



WELCOME

Dear Potential Vendor,

It's time to once again begin thinking about Somernites Cruise. April 27, 2012 will kick off the 12th season of this great event and we would love for you to be a part of it!

You will find that we have some very exciting things happening within Somernites Cruise. The Friday night Block Party, sponsored and hosted by Walmart, was very successful downtown last year! It will still be in the same great location again this year. For our vendors, this means the possibility of setting up for two days instead of just at the Saturday Show & Shine!

Our special highlighted areas for 2012 are:

April 27-28 B.O.P. Till You Drop (Buick, Olds, Pontiac)

May 25-26 Mopar Mania

June 22-23 F-Body Round Up

July 27-28 Corvette Summer

August 24-25 Mustang Alley

September 21-22 PowerCruise

October 26-27 Tri-Five Chevys

Whatever it is you sell, there is a sure possibility that you will do well as a vendor at Somernites Cruise. Each event regularly boasts an average of a thousand cars with an estimated spectator count of 10,000-15,000 people.

Here is your opportunity to become an integral part of the Cruise. Somernites Cruise is looking for great vendors to join us on Fridays and Saturdays throughout 2012. Your presence at the Cruise helps the event grow. By having quality vendors who consistently supply food and products to the people who attend, you are helping to "fuel" the Cruise. As a partner with Somernites Cruise you have a great way to promote your business in a very positive environment.

The enclosed pages will help answer some of your questions about becoming a Somernites Cruise vendor. If this is something you are interested in, please fill out the enclosed information form and mail or fax it back. That form will be reviewed and, if approved, a contract will be mailed to you. Please call or email for further information. I would be happy to answer any questions you may have and help you get started.

Brenda Russell

Marketing Coordinator

Somernites Cruise

www.somernitescruise.com

vendors@somernitescruise.com

606-USA-CARS



VENDOR FAQ

Vendor Frequently Asked Questions

When is Somernites Cruise? Somernites Cruise falls on the fourth Saturday of each month April through October. The Friday that precedes it also includes Cruise activities as well. For 2012, the dates are April 27-28, May 25-26, June 22-23, July 27-28, August 24-25, Sept 28-29, and Oct 26-27.

How do I become a vendor? You can become a vendor by downloading an application from www.SomernitesCruise.com or by calling 606-USA-CARS and requesting one. Fill out the paperwork and return it by mail or fax. It will be reviewed and, if approved, you will receive a contract to vendor and set up information. If not approved, you will be contacted by phone or email.

What kinds of things can I sell? Foods, drinks, and snacks are always popular. Car related items are always needed and encouraged. Some craft and hobby items will be accepted as well as products that might be popular with the ladies. Some service providers will be accepted. Only t-shirts with your company logo are permitted. Yard sale and flea market items are strictly prohibited. No raffles will be allowed.

What size spaces are available? Spaces are available in the standard sizes of 10' X 15' and 20' X 15'. Larger spaces are available based on need.

What does my space include? Somernites Cruise will provide you with a space only and electric if requested and available. You will need to bring your own tables, chairs, canopies, & extension cords.

How much does it cost to rent a vendor space? Please see vendor application for a breakdown of booth prices.

Are there discounts or incentives? YES! When you commit to being a vendor at all 7 shows and pay your entire vendor fee prior to April 17th, 2012, you will receive 1 month free. In addition, your business name and contact information will be listed on our vendor's page at www.SomernitesCruise.com.

When is payment expected? Payment must be received 10 days prior to the event to guarantee placement.

Will I be the only one selling my line of items? Every effort will be made to make sure that we don't overbook on vendors who would be in direct competition with one another. This will be a judgment call made by Somernites Cruise. With that said, please be sure to immediately return your application in order to be the first selling your item.

Will I be expected to vendor every Cruise in 2012? We would like our vendors to commit to the whole season, however, we understand that is not always possible. With that in mind, please let us know which months you CAN vendor so we can save a space for you. Check out incentives we have for those who do wish to spend every Cruise with us!

What happens if it rains? The show must go on. We don't cancel Somernites Cruise even when it rains. All vendors should have a plan in place in the event of rain.

Is electricity provided? The vendor area has limited access to electricity. If electricity is a necessity for your business, please be sure to request it on your application. **You will need to provide a contractor quality extension cord of at least a 25' for your use at the show.**

If I sell food, are there other guidelines? Yes. Please be sure that you are using commercial grade equipment if you require electric. That means NO crock pots used as warmers. Also, the local Health Department does regular checks of our vendor area throughout the season. Lake Cumberland District Health Department has provided a list of their guidelines that are included with your vendor packet.

