

Dear Merchant Vendors:

EventZone wants to invite you to participate in Southwest Virginia's premiere St. Patrick's Day celebration, the 20th annual Roanoke St. Patrick's Day Parade and 12th annual Celtic Festival. The event is Saturday, March 12, 2011 from 10am until 5pm. **We will be in a great location** – in the middle of downtown Roanoke near our parade route! It's right outside the doors of Corned Beef and Co. restaurant and bar. They do a great business during St. Pat's weekend and will draw huge crowds. Additionally, we'll have other special attractions such as a Strong Man Contest, The Vikings will be there, and other activities such as the "Bonniest Knee" contest, food, Irish coffees, green beer and a stage of performers offering Irish music and Irish dancers.



The festival is fed by the Southeast's second largest St. Patrick's Day Parade which starts at 11AM. Thousands attend this now-famous event from all across the region. If the weather is good, you can expect a huge crowd! For more info visit www.EventZone.org . **This is truly a fabulous event!** Please tell any of your commercial vendor friends to check us out.

We would love for your company to participate in our event. Vendors will be accepted based on the products offered and the time in which application is accepted. We do give priority placement to our returning vendors. Electrical power will be very limited. Food vendors (except for packaged foods) will not be accepted this year.

Please return the attached application form to us by Monday, Feb. 28, 2011 . Fees are due with your application. Approved vendors will be notified within 5 business days via email or letter. You will be given specific rules and instructions regarding times, load-in, etc. Fees are not refundable after this time. If you are not accepted, your original check (voided) will be returned to you. All vendors must provide their own displays, tents, tables and chairs and are responsible for paying Virginia sales tax.

If you're looking for a motel room, we can offer a special rate for you at the Best Western Valley View. Please ask us for details.

MAIL your completed application form and check payable to EVENTZONE:

EventZone P.O. Box 8276

Roanoke, VA 24014

QUESTIONS? Give us a call at (540) 342-2640

We look forward to hearing from you,

Carol Williams

Carol Williams
Business Manager/Event Planner (Ext. 249)

Sarah Stephenson

Sarah Stephenson
Event Coordinator (Ext. 247)

[Application is on page -2-](#)



Merchant Vendor 2011 Application

Business Name _____

Contact: _____

Complete Address _____

City _____ State _____ zip _____

Day Phone: _____ Cell: _____ Email: _____

MERCHANT VENDOR

Size of your set-up including any overhangs: **Frontage** _____ **ft. X Depth** _____ **ft.**
(depth cannot exceed 15 ft.) Everything must be contained into this area – no chairs, boxes, merchandise, etc. outside of rental space.

Circle one: **\$150** (up to 10' length x15' depth) or **\$225** (11' up to 20' length x15' depth)

Do you need power? YES NO If you do, you will be charged a **\$75 fee** or you may bring a **silent generator**. Loud generators will not be allowed – *no exceptions*. **If you checked yes to power, tell us what type of equipment is being used and how many volts and amps are required?**

Please give a brief description of items you are requesting to sell and any special needs:

**Make check payable to EventZone
(include rental space fee and electrical fee)
mail to P. O. Box 8276 Roanoke, VA 24014**

If you have any questions, please feel free to call us at 540/342-2640.