

**KNOXVILLE OPERA'S**  
**ROSSINI**  
**FESTIVAL**



**Recognized as one of East Tennessee's most popular events, the largest of its kind in the local area, and the only such free-admission community event presented by an opera company in the U.S.**

**SATURDAY, APRIL 22, 2017**  
**EXHIBITOR GENERAL INFORMATION**

**This information and the accompanying agreement apply only to Exhibit Sponsors.  
Different applications are available for all other vendors.**

**The annual Knoxville Opera Rossini Festival International Street Fair, now in its 16<sup>th</sup> year, has been designated a "legacy event" by Knoxville Mayor Madeline Rogero and serves as a celebration of the performing arts. The public enjoys 11 consecutive hours of live entertainment on five outdoor stages (opera, jazz, ethnic music, gospel, modern and ethnic dance, ballet, vocal and instrumental ensembles) and the YMCA FamilyZone while shopping at exhibits of over 100 prominent Artisans and enjoying the cuisine of a multitude of food vendors. This unique event transforms downtown Gay Street, Market Square, and the adjoining streets into a European-style pedestrian street mall appropriate for the entire family. The Rossini Festival has entertained over 500,000 people from Knox County and the surrounding region in the first 15 years! As the Street Fair is offered free to the community it is largely dependent upon sponsor support for its funding.**

*"The Rossini Festival's culture is extraordinary and serves as a wonderful model for other arts groups throughout the nation to emulate" – Wayne Brown, Head of Music & Opera, National Endowment for the Arts*

**Exhibit sponsors will receive a 50% discount on tickets to Knoxville Opera's production of Donizetti's spectacular *Mary Queen of Scots* (presented in Italian with English translations). The Tennessee Premiere of this extraordinary work will take place at the magnificent Tennessee Theatre in downtown Knoxville on April 28 (7:30pm) and 30 (2:30pm), 2017. Please click on this link for more information about the production: <http://www.knoxvilleopera.com/mary-queen-of-scots/>.**

**The Rossini Festival is growing every year and we hope you will become one of our Exhibitors in 2017. We look forward to including you for this special occasion! For more information about the Street Fair, please visit [www.RossiniFestival.org](http://www.RossiniFestival.org).**

