



Production, Staffing & Security
Live Events. Rare Staff. Local Passion.

To Whom It May Concern:

3 Way Events is the Promoter and Producer of the FREAK SHOW Festival and we are currently accepting VENDOR applications 2nd Annual FREAK SHOW FESTIVAL taking place this October 15th 2011. The FREAK SHOW FESTIVAL combines the performance art of the 'Circus Freak' with Rockabilly and Psychobilly Music, resulting in a unique and unforgettable festival experience!

We are seeking Merchandise Vendors that are unique in their own right or showcase eccentric themes such as Rock & Roll, Horror, Pin-Up, Steampunk and the like.

We are seeking Food TRAILER Vendors who are locally owned and represent the quality and uniqueness of Austin's culinary arts community. Food product exclusivity is guaranteed.

Attached, you will find a more detailed summary of the FREAK SHOW FESTIVAL as well as vendor pricing and information. You can also visit our Facebook fan page to see photos and feedback from last year's festival. We hope that you will find this opportunity enticing. From all of us at 3 Way Events, we thank you for your time and consideration. We look forward to building a lasting relationship.

Best Regards,

Rachel Simmons

Rachel Simmons

Owner, 3 Way Events

FREAK SHOW FESTIVAL Promoter & Production Manager

About FREAK SHOW Festival 2011!

FREAK SHOW Festival is a one-day, outdoor festival combining the Performance Art of the 'Circus Freak' with Rockabilly and Psychobilly music! This will be the second annual show, coming to Austin this October 15th 2011! Our music stage will explode with international and nationally acclaimed talent. The festival will be cleverly laid out with a myriad of merchandise vendors, mysterious and circus themed interactive tents and local food vendors - not to mention the roaming FREAK performers leading the way to the circus tent and music stage! The FREAK SHOW Festival is a one of a kind unique concept that is *perfect* for the Austin scene.

Performing live throughout the festival will be PURE CIRKUS of Seattle, Washington who showcase a fusion of traveling Freak Show, burlesque, pyrotechnic theatre and combative cabaret. Also featured at the event will be Dolls from the Crypt Horror Go-Go Dance Troupe, Brass Ovaries Pole Dancers, Minor Mishap Marching Band and the 999 Eyes History of the Freak Museum! We are very excited to announce a new entertainment attraction this year, the Freak Show Festival Pin-Up Girl Contest! The FREAK SHOW Festival music stage line-up will be announced late summer...

Our Sponsorship Campaign began May 1st, predominately targeting locally owned Austin businesses along with a handful of 'Freak-Worthy' national brands. Our clever Marketing Campaign begins in September, with a radius reach of 120 miles. Our marketing campaign will include radio, print and social media markets. We have already partnered with local radio stations KLBJ & KROX!

We are very excited and confident in the combination of musical talent we have put together with our PURE CIRKUS Freak Sideshow and roaming performers. The FREAK SHOW Festival concept has been carefully designed to provide a unique, visually inspiring and acoustically stimulating experience – we ARE building the festival experience of the YEAR.

The FREAK SHOW Festival staff has over 20 years of experience in small business investments built into multi-million dollar operations coupled with over 10 years of event and festival industry experience. Our staff is well organized, meticulous, responsible and innovative. We have pieced together the most professional and creative festival production team - from lighting to staging to sound – available in the Austin area to ensure that we provide a top notch event experience! We are prepared and eager to build the next big thing here at home in Austin, Texas!

GENERAL EVENT INFORMATION

Event Date	Saturday, October 15 th 2011
Event Hours of Operation	3:00PM to 11:00PM
Event Location	Downtown Austin, Texas.
Target Demographic	Male & Female ages 21 yrs. to 40 yrs.
2010 Attendance	2,150
Projected Attendance	5,000
Website	www.FreakShowFestival.com
Benefiting Charity	Foundation for the Education of Professional Performers



FREAK SHOW Festival 2011 Food TRAILER Vendor Information

Food Vending Fee	\$450
Food Vending Spots Available	4
Application Due By	August 15 th 2011
Vending Fee Due By	In full by September 15 th 2011
Required Vending Hours of Operation	1:00PM to 11:00PM
Load In	Begins at 10:00AM, strictly enforced.
Load Out	Begins at 11:30PM, variable according to crowd control.
Restrictions	<ol style="list-style-type: none"> 1. No sale of alcohol 2. No sale of bottled water 3. No sale of non-food items unless specifically contracted to do so 4. No dumping of any waste on the ground
Included in your Vending Fee	<ol style="list-style-type: none"> 1. Electricity drop to your food trailer 2. Access to ice at cost 3. On-site vendor liaison 4. Dumpster on-site 5. Grey water receptacle on-site 6. Food product exclusivity
Vendors required to provide	<ol style="list-style-type: none"> 1. Certificate of Insurance 2. Potable water for all of your needs 3. Trash can for your personal use 4. Your menu displaying prices 5. A container to transport all grease
Notes	<ul style="list-style-type: none"> • All food menu items must be approved by Rachel Simmons • Vendors must comply with all Travis County Health Codes • Event is rain or shine. • Booth fee is non-refundable. • More detailed Load-In/Load-Out instructions will be provided to you closer to the event
Application Instructions	<ol style="list-style-type: none"> 1. Vendor Application 2. Certificate of Insurance 3. Vending Fee (by September 15th 2011) <p>Return to: 3 Way Events P.O. Box 8266 Round Rock, TX 78683</p>

FREAK SHOW Festival 2011 Merchandise Vendor Information

Merchandise Vending Fee	\$350
Merchandise Vending Spots Available	10
Application Due By	August 15 th 2011
Vending Fee Due By	In full by September 15 th 2011
Required Vending Hours of Operation	1:00PM to 11:00PM
Load In	Begins at 10:00AM, strictly enforced.
Load Out	Begins at 11:30PM, variable according to crowd control.
Restrictions	<ol style="list-style-type: none"> 1. No sale of alcohol 2. No sale of bottled water 3. No dumping of any waste on the ground
Included in your Vending Fee	<ol style="list-style-type: none"> 1. One 10X10 tent with three side-walls, set-up for you 2. Electricity drop to your tent 3. One par-can light in your tent 4. Sign identifying your booth 5. On-site vendor liaison 6. Dumpster on-site
Vendors required to provide	<ol style="list-style-type: none"> 1. Tables and chairs for your booth 2. Trash can for your booth
Notes	<ul style="list-style-type: none"> • All merchandise items must be approved by Rachel Simmons • Event is rain or shine. • Booth fee is non-refundable. • Load-In/Load-Out instructions will be provided to you closer to the event
Application Instructions	<ol style="list-style-type: none"> 1. Vendor Application 2. Vending Fee (by September 15th 2011) <p>Return to: 3 Way Events P.O. Box 8266 Round Rock, TX 78683</p>

FREAK SHOW FESTIVAL 2011 Vendor Application

Vendor Application Due by September 15th 2011

Company Name: _____

Please Circle One: Food Vendor OR Merchandise Vendor

Mailing Address: _____

Primary Contact & Position: _____

Phone: _____ Email: _____

Proposed Items to Sell:

1. _____
2. _____
3. _____
4. _____
5. _____

If additional space is needed, please use the back of the form

Electricity Requirements:

MERCHANDISE VENDORS ONLY Below, please print exactly how you want your booth sign to read:

By signing below, I agree to the FREAK SHOW FESTIVAL guidelines.

Printed Name: _____

Signature: _____ Date: _____