Does my vendor fee include Health Department permit fees when I sell food items? No. Your vendor fee is for Somernites Cruise only. Any fees imposed for permits are your responsibility.

Will I be in the same spot every month? Maybe. The first couple of months will set the pace for the rest of the season. Those vendors who paid for the whole season will always be taken care of first.

What time should I plan on arriving? The sooner the better especially if you have reserved a larger space or have a trailer. Friday night Block Party vendors should arrive by 3:00pm and be ready for business by 5:00pm. The Block Party is scheduled for 6:00-10:00 and teardown may begin at 10:00pm. Vendors with trailers who are putting up a booth only on Saturday should plan on arriving by 9:00am. If you arrive later than that, you may not be able to get into your space. When that happens, you will be relocated to a new space if one is available. Smaller vendors without trailers may start set up at 10:00am. All vendors should be in their reserved spaces no later than 10:30am on Saturday. Any vendors arriving after that without making prior arrangements may also be relocated to a new space. If you are running late, please call 1-606-USA-CARS to let the vendor coordinator know as soon as possible. All Saturday vendors should be fully set up and ready for business by 12:00 noon. The Saturday Show & Shine is scheduled 1:00-7:00.

Do I have to stay for the whole day? Yes. Friday vendors may begin tear down at 10:00pm. Saturday vendors may begin tear down at 7:00pm.

Where is the vendor area? The vendor area is currently located in downtown Somerset near the intersection of N. Central Ave and Market St. When using GPS, you may use the address 99 S. Central Avenue, Somerset, KY 42501. That will bring you right to the church located next to the vendor area.

Where can I park my personal vehicle after unloading? **ALL** personal vehicles **MUST** be removed from the vendor area by 5:00pm on Fridays and 12:00 Noon on Saturdays. Vehicles may be parked in any legal space **OUTSIDE** the show area. Please see the vendor coordinator if you have additional questions about parking.

Any more questions, please call me at 606-USA-CARS. Thank you.

Brenda Russell,

Marketing Coordinator, Somernites Cruise

www.somernitescruise.com

vendors@somernitescruise.com

606-USA-CARS



2012 VENDOR APPLICATION

Company Name: _____

Contact Name(s) _____

Address: _____

Phone: _____

Fax: _____

Email: _____

1. What do you intend to sell?

2. Please describe your equipment
(trailer, canopy and tables, food cart etc.):

3. Do you do this same type of business
on a full time basis outside of
Somernites Cruise?

Yes No

If yes, where is your business located?

4. Have you vendored at Somernites
Cruise before?

Yes No

If yes, what dates or years?

Contact : Brenda Russell -
Marketing Coordinator
Phone: (606) USA-CARS (872-2277)
Email: vendors@somernitescruise.com

Fax form to: 1-800-381-3319
or mail to:

Somernites Cruise
P.O. Box 502
Somerset, KY 42502

5. Is electric absolutely necessary in order
for you to do business?

Yes No

6. What other vendoring experience
do you have (besides Somernites Cruise)?

7. Which months do you intend to vendor?

April May June

July Aug Sept Oct

8. Will you be paying for the entire season?

Yes No

If yes, please list website:

