

## **BRAINERD JAYCEES ICE FISHING EXTRAVAGANZA VENDOR INFORMATION & INSTRUCTIONS**

Thank you for your interest in being a vendor at the Brainerd Jaycees \$150,000 Ice Fishing Extravaganza. This is the **WORLD'S LARGEST** ice fishing tournament with more than 13,000 anglers expected to attend. This is a prime opportunity to showcase your product or cater to hungry anglers, and have a great time doing it!

Limited space is available and all applications will be subject to approval from the Vendor Concessions Committee. **Payment in full is required with application** to be considered for approval. Please download the necessary paperwork and mail to the address provided on the application.

Upon acceptance of your application you will receive a phone call and/or email confirmation. A written confirmation, vehicle pass and further instructions will then be mailed to you approximately 10 days prior to the event.

Should your application be denied you will receive a full refund.

Additional information:

**VENDOR PASS** – Each approved vendor is issued ONE (1) vendor pass with a map of the contest area. You must have this vendor pass clearly displayed in your vehicle or you will not gain entry to the access and contest site. You will only be allowed one vehicle and one trailer to the access.

You will receive additional and final information on vehicle entry to the site, parking, weight restrictions, etc. as the contest nