



# 2025 International Women's Festival

## VENDOR GUIDELINES

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We are thrilled to welcome you as a valued vendor at the **International Women's Festival!** To ensure a safe, smooth, and successful event, please review the following guidelines carefully.

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**DATE:** September 6, 2025

**FESTIVAL TIME:** 3:00pm – 9:00 pm

**EXPECTED ATTENDEES:** 1500

**LOCATION:** Midtown Park | 2811 Travis St, Houston, TX 77006 (not on website)

**ATTIRE:** We are asking everyone to wear white!

**MISSION STATEMENT:** To unite and uplift women from all walks of life through a vibrant celebration of culture, creativity, and community, where women celebrate women, share their stories, and honor the power of collective resilience.

**VISION STATEMENT:** To create a global movement where the celebration of women becomes a catalyst for connection, empowerment, and transformation—amplifying voices, breaking barriers, and building a world where every woman is seen, valued, and celebrated.

**MOTTO OR THEME:** Where Women Gather, Greatness Grows: Celebrating the Power of **US!**

### 1. Insurance Requirements

- All vendors must carry **general liability insurance** with a minimum of **\$1M coverage per occurrence**.
  - The **International Women's Festival** must be listed as **additionally insured**.
- Exceptions may apply only with a signed waiver approved by the festival organizers.
- All vendors must comply with **city, county, and state regulations**.
- Vendors are responsible for having all permits available for inspection on-site.
- No Alcohol is allowed to be served by any vendors.

### FOOD & BEVERAGE VENDORS:

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- A copy of food service permit/license.
- A copy of food handler's certification
- Proof of passing a health inspection (if required).
- Compliance with local health and safety codes.

## 2. Equipment Provided vs. Vendor Responsibility

- Vendors are responsible for bringing their own **tents, signage, décor, lighting, and additional equipment.**
- Limited electricity is available; please request in advance.
- Vendors must supply their own **outdoor-rated extension cords and surge protectors.**
- **Generators** are only permitted with prior approval (required for food trucks or specialized setups).
- Water access is limited to public water sources (*water fountains and restrooms*).

## 3. Load-In/Check-In

- **Date & Time:** Designated vendor spaces will be defined by 1:00 pm.
  - If you want to load earlier than 1:00 pm please contact to secure before 9/3/25.
    - Park is open as early as Saturday, 9/6 8:00 am
  - All booths must be fully set up no later than 2:45 pm.
- **Check-In:** Upon arrival, **vendors must check in at the Vendor Entrance / Check-In Tent to receive** their booth assignment.
- **Assistance:** Volunteers will be available to direct you and assist with questions during load-in.
- Please bring dollies/carts as these are not provided.

## PARKING

- **A designated vendor parking area** will be provided. Parking passes will be distributed at check-in.
- Vehicles will only be allowed in loading zones during official load-in/load-out times.
- Unauthorized parking in guest or emergency areas may result in ticketing or towing.
- **Vehicle Access:** Vehicles will be permitted into the festival grounds for unloading only. Once unloaded, vehicles must be moved immediately to the designated vendor parking area.

## CURB PARKING

Midtown Park Conservancy (MPC) does not control the curb space around the perimeter of the Park. Any special uses of curbs must be permitted by the City of Houston. Further information can be found at [www.houstontx.gov/parking/](http://www.houstontx.gov/parking/). **It is the responsibility of the Licensee to obtain any permits required by the City of Houston or MPC to use curb space on any public street.**

## CHECK-IN

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- **CHECK IN AT**
- A **map of the festival grounds** (with vendor booth assignments) will be provided closer to the event date. Booth assignments are final and may not be changed without approval from the event organizer.

## 4. Booth Operations

### BOOTH OPERATIONS

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- **TIME:** Booths must remain **staffed at all times** during official festival hours (**3:00 PM – 9:00 PM**).
- Booth spaces are 10x10 ft unless individually secured.
- Vendors must stay within their assigned footprint.
- Sales and promotional activity must remain within your assigned booth.
- Signage and décor should be professional, neat, and family-friendly.
- No open flames, music, or disruptive displays are permitted.
- We encourage creative branding — think **eye-catching signage, cultural displays, and interactive elements**.

### BOOTH MAINTENANCE & SAFETY

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- Vendors are responsible for keeping their booth area tidy throughout the event, including disposing of trash in designated receptacles and ensuring the space remains clean and presentable at all times.
- Vendors are responsible for keeping exits, aisles, and fire lanes clear at all times.

### EARLY BREAKDOWN

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**Early breakdown is prohibited** to ensure the festival remains visually full and welcoming for attendees. Vendors who leave before closing time risk exclusion from future events.