www. _____

9. Sizes and Prices are:

10X15 Friday/Saturday \$65

20X15 Friday/Saturday \$75

30X15 Friday/Saturday \$95

40X15 Friday/Saturday \$115

10X15 Saturday only \$50

20X15 Saturday only \$60

30X15 Saturday only \$80

40X15 Saturday only \$100

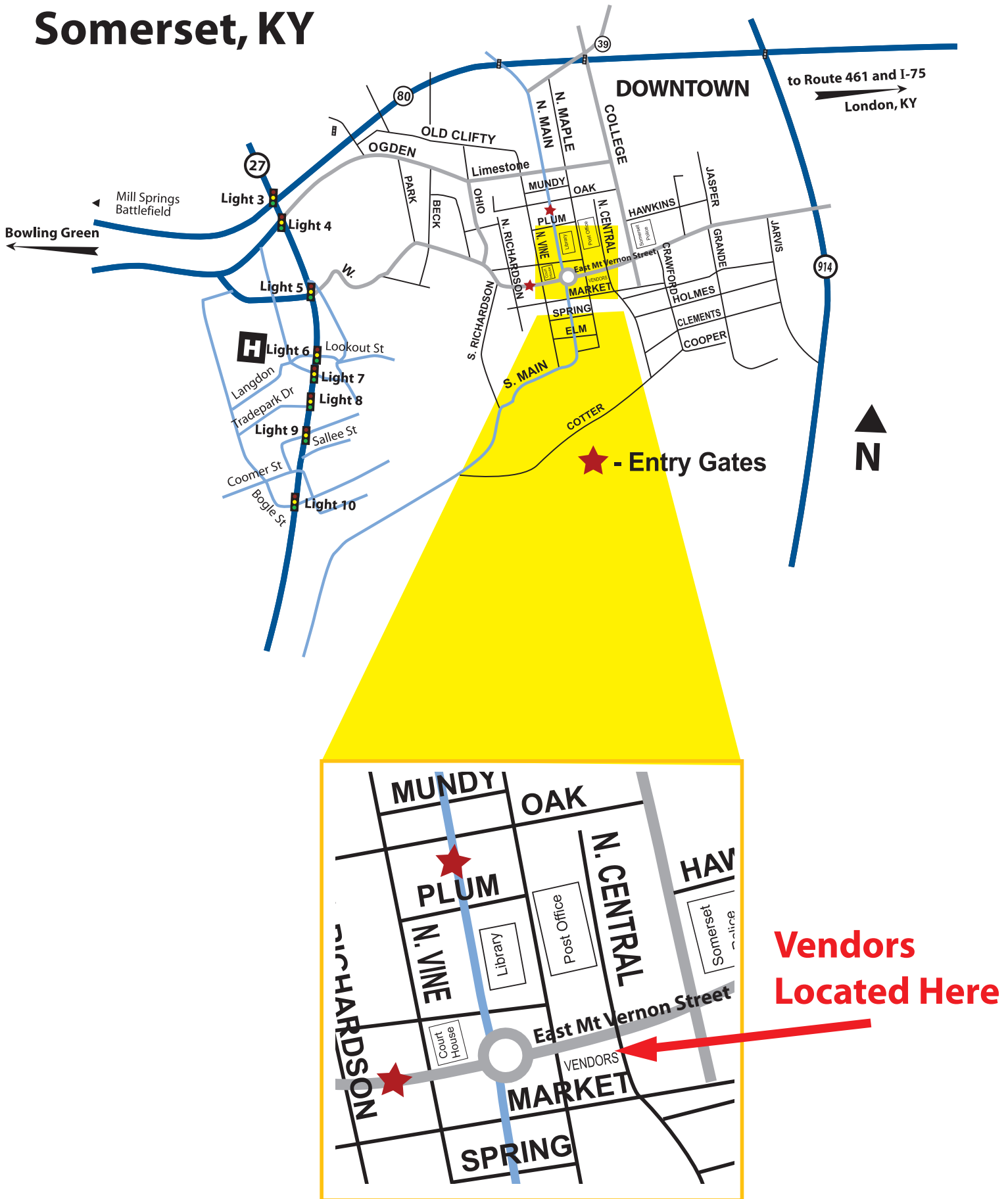
10. Other notes about your business/booth:

All information is true to the best of my knowledge.