# KNOXVILLE OPERA'S ROSSINI FESTIVAL INTERNATIONAL STREET FAIR

Saturday, April 22, 2017, 10:00 am to 9:00 pm

## EXHIBITOR RULES, APPLICATION, AND AGREEMENT – PAGE 1

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1. COMPLETE and RETURN THIS 4-PAGE APPLICATION AGREEMENT ***EITHER VIA EMAIL*** to: Knoxville Opera, Michael Torano, ([mtorano@KnoxvilleOpera.com](mailto:mtorano@KnoxvilleOpera.com)), ***OR VIA MAIL*** to Knoxville Opera Rossini Festival, 612 East Depot Avenue, Knoxville, TN 37917. If you have questions about application procedures or the Rossini Festival, please contact Michael Torano at [mtorano@KnoxvilleOpera.com](mailto:mtorano@KnoxvilleOpera.com) or 865-524-0795 ext. 281.
2. **Refunds:** Cancellations must be submitted in writing to Knoxville Opera's Rossini Festival, 612 East Depot Avenue, Knoxville, TN 37917. Cancellations received on or before March 15, 2017 will receive a refund of their Exhibit Fee minus a \$50 administrative fee. Cancellations received after March 15, 2017, will receive no refunds under any circumstances including, but not limited to, the weather. Exhibitors whose display and/or materials is deemed inappropriate by the jury panel will receive a refund of their Exhibitor Fee minus a \$50 administrative fee.
3. Include a short **description** of the exhibit, display, or promotion with the application. Please write your description only on the lines provided on the application form below. Knoxville Opera reserves the right to remove any exhibition which does not reflect the Street Fair's family-friendly atmosphere, or which KO considers to be in poor taste.
4. **Signage:** Exhibitors must provide and display signage in their exhibit spaces stating their name (business and/or organization) and home city and state.
5. **Exhibit Space:** Entire display and setup must fit within the 10' x 10' exhibit space. Tents, tables, chairs, displays, signage, and all other equipment deemed necessary by Exhibit Sponsor are the responsibility of the Exhibit Sponsor. Exhibitors must be **open for business from 10:00 am - 9:00 pm**. Each exhibitor is responsible for removing their own trash from their space on a continuing basis throughout the day including at final breakdown. No trash is to be left at exhibitor's site. All exhibitors are required to comply with all requirements of the City of Knoxville Special Events Department in effect at the time of the event.
6. **Space Assignments:** Exhibit Sponsors who have participated previously in the Street Fair will be placed first (in the order of payment received) but without guarantee of specific placement. First-time Exhibitors will be assigned spaces after the returning Exhibitors have been assigned, and in the order of payment received.
7. **Utilities: Electricity** is available to Exhibit Sponsors free of charge. Electric service will provide 10 amps at 120 volts single-phase (normal household electric service) AND 220 volts. No generators will be permitted. Exhibit Sponsors must provide their own commercial outdoor-rated extension cords (**300 feet**), plug-in strips, and must secure all cords with duct tape, or use anti-trip hazard cord. Water access is NOT available. If needed, Exhibit Sponsors must bring their own water.
8. **Theme:** The event is intended to have the tone of an up-scale European street fair, projecting an image of tastefulness appropriate for the entire family. **Exhibits, displays, and promotions must be appropriate to the family-friendly, upscale quality of the Fair.**
9. **Sales:** Exhibitors are required to handle all sales of products and/or services including those by credit cards. KO provides no change service. KO does not pay sales tax on behalf of Exhibitors.
10. **Waiting List:** If the maximum number of exhibit spaces has been filled, a waiting list will be kept and any cancellations will be filled with the next available Exhibitor in the same/similar category or another Food or Artisan vendor.
11. **Set-up and Breakdown:** Exhibitors will be allowed to unload at their designated space on the morning of the Street Fair from **5:30 am to 8:30 am**. No set up is allowed the day before or any earlier than 5:30 am. **All vehicles must be removed** to assigned parking areas **NO LATER than 9:00 am**. For breakdown at 9:00 pm, please be prepared to hand truck all of your property to your car. No vehicles will be allowed on the streets until after all patrons have left and the Knoxville Police open the streets. Early breakdowns are not permitted unless authorized by Don Townsend, Michael Torano, or Brian Salesky at the Street Fair.

**KNOXVILLE OPERA’S ROSSINI FESTIVAL INTERNATIONAL STREET FAIR**

**Saturday, April 22, 2017, 10:00 am to 9:00 pm**

**EXHIBITOR RULES, APPLICATION, AND AGREEMENT – PAGE 2**



Instructions: This document is a “fillable” pdf which you are able to print and complete by handwriting or complete with your keyboard.

If completing by hand, please print out, complete and return with your payment to: Knoxville Opera, 612 East Depot Avenue, Knoxville, TN 37917 Attn: Michael Torano. Acceptance notifications will be sent by March 16, 2017 and setup instruction packets will be mailed to the address on your application on or about April 1, 2017.

If completing online, please type in appropriate boxes and “save” this form to your desktop. Please save your completed form in the following format using “2017 – <your vendor name>.pdf” as the file name (example: 2017 – ACME Pools.pdf). Then submit an email to [mtorano@KnoxvilleOpera.com](mailto:mtorano@KnoxvilleOpera.com) and attach your completed pdf. You will receive an emailed response shortly following that we have received your application. This will serve as a receipt, but not an acceptance, of your application. Acceptance notifications will be sent by March 16, 2017 and setup instruction packets will be mailed to the address on your application on or about April 1, 2017. *If completing and emailing application, an actual signature is not necessary but all appropriate boxes must be checked.*

Please print legibly OR type and do not alter application. Check all applicable boxes, and fill in all applicable blanks below.

Exhibitor Name: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Phone: (     ) \_\_\_\_\_ Mobile Number: (     ) \_\_\_\_\_

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

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

No. of previous years I have participated at the Rossini Festival Street Fair: \_\_\_\_\_

I would like \_\_\_\_\_ discounted tickets to Knoxville Opera’s     Apr. 28 Apr. 30 perf. of *Mary, Queen of Scots*.