## 5. Food & Beverage Vendor Rules

- Access to power is limited; contact to secure before 9/3/25.
- **NO OPEN FIRES OF ANY KIND ARE ALLOWED IN THE PARK.**
- **GENERATORS ARE NOT ALLOWED INSIDE THE PARK WITHOUT PRIOR WRITTEN AUTHORIZATION FROM MPC.**
- Electrical cords must be **outdoor-rated** and secured to prevent tripping hazards.

- Water access is limited to public water sources (*water fountains and restrooms*).
- Fire extinguishers are required in booths using heat, cooking, or open flame.
- All food vendors must comply with **local health department regulations**.
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## ALCOHOL

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No outside alcohol is allowed anywhere within the Park without written authorization from MPC. If alcohol is authorized to be served/sold in the Park, a temporary permit from Texas Alcoholic Beverages Commission ("TABC") must be obtained.

## 6. Sales & Payment

- Vendors are responsible for their own point-of-sale systems, cash, and card readers.
- Vendors must comply with all state/local sales tax requirements, including collection and remittance.
- The festival does not take a commission on sales.

## 7. Load-Out

- **Date & Time:** Load-out begins at 9:00 pm. Vendors may not begin packing up or dismantling their booth before this time, to maintain a professional and safe environment for attendees.
- **Procedure:** Vehicles will be permitted to re-enter the grounds only once the festival is officially closed and pedestrian traffic has cleared.
- **Clean-Up:** All vendors are responsible for leaving their booth space clean and free of trash or debris. A clean-up charge of \$250 may be billed if your area is not restored to its original condition.
- **Safety:** Please break down carefully and avoid blocking aisles, exits, or fire lanes.
- **Lost & Found:** Any forgotten items or equipment left behind are not the responsibility of the festival organizers.

## 8. Marketing & Promotion

- Vendors are encouraged to promote their participation using the official festival hashtag: **#IWF2025**.
- Festival branding, logos, and digital assets will be made available upon request.
- Each vendor will be listed on the official **festival website**. Please ensure your vendor profile (logo, description, website link) is submitted by 9/3/25.

## 9. Prohibited Items

- The following are strictly prohibited: **weapons, offensive or discriminatory merchandise, counterfeit goods, illegal substances, or hazardous materials.**
- All booth displays and merchandise must be **family-friendly and culturally respectful.**

## 10. Emergency & Weather Contingency

- The festival is a **rain-or-shine event**. Vendors should prepare for varying weather conditions.
- In the event of severe weather, the International Women's Festival will be postponed and rescheduled to March 8, 2026. Vendors will be notified immediately of the change and provided with updated event details

## 11. IWF Contacts

- Adrianna Clasen | [Events@internationalwomensfest.com](mailto:Events@internationalwomensfest.com) | 713.202.7353
- Jenny Justice | [contact@jennyjustice-newmyer.com](mailto:contact@jennyjustice-newmyer.com) | 281.908.3478
- Melissa Cantu | [melissa.cantu@allpointswarehouseinc.com](mailto:melissa.cantu@allpointswarehouseinc.com) | 832-544-2218
- Rebecca Roberts | [mt.Pisgah\\_Invest\\_LLC@outlook.com](mailto:mt.Pisgah_Invest_LLC@outlook.com) | 281.935.7183

# Vendor Quick Reference Checklist

*International Women's Festival – Day-of Essentials*

## Arrival & Check-In

- ✓ Check in at **Vendor Registration Desk** upon arrival

## Booth Operations

- ✓ Booths must be **staffed at all times (3 PM – 9 PM)**
- ✓ **No early breakdowns** allowed
- ✓ Keep booth area **clean & trash-free**

## Equipment & Supplies

- ✓ Bring your own **tent, décor, signage, lights, POS system**

## Electricity & Utilities

- ✓ Limited power available, contact to discuss
- ✓ Bring **outdoor-rated extension cords/power strips**
- ✓ Generators by approval only
- ✓ Food vendors: limited public water access available (*water fountains*)

## Food & Beverage Vendors

- ✓ Submit **health permit & food handler certification**
- ✓ Bring **fire extinguisher** if using open flame/fryer/grill

## Sales & Payment

- ✓ Provide your own **POS system** (cash/card)
- ✓ You are responsible for **collecting/remitting sales tax**
- ✓ Festival does **not take a commission** (unless pre-arranged)

## Insurance & Compliance

- ✓ Proof of **\$1M liability insurance** with festival listed as insured
- ✓ Waiver required if exempt

## Prohibited Items

- ✗ Weapons, offensive/discriminatory merchandise, counterfeit goods
- ✗ All displays/merchandise must be **family-friendly**

## Emergencies & Weather

- ✓ Rain-or-shine event — bring covers for your booth
- ✓ In severe weather, follow **festival staff instructions** for shelter/evacuation

## Marketing & Promotion

- ✓ Use hashtag **#IWF2025** when posting

## **Appendix F**

### **GUIDELINES FOR CATERERS AND CONTRACTORS**

The Park is a unique place to hold events. The space itself and the treasures it contains belong to the public. Protecting the Park and its features is the top priority of Midtown Improvement and Development Corporation doing business as Midtown Parks Conservancy (“MPC”) and is therefore the top priority of every contractor and individual hired to perform services at the Park.

