



Incredible India Festival



Food and Merchandise Vending

The **Incredible India Festival** is a great venue to reach 5,000 patrons from the Metro Hartford area and surrounding areas. We are actively seeking food and merchandise vendors that represent Metro Hartford's Indian communities. These include: Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chhattisgarh, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu, Kashmir, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Nagaland, Orissa, Punjab, Rajasthan, Sikkim, Tamil Nadu, Tripura, Uttarakhand, Uttar Pradesh, and West Bengal

In addition to retail sales, our festival is a great opportunity to showcase your business to thousands of potential new customers.

Here are some details about vending at the Incredible India Festival:

- ◆ Date: Saturday, October 3rd, 2009 (Rain Date: Sunday, October 4th)
- ◆ Load-in Time: 7:00am – 9:00am
- ◆ Event Time: 10:00am – 3:00pm
- ◆ Estimated Attendance: 4,000 – 6,000
- ◆ Demographics: 50% Indian, 50% Mixed from surrounding urban and suburban communities
- ◆ 110V Electric Service available
- ◆ Potable Water available
- ◆ Tent, table and equipment rental available
- ◆ Direct vehicle access for load-in and break down
- ◆ Vendor Fees – Food and Beverage: \$300.00, Merchandise: \$150.00



To receive a Vending Application, please send an email to Jessica Leone at jleone@riverfront.org

~ We hope you will join us for this wonderful cultural celebration! ~