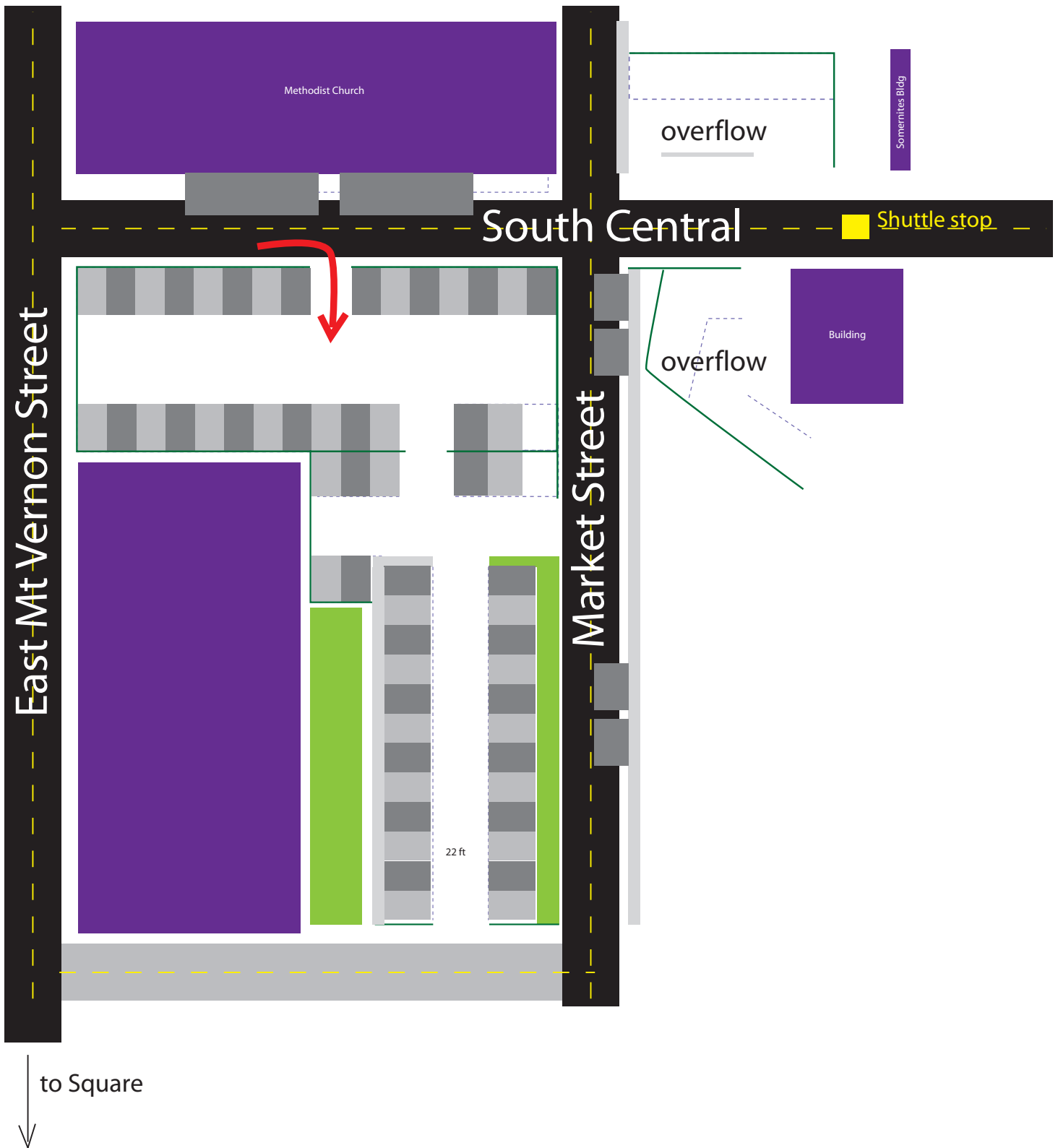
Signature

Date

Welcome to Somerset, KY



VENDOR AREA



Temporary Food Service Guidelines

A Temporary Food Services Establishment shall comply with the requirements of the Kentucky Food Service Establishment Act and State Food Code.

Only those potentially hazardous foods requiring limited preparation shall be prepared or served unless specifically approved by the Department.

A permit application and list of foods to be offered shall be submitted to the Department prior to the operation of any temporary food concession.

Kentucky requires a permit fee of \$25.00 for 1-3 day event and \$30.00 for 4-14 day events. The permit fee is payable to the Lake Cumberland District Health Department.

Foods

- Foods shall be wholesome and obtained from an approved source.
- No home canned foods.

The preparation of foods in a home kitchen or establishment not subject to Health Department inspection is **Strictly Prohibited.**

Food Protection

- Foods must be served and prepared in an enclosed or screened-in insect-proof booth.
- Keep doors closed.
- Food may be grilled outside but must be returned to booth for storage/service.
- Keep hot potentially hazardous foods at 140°F or above.
- Keep cold potentially hazardous foods at 45°F or below.
- Do not store potentially hazardous foods at room temperature.
- Crock pots are prohibited for cooking, but may be used to hold food at 140°F or above.
- Metal stem 0-220°F thermometers are required.
- Condiments must be provided in individual packaged or approved dispensers.
- Cover all foods to protect from contamination.
- Store food, utensils, and single service articles (cups, straws, napkins, etc.) off of the floor/ground.

Food Equipment

- Use utensils and scoops with handles for dispensing food and ice.
- Do not store foods in ice meant for consumption.
- All equipment, utensils, and food prep surfaces must be in good repair and clean.

Personnel

- Effective hair restraints shall be worn by all workers.
- No smoking, eating or drinking allowed in booths.

Hand washing

- Provide adequate clean water in a container with a spigot, soap and paper towels at all times for hand washing.

Utensil Washing

- Provide 3 containers (dishpans, buckets) for wash, rinse and sanitize process.
- Wash- warm water and dish detergent.
- Rinse- warm water for rinsing.
- Sanitizing- bleach water with a concentration of 50-100 ppm bleach. Utensils must be soaked in sanitizing solution for approximately 1 minute and be allowed to air dry.
- Chlorine test strips will be required to check bleach concentrations.

Other

- Provide washable trash containers.
- Store all toxic materials (cleaners) in properly labeled containers and away from food prep area.
- All light fixtures must be shielded.

Shopping List

- Health Department Permit
- Metal stem thermometers
- Thermometers for all coolers
- Test strips
- Dish detergent
- Ice scoops
- Hand soap and paper towels
- Warm water
- Sanitizer (bleach)
- Extra serving utensils
- Trash can