MPC is committed to sustainable building and operating practices. We encourage all contractors and individuals to be environmentally responsible in product selection, packaging and recycling waste.

Please familiarize your staff with the policies outlined in this document. Copies of our GUIDELINES FOR CATERERS AND CONTRACTORS are available from the Park’s Programming Office.

#### **Entering and exiting the Park**

1. Parking is not provided by MPC. Staff may use the Midtown Parking Garage for a fee. The Park is adjacent to public transportation. Public parking meters and surface parking are available near the Park. Bike racks are located in the perimeter of the Park.
2. Load-in and load out must take place in accordance to the pre-arranged schedule approved by MPC. No heavy vehicles are allowed inside the Park. Vehicles are not permitted in the Park without written authorization of MPC, request for which must occur at least thirty (30) calendar days prior to the Event. (See Appendix E: Vehicular Access Guidelines). All vehicles that have been authorized by MPC to access the Park must follow all rules and guidelines set forth in the Vehicular Access Guidelines. Small trucks may be used with MPC’s approval on specified paths.

#### **General rules of conduct**

1. The utmost care and caution must be used when working near flower beds, art installations, trees, water features, buildings and furniture.
2. All equipment, chairs, bus stands, tables, etc., must remain at least three (3) feet from works of art, flower beds and buildings at all times, including set-up and breakdown.
3. In the event that any part of the Park or property is jeopardized or damaged, immediately contact a Park representative and/or a security officer.
4. If you perceive a problem or a potential problem, do not alert the guests. Bring the matter quietly and immediately to the attention of a Park representative and/or a security officer.
5. Do not eat or drink in front of guests. Consuming alcoholic beverages by service staff is forbidden.
6. Know the location of all restrooms, elevators, and emergency exits.
7. Please make sure that your staff is aware of the City of Houston Smoking Ordinance, which bans smoking in public outdoor-seated areas. Catering staff are prohibited from smoking in front of guests and within the Park.
8. Abide by the rules established by MPC.

**Anyone who does not comply with these guidelines will be asked to leave the Park.**

### **Liquor and the law**

1. MPC does not have, nor does it issue, liquor licenses. In order to serve alcohol at the Event, you must have a valid Permit issued by TABC and written authorization from MPC to serve alcohol. In all cases, bartenders must be TABC-certified.
2. **STATE LAW** prohibits the service of alcoholic beverages to:
  - Intoxicated guests. If a guest appears to be intoxicated, immediately inform security.
  - Persons under the age of 21.

**REMEMBER:** Anyone who serves a drink to an intoxicated person or minor can be held personally liable under the state tort law for the acts of an intoxicated individual.

### **Other Requirements**

1. Licensee is solely responsible for hiring the caterer and is responsible for all catering materials brought into the Park, food preparation and busing during and after the Event, breakdown immediately following the Event (excepting only materials owned by MPC) and cleanup. All catering supplies and equipment must be removed from the Event Venue and the Park immediately following the Event. MPC is not responsible for loss of catering supplies, equipment or any other property which is under the care and control of the caterer.
2. Licensee shall ensure that caterers do not dig, stake or otherwise penetrate the ground surface with any post, stick rod or other object. The park has an extensive network of irrigation lines, drain lines, water lines and other infrastructure that could be damaged by such actions, and the Licensee will be responsible for the cost of repairs if any of these lines are damaged.
3. Licensee shall ensure that caterers do not stage, store, rest or place any object, box, bag or other item anywhere in the Park except on paved surfaces or grass. The Licensee will pay for the replacement of any gardens or plant materials damaged by the caterer.
4. Removal of leftover ice, foodstuff, catering trash, etc. is the responsibility of the Licensee. Licensee shall ensure that the caterer remove all food trash from the Event Venue and the Park. MPC dumpsters may not be used for food trash disposables unless prior arrangement is made, including payment of the appropriate fees for such use. Glass bottles or liquid waste may **not** be placed in trash bags. Trash cans and liners are to be provided by Licensee.

### **Do not empty solid debris (lime wedges, shrimp tails, grease or oil, etc.) anywhere in the Park.**

5. Folding screens may be required in certain areas to hide catering work areas from the guests.
6. A diagram of the set-up for seating, buffets, equipment, decorations, etc., must be submitted to MPC for approval at least thirty (30) calendar days prior to the Event.
7. At the conclusion of the Event break-down and clean-up, before leaving the Park, the Licensee will perform a walk-through of the Event site with a MPC representative.
8. A Temporary Food Dealer's Permit must be acquired for all events not fenced (accessible by the public). Fenced, private events do not require a permit. It is always recommended to check with the City's Health & Human Services Dept. for verification. See <http://www.houstontx.gov/specialevents/pdf/foodguidelines.pdf> for more information.



