



# What's Going On

## The Basics

For 20+ years, the Reno River Festival has been one of the largest outdoor events in Northern Nevada. The Reno River Festival is the first major event of the season in our region and has helped to brand Reno/Tahoe as America's adventure destination. This event has even been declared one of the most iconic events in the area! Each year, this kickoff to summer draws an average of 30,000+ to downtown Reno while showcasing the Truckee River's whitewater park, Idlewild Park, the beautification of riverside Reno, and the unique natural surroundings of our region.

## The Details

Date: Friday May 30th - Sunday June 1st, 2025  
 Time: Friday 11am - 8pm, Saturday 10am - 9pm, Sunday 10am - 7pm  
 Location: Idlewild Park, Reno

## The Fun

It includes more than 120 craft booths, a Craft Beer Experience with a wide range of unique and local craft beers on tap, the Summer Seltzer Tour, the Pub & Grub Village, which hosts dozens of local food trucks and vendors, Reno Tahoe's Adventure Park that includes mechanical rides for all ages! Plus, a full lineup of live music showcasing local and national acts on two different stages. This year the event will not only feature a brand new 18-hole Bucket Golf course but will introduce new and creative additions to Art on the Rocks, the Craft Beer & Summer Seltzer Tours, and more!

## Food Vendors

### MANDATORY HEALTH PERMIT:

Temporary Special Events Food Permit  
 Application Deadline: 05/13/2025  
 Website: <https://aca-prod.accela.com/ONE/Default.aspx>  
 Permit fees will also be paid through their online system, by calling the number below for a payment link, or by visiting the NNPH office.

If you already carry an approved annual mobile/portable permit, you still need to register for this event through the same online system/link.

Questions? Please contact: Northern Nevada Public Health & Environmental Health Services Division (NNPH)  
[healthes@NNPH.org](mailto:healthes@NNPH.org) or call (775) 328-2434

# Become a Vendor

## Booth Spaces

<u>SELECT SIZE</u>	<u>FEE</u>
___ 10'x10' (Space Only)	\$1,000
___ Additional Space = _____'	\$100/ft.
___ 10'x10' Non-profit	\$600
___ --Food Vendors-- Temporary Special Event Food Permit acknowledgment of MANDATORY online permit application no later than 05/13/2025	
___ Yes, I have a City of Reno Bus. License	\$0
___ No, I do NOT have a City of Reno Bus. Lic.	\$40

## Need To Rent Something?

<u>ITEM</u>	<u>FEE</u>
___ 10'x10' Tent Only	\$250
___ 10'x20' Tent Only	\$400
___ 8' Tables	\$25 Each
___ 6' Tables	\$25 Each
___ Chairs	\$5 Each

### POWER/GENERATOR (choose one - MANDATORY)

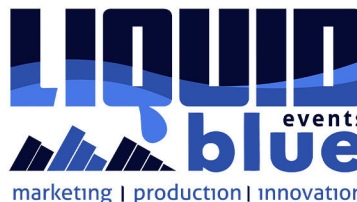
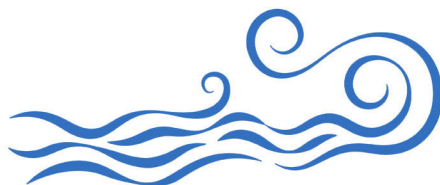
___ No Power Needed/Providing Own Power**	\$0
**Provide Details to Management	
___ One(1) 20 AMP-120V-AC Circuit/Plug	\$150 each
___ One (1) 50 AMP-240V-AC Service	\$375

## The Deadline

Application/Payment due no later than: 05/14/2025  
 Send to: Liquid Blue Events  
 748 S. Meadows Pkwy., Ste. A9-275, Reno, NV 89521  
 Contact: (775) 851-4444 or [team@liquidblueevents.com](mailto:team@liquidblueevents.com)

### PAYMENTS MADE OUT TO: RENO RIVER FESTIVAL

**\*No Vendors will be accepted after 05/13/2025!**





## Sign Up Here

Vendor space will be reserved on a first-come, first-served basis, upon acceptance, on the date the application is received. There are limited number of spaces available. Spaces will be assigned at the sole and absolute discretion of Management.

Total due (Page #1 Totals): \$ \_\_\_\_\_ (Include 4% CC fee if paying with card)

## Your Information:

Vendor/Business Name: \_\_\_\_\_

### MANDATORY!

City of Reno Business License # \_\_\_\_\_  I don't have one = **\$40 fee**

Tax ID/E.I.N. #: \_\_\_\_\_

Name/Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Home/Work Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

List all items that you will be selling and/or exhibiting/demonstrating: (FOOD VENDORS MUST ATTACH MENU): \_\_\_\_\_

## Payment Information (Payment Due Upon Registration)

Check\* **\*Make checks payable to: RENO RIVER FESTIVAL**

Credit Card\* **\*4.0 % charge for all credit card transactions**

Name (as it appears on card) \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing ZIP: \_\_\_\_\_ Security Code # \_\_\_\_\_ Credit Card Type: **VISA MC AMEX DISC**

Applications/Payment Deadline: **05/13/2025**

Send Checks to: Liquid Blue Events - 748 S. Meadows Pkwy., Ste. A9-275, Reno, NV 89521

