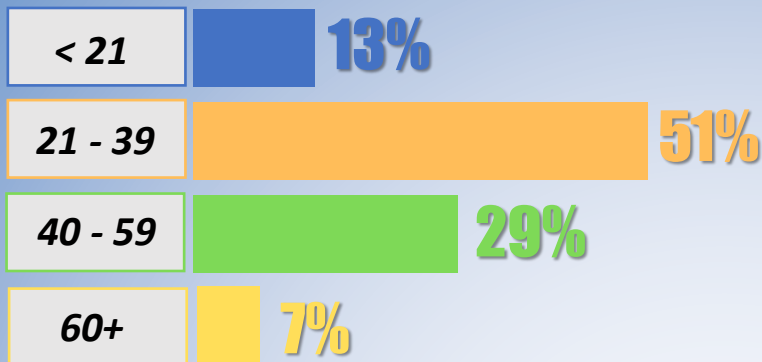




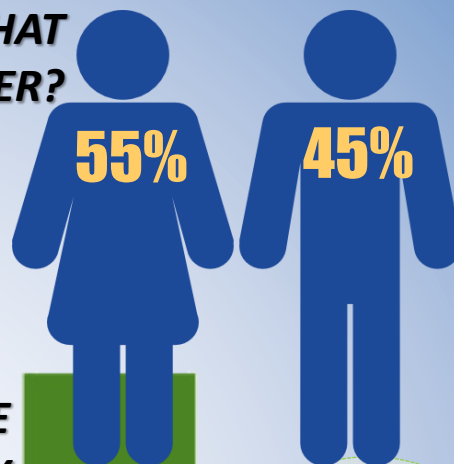
*let's*  
**EAT!**

# let's MEET THE FESTIVAL-GOERS!

## HOW OLD ARE THEY?



## WHAT GENDER?



## HOW DO THEY FOLLOW?



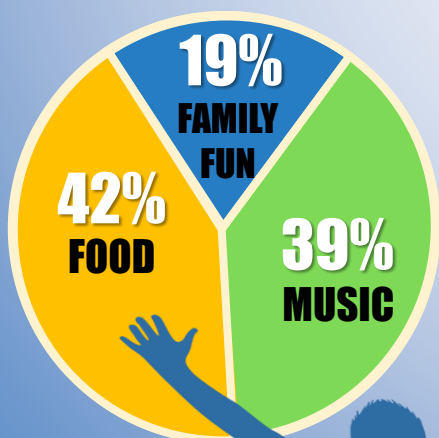
25K 21K

AVE. HOUSEHOLD INCOME? **\$100K**

## WHERE ARE THEY COMING FROM?

**86%**  
TRAVEL FROM 30+ MILES OUTSIDE OF ADDISON

## WHY TASTE?



## RACE/ETHNICITY?

WHITE - **50%** HISPANIC - **25%**  
BLACK - **13%** ASIAN - **9%** OTHER - **3%**

HOW MANY ATTEND?\* **15,000+**

\*ATTENDANCE FOR 1.5 DAY EVENT;  
FESTIVAL WILL RUN FRI - SUN IN 2024.

# FOOD HALL

NEW for 2024 --- a dedicated outdoor Food Hall on the grounds to showcase a signature menu item that can be served full-sized AND as a Taste Bite... right in the heart of the festival grounds!

*What's a Taste Bite? Literally a bite-sized portion of your signature item!*

*Priority will be given to Addison Food Establishments.*

# FOOD TRUCK

NEW for 2024 --- have a Food Truck? Pull on up and be a part of our TRUCK STOP area where your full menu options are available!

*Food Trucks ONLY - no trailers will be permitted.*



# FOOD FROM AROUND THE WORLD

NEW for 2024 --- an entire space highlighting International Cuisine! Offer your full menu that celebrates the flavors from a specific region in the world.

*International menu items will only be permitted.*

# JUST A TASTE

NEW for 2024 --- an area for just a taste, or rather sample, of a signature menu item. Not ready to set up and sell – Just a Taste is for YOU!

*Item for sample may be a food or beverage.*



Ready to go **BIG & POP-UP** your restaurant at the festival?

Let's chat! *Limited opportunities available.*



We invite you to join us at Taste Addison where all the flavors help to create a vibe! With four main opportunities, we've got a spot for you this year --- let's eat!

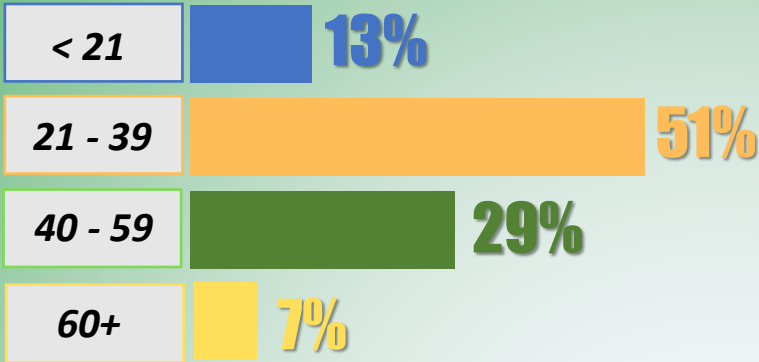
FOOD HALL	FOOD TRUCK	FOOD FROM AROUND THE WORLD	JUST A TASTE (SAMPLING)
<p>Central FOOD HALL on the festival grounds. Participants must:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Sell ONE signature food item at full-size</li> <li><input type="checkbox"/> Sell this same signature item as a Taste Bite --- <i>literally</i> a bite-sized portion of the above signature item -- \$3 price point</li> <li><input type="checkbox"/> Sell ONE signature beverage item</li> </ul> <p>FOOD HALL structure will be set for participating vendors – standard signage for cohesive look will be provided with vendor logo included.</p> <p>This option is ideal for those wanting to participate with a limited menu and minimal set-up/tear down.</p> <p><i>*Priority will be given to Addison Food Establishments.</i></p>	<p>TRUCK STOP area on the festival grounds. Participants must:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Have a food truck; no trailers permitted</li> <li><input type="checkbox"/> Sell full menu to include beverages</li> <li><input type="checkbox"/> Provide own menu board/signage</li> </ul> <p>TRUCK STOP area is exclusively for food trucks. Please note: <i>No trailers will be permitted in the area.</i></p> <p>This option is ideal for anyone with a food truck! Participants will be able to sell a full menu with no restrictions on food or beverage items.</p>	<p>INTERNATIONAL FOOD AREA on the festival grounds. Participants must:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Sell international cuisine only</li> <li><input type="checkbox"/> Sell a full menu to include beverages</li> <li><input type="checkbox"/> Provide own menu board/signage</li> </ul> <p>FOOD FROM AROUND THE WORLD is an area that will be exclusive to international cuisine.</p> <p>This option is ideal for anyone with an international menu that celebrates the flavors of a certain region. Bring the party – we'll provide the space + tent! Participants will be responsible for menu boards, signage, etc.</p>	<p>JUST A TASTE sampling area on the festival grounds. Participants must:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Provide a sample size portion of ONE signature item; may be food or beverage</li> <li><input type="checkbox"/> Provide sample free of charge</li> <li><input type="checkbox"/> May commit to one, two or all three days of the festival</li> </ul> <p>JUST A TASTE sampling area will be set-up for participants to 'move-in' and participate. Signage will not be provided.</p> <p>This option is ideal for anyone who's looking to be involved and give back to the community, but not sell.</p>
<p><b>INVESTMENT:</b></p> <p><b>ADDISON ESTABLISHMENTS:</b> \$500 REFUNDABLE DEPOSIT</p> <p><b>CONCESSIONAIRE:</b> \$500 SPACE FEE + 20% REV-SHARE POST EVENT</p>	<p><b>INVESTMENT:</b></p> <p><b>ADDISON ESTABLISHMENTS:</b> \$500 REFUNDABLE DEPOSIT</p> <p><b>CONCESSIONAIRE:</b> \$500 SPACE FEE + 20% REV-SHARE POST EVENT</p>	<p><b>INVESTMENT:</b></p> <p><b>ADDISON ESTABLISHMENTS:</b> \$500 REFUNDABLE DEPOSIT</p> <p><b>CONCESSIONAIRE:</b> \$500 SPACE FEE + 20% REV-SHARE POST EVENT</p>	<p><b>INVESTMENT:</b></p> <p>TBD BASED ON NUMBER OF DAYS PARTICIPATING</p>



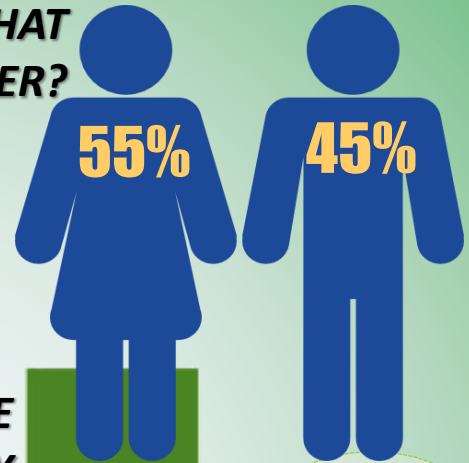
*let's*  
**SHOP!**

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## HOW OLD ARE THEY?



## WHAT GENDER?



## HOW DO THEY FOLLOW?



AVE. HOUSEHOLD INCOME? **\$100K**

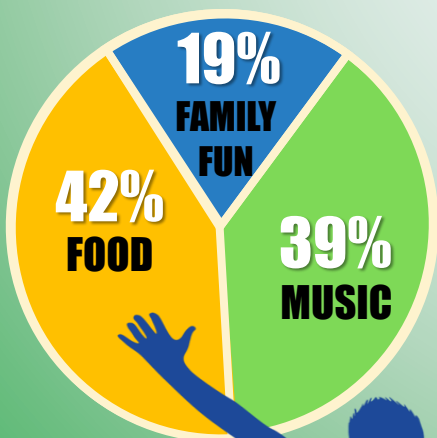
**25K** **21K**

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# ACTIVITY

Exhibitors who offer an interactive service (for a fee) to enhance the festival-goers experience! Think caricatures, face painting, henna tattoos, hair braiding and more!

*Fee to be charged by exhibitor directly to festival-goers; pricing for space TBD based on activity provided.*

# BUY/SELL MARKET

Exhibitors who purchase items to sell; to include pre-packaged food items.



# ARTISAN

Exhibitors who sell their own original fine art and crafts.

*Any exhibitor who purchases items to sell MAY NOT apply in this category. No exceptions.*

# VISUAL ARTS

**NEW for 2024 ---** an area for artists or groups of artists to create a visual piece for the festival.

*Fee TBD on space/piece to be created – think sculpture garden, chalk walk, window mural, etc.*





Join us at Taste Addison where YOU create that shopping vibe for all the visitors. We're looking for artisans, marketplace vendors, activities and more! Find your spot now!

ACTIVITY	BUY/SELL MARKET	ARTISAN	VISUAL ARTS
<p>Do you offer an interactive activity that would enhance our festival-goers experience? Apply here!</p> <p>We're open to caricature artists, henna tattoos artists, face painters, balloon artists, hair braiding artists and more!</p>	<p>Do you sell pre-packaged food items, wearables, candles or jewelry that you purchase... or perhaps something else? Apply here!</p> <p>We're in search of vendors who buy and re-sell high-quality, fun products to create our Marketplace!</p>	<p>Are you an artisan or craftsperson who creates original, hand-crafted work? Apply here!</p> <p>We're looking for fine art and crafts to include painting, photography, sculpture, ceramics, jewelry, wearables and more!</p> <p><i>Please note: to be eligible for this category you <b>MUST</b> create all the work. Any exhibitor who purchases products to sell must apply in the Buy/Sell Market category ---no exceptions.</i></p>	<p>Any artists or groups of artists who would be interested in creating a pop-up gallery on the festival grounds? Apply here!</p> <p>We'd love to set up a temporary sculpture garden, create a chalk walk or create a visually fun space with your work!</p>
<p><b>INVESTMENT:</b> TBD BASED ON SPACE REQUIRED AND SERVICE BEING OFFERED</p>	<p><b>INVESTMENT:</b> \$400 FEE; INCLUDES 10X10 SPACE + ELECTRICITY</p>	<p><b>INVESTMENT:</b> \$300 FEE; INCLUDES 10X10 SPACE + ELECTRICITY</p>	<p><b>INVESTMENT:</b> TBD BASED ON SPACE REQUIRED AND SERVICE BEING OFFERED</p>