9. Liquefied Petroleum Gas (Propane):

- HFD standby is required for any amount of propane appliances authorized to be used in the Park. Standby will report one hour prior to event and remain one hour after event for connecting and disconnecting of propane cylinders. Licensee shall pay the current City of Houston Standby Fire Watch Fee
- Licensed LP-Gas Company shall perform all connections for propane appliances.
- Storage of spare propane cylinders in the Park is prohibited.
- A current inspection sticker from a licensed LP-Gas Company is required on all propane appliances.
- HFD standby must be present when propane cylinders arrive on site.
- Licensee is not permitted to bring propane cylinders into the Park to store for any length of time before usage. Propane cylinders are only allowed on site when it is actually time to cook and only in the presence of the HFD Standby and/or a licensed LP-Gas Company.
- Bar-b-que pits are not permitted in the Park.

Note: For more information contact see:

[http://www.houstontx.gov/health/Food/mobilefoodunits/LP\\_Gas\\_mfu\\_inspection\\_report\\_August\\_2011.pdf](http://www.houstontx.gov/health/Food/mobilefoodunits/LP_Gas_mfu_inspection_report_August_2011.pdf).

**Food Truck Guidelines:**

Food truck vendors must be registered and licensed with the City of Houston Department of Health and Human Services, and in compliance with all rules set forth in Chapter 20, Section 20-22 of the Ordinance. A food truck that has a current Mobile Food Medallion does not need a Temporary Food Dealers Permit if it meets the following criteria:

1. The food truck has a signed and notarized Property Agreement Letter for that event posted in public view and faxed, emailed or copied to the Mobile Food Units Section Supervisor at the Houston Department of Health & Human Services, 48 hours prior to the event.
2. The food truck is located within 500 feet of a restroom inside of a business that they have permission to use during that event per a signed, notarized Restroom Availability Letter that is posted in public view and has been faxed, emailed or copied to the Mobile Food Units Section Supervisor at the Houston Department of Health & Human Services, 48 hours prior to the event.
3. The food truck visits their Commissary within 24 hours prior to operating on the day of the event and the green Commissary Receipt is retained inside the unit, available to present to the health or peace officer upon request.
4. All of the truck's food operations are conducted inside of the mobile unit. (No external tents, canopies, tables, chairs, cooking equipment, etc. associated with the mobile food truck without written permission.)

**GENERATORS ARE NOT ALLOWED INSIDE THE PARK WITHOUT WRITTEN AUTHORIZATION OF MPC.**

Note: For more information, contact Houston Department of Health and Human Services, Bureau of Consumer Health Services, 832-393-5063 or 832-393-5100 or <http://www.houstontx.gov/health/Food/mobilefoodunits.html>.

**Mobile food trucks operating with LP Gas (Propane) must meet the following: permits by the City of Houston Fire Marshal's Office.**

- Each food truck must have a Mobile Food Medallion permit issued by the City of Houston Health and Human Services Department and a Gas Connection permit issued by the City of Houston Fire Marshal.
- Office Inspected by an approved LP-Gas Company.

- In addition to the above permits, each food truck will need to pull a permit from the City of Houston Fire Marshal's Office.
- Standby Fire Watch Fees are the responsibility of the Licensee
- Multiple food trucks at one location must be spaced 60ft apart
- Standby Fire Watch begins as soon as the food truck arrives at the event. (Example: Event time is 6pm, food truck arrives at 3pm, Standby Fire Watch begins at 3pm)
- Mobile Food Trucks not in compliance with the City of Houston Health & Human Services and the City of Houston Fire Marshal's Office will be escorted out of the Park.

Note: For more information contact:

[http://www.houstontx.gov/health/Food/mobilefoodunits/LP\\_Gas\\_mfu\\_inspection\\_report\\_August\\_2011.pdf](http://www.houstontx.gov/health/Food/mobilefoodunits/LP_Gas_mfu_inspection_report_August_2011.pdf).

**PROPANE IS NOT ALLOWED INSIDE THE PARK WITHOUT THE WRITTEN AUTHORIZATION OF MPC.**

We have each read the above Guidelines for Caterers and Contractors, understand my company's responsibility, and agree to the conditions set forth.

Name of Caterer: \_\_\_\_\_  
(please print or type)

\_\_\_\_\_  
Authorized Signature of Caterer

\_\_\_\_\_  
Date

Name of Licensee: \_\_\_\_\_  
(please print or type)

\_\_\_\_\_  
Authorized Signature of Licensee

\_\_\_\_\_  
Date

**Please sign and return this document to the MPC's office. Remember to keep a copy for your file.**