What will be displayed, exhibited, sold, and/or promoted?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*(optional)* Knoxville Opera may endeavor to publicize your participation in the Street Fair. Please write a maximum 25-word description of your business for publicity purposes.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# KNOXVILLE OPERA'S ROSSINI FESTIVAL INTERNATIONAL STREET FAIR

Saturday, April 22, 2017, 10:00 am to 9:00 pm

## EXHIBITOR RULES, APPLICATION, AND AGREEMENT – PAGE 3

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Please print legibly OR type, do not alter application. Check all applicable boxes, and fill in all applicable blanks below.

### ENCLOSED IS MY PAYMENT to Knoxville Opera for the following items:

Mary, Queen of Scots tickets  Apr 28  Apr 30 \_\_\_\_\_ x \$35 (\$68 value) = \$ \_\_\_\_\_

Exhibitor Registration Fee\*: \_\_\_\_\_ (10'x 10' Spaces) x  \$500, or  \$750 = \$ \_\_\_\_\_

\* applications received by March 15, 2017

Exhibitor Registration Fee\*\*: \_\_\_\_\_ (10'x 10' Spaces) x  \$550, or  \$800 = \$ \_\_\_\_\_

\*\* applications received after March 15, 2017

Exhibitor Registration Fee: \_\_\_\_\_ (other Exhibit Space) = \$ \_\_\_\_\_

(use below space for short description of space(s))

\*\$500 for Red or Green block spaces, \$750 for Gold block spaces (see map on page 4 for block locations)

\*\*\$550 for Red or Green block spaces, \$800 for Gold block spaces (see map on page 4 for block locations)

Rental of 10'x10' Tent(s) without sides: \_\_\_\_\_ tent(s) x \$125 = \$ \_\_\_\_\_

Rental of 10'x10' Tent(s) with sides: \_\_\_\_\_ tent(s) x \$180 = \$ \_\_\_\_\_

Rental of Table(s): \_\_\_\_\_ table(s) x \$15 = \$ \_\_\_\_\_

Rental of Chair(s): \_\_\_\_\_ chair(s) x \$5 = \$ \_\_\_\_\_

**TOTAL AMOUNT OF MY PAYMENT IS: \$ \_\_\_\_\_**

Enclosed (or attached) is one - 4" x 6" or 5" x 7" (or at least 480 x 640 pixels if submitted electronically) photo of my typical display.

### Return this form w/payment to:

KNOXVILLE OPERA, 612 E. Depot Avenue, Knoxville, TN 37917 or [mtorano@KnoxvilleOpera.com](mailto:mtorano@KnoxvilleOpera.com).

**Payment Method** (Payment must accompany this order via credit/debit card, or check. Please check appropriate box(s))

I am paying via check (payable to "Knoxville Opera" check # \_\_\_\_\_)  I am paying via credit/debit card

Credit Card (check one):  MasterCard  Visa  American Express  Discover

Credit Card #: \_\_\_\_\_ CCV #\* \_\_\_\_\_ EXP. \_\_\_\_/\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

American Express – 4 digits listed on front right-hand side of the card. \* Discover, MasterCard/VISA - last 3 numbers on the back signature panel.

Please note: Exhibitors whose display is not accepted by the Rossini Festival Jury will receive a refund of their Exhibit Sponsor Registration Fee minus a \$50 administrative fee.

I agree to the terms, conditions, and payment as set forth in this 4-page "Exhibit Sponsor Rules, Application, and Agreement:"

Signature of Exhibitor or Authorized Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title of Representative: \_\_\_\_\_

AN APPLICATION WILL NOT BE CONSIDERED COMPLETE UNTIL ALL BOOTH AND EQUIPMENT FEES ARE PAID IN FULL AND A FULLY EXECUTED APPLICATION/AGREEMENT IS RECEIVED AND SIGNED BY KNOXVILLE OPERA. A SIGNED COPY OF THE AGREEMENT WILL BE RETURNED TO YOU FOR YOUR FILES. THANK YOU FOR PARTICIPATING IN THE KNOXVILLE OPERA ROSSINI FESTIVAL INTERNATIONAL STREET FAIR.

For KO use only:

Approved by Michael Torano, Knoxville Opera: \_\_\_\_\_ Date: \_\_\_\_\_

(9/22/16)