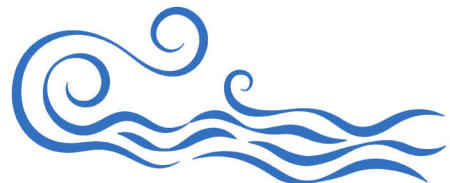
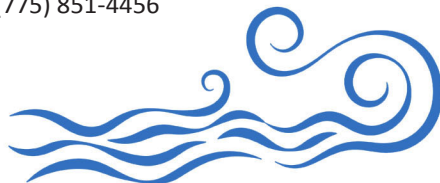
Email application to [team@liquidblueevents.com](mailto:team@liquidblueevents.com)

**PAYMENTS MADE OUT TO: LIQUID BLUE EVENTS**

**\*No Vendors will be accepted after 05/13/2025!**

Contact: (775) 851-4444 or email [team@liquidblueevents.com](mailto:team@liquidblueevents.com)

FAX: (775) 851-4456





## Vendor Rules and Regulations: **Signature Required**

- 1. Payment/Cancellation Policy:** Payment in **FULL** is required upon acceptance of Vendor application. If payment is not received within 7 days of Management's acceptance of a Vendor's application, Management reserves the right to withdraw Vendor acceptance for the event. All cancellation requests must be made in writing. Vendors canceling prior to May 14, 2025, forfeit 50% of total fee. No refunds will be given to those canceling after May 14, 2025.
- 2. Exhibit Operation:** All booths must be open and staffed during the hours of the RENO RIVER FESTIVAL. At the close of the exhibit each day, the area will be cleared and no one will be permitted admission in to the venue. Management reserves the right to restrict exhibit noise level and to determine suitable methods of operation and display of materials. Vendors agree that Management may relocate Vendor to another space if necessary, in the sole and absolute discretion of Management.
- 3. Products and Exhibits:** No product bearing the Reno River Festival trademark, name, logo, or reference to such may be sold or distributed without written permission from **RENO RIVER FESTIVAL**. Management reserves the right, in its sole and absolute discretion, to restrict the sale or display of any item which is deemed objectionable. If, for any reason, an exhibit or its contents are deemed objectionable, the exhibit, product, or item will be subject to removal. Should such an eviction or restriction be enforced, Management shall not be held liable for refunding of rental fees or funds for exhibition rental.
- 4. Management & Dismantling:** Management reserves the right should any rented Vendor's space remain unoccupied on the opening day or should any space be forfeited due to failure to make payment, to rent said space to any other Vendor or use said space in any other manner, but this clause shall not be construed as affecting the obligation of Vendor to pay the full amount specified in this contract for space rental should Management not re-let the space. Vendor shall be solely responsible at its own expense, for installing and dismantling its booth and all items owned by Vendor. Any additional items rented through Management will be dismantled separately. Vendor shall repair any such damage caused by its own such dismantling and return the space in the same condition as received.
- 5. Fire, Safety, Health & Regulations:** Vendors agree to comply with local, city and state laws, ordinances and regulations covering fire, safety, health and all other matters. All exhibit equipment and materials will be reasonably located within the booth and protected by safety devices where necessary. Vendors shall take all necessary fire precautions.
- 6. Sub-Letting of Space:** Vendor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials for firms other than its own in the exhibit space without written consent from Management.
- 7. Indemnification/Release:** Management will not be liable for loss or damage to any Vendor property from theft, fire, accident, or any other causes. By signing below, Vendor agrees to indemnify, protect, defend and hold harmless Reno River Festival, Liquid Blue Events, City of Reno, their officers, directors, and organizers, owners, and agents, representatives, or employees of the above from and against any and all claims, damages, costs, liens, judgments, penalties, attorneys' and consultants' fees, expenses and/or liabilities arising out of, involving, or in connection with, the occupancy of the assigned space by Vendor, the conduct of Vendor's business, any act, omission or neglect of Vendor, its agents, contractors, employees or invitees, and out of any Default or Breach by Vendor in the performance in a timely manner of any obligation on Vendor's part to be performed under this agreement. In addition, the Vendor expressly releases the aforementioned from all claims for loss, damage or injury arising from any cause whatsoever.
- 8. Insurance and Liability:** You, the Vendor, assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Vendor's displays, equipment, and other property brought upon the premises of the festival site. ALL Vendors will provide, unless otherwise specified a Certificate of insurance to management in the amount of \$1,000,000 (one million dollars). The certificate **MUST** list the Reno River Festival and Liquid Blue Events as "Additionally Insured". Said certificate must be received by management or exhibitor will not be allowed to participate in the Exhibition. Management reserves the right, in Management's sole and absolute discretion, to require additional insurance based on Vendor's permitted use of assigned space. Under extenuating circumstances, when insurance is not available, Reno River Festival and Liquid Blue Events, will require the Vendor/Sponsor to sign separate "Hold Harmless Agreement" above and beyond this signed agreement.
- 9. Utilities:** Electricity services are available during the Reno River Festival for an additional fee, as set forth within. Vendors requiring said services must make prior arrangements directly with Management to utilize electrical systems and any other provided utilities which Vendor desires to utilize. Any vendor desiring to utilize self provided power or a generator must obtain prior permission from Management, which such permission may be withheld by Management's sole and absolute discretion. All electrical appliances and connections must be in compliance with Nevada OSHA Regulation 1910.303 (B).

Company/ Business: \_\_\_\_\_ Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

