONS-** Any special carpentry, wiring, electrical or other work, propane, gas, steam, water or drainage connection shall be installed at Exhibitor's expense.

c. **LICENSES-** Any and all City, Municipal, State or Federal licenses, inspections or permits as required by law of any Exhibitor in the installation or operation of his display shall be obtained by the Exhibitor at his own expense prior to the opening of the show. Check with Food & Vine Time Productions about health department permit procurement. With the exception of temporary wine and beer permit.

d. **RIGHTS OF MANAGEMENT IN EVENT EXHIBITION IS NOT HELD-** Management shall not be liable for any damages or expense incurred by Exhibitors in the event the show is delayed, interrupted or not held as scheduled; and if for any reason beyond the control of the Management, the show is not held, Management may retain so much of the amount paid by Exhibitors as is necessary to defray expenses already incurred by the Management.

e. **MERCHANDISE REMOVAL-** No merchandise will be permitted to pass out of the building without approval by the Management during the life of the event. No exhibits, or part of exhibits, may be removed until after the closing hour of the event.

f. **SECURITY FOR RENTAL-** Failure on the part of the Exhibitor to pay the rental as specified under the contract shall entitle Management to seize all merchandise, materials, and exhibits displayed by the exhibitor at the within described event and to retain the same as security for any unpaid rental amount owing hereunder. Upon the expiration of seven days after such seizure, Management shall have the right to dispose of same without notice to the Exhibitor in such manner as Management, in its absolute discretion, deem appropriate, whether by public or private sale in the manner determined solely at Management's discretion, and without any obligation on the part of Management to effect any manner of publication respecting the date or any details or information as to when or how such sale is to be carried out.

g. **AMENDMENTS-** Exhibitor agrees to decisions of the Management concerning all matters pertaining to the administration and success of the Event which are not specifically stated.

h. **ATTORNEY FEES-** In the event suit or action is brought by Food and Vine Time Productions under this agreement to enforce any of its terms, it is agreed that Food and Vine Time Productions shall be entitled to reasonable attorneys' fees and costs to be fixed by the trial and appellate courts.

**3. SECURITY AND INSURANCE-** We wish to provide the tightest security possible for the protection of your exhibit properties. However, neither Food and Vine Time Productions, the facility management nor our insurance company are financially liable for the losses, damages or "mysterious disappearance" of any kind. We recommend all exhibitors contact their insurance agents to confirm proper coverage of exhibit materials. (Please read carefully the coverage provided by decorators and shipping companies to determine if additional coverage is necessary.) Any additional security must be arranged by the Exhibitor at his own expense.

**4. CANCELLATION AND REDUCTION POLICY-** Any cancellations or changes **MUST BE IN WRITING** and received by our office no later than eight weeks prior to the official date or official start date of any and all Food & Vine Time Productions Events the exhibitor has registered for in the year the event is held. Upon written request, refunds will **CONSIDERED**. After cancellation date above, **NO REFUNDS** are allowed. If the total space rental charges are not received in our office eight weeks prior to the official date or the official start date of any and all Food & Vine Time Productions events the exhibitor has registered for, in the year the show is held, then spaces requested may be sold to another exhibitor, with no money refunded.

**5. GENERAL-** Exhibitor badges may be picked up at the Exhibitor Check-in Table during move-in. Please see the move-in document distributed the week prior to the Food & Vine Time Productions events for specifics on where and how to receive your exhibitor badges.

**6. LIABILITY-** Neither Food and Vine Time Productions, the facilities, the states in which the events are held, nor their representatives, nor any member of the above named will be responsible for any injury, loss or damage that may occur to the Exhibitor or the exhibitor's employees or property from any cause whatsoever. The Exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims for such loss, damage or injury.

**7. COMPLETE AGREEMENT-** This agreement contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.

**8. CHECK POLICY-** There will be a \$25.00 handling charge for any check returned for any reason. Two (2) weeks prior to the events only cash, credit card or certified funds will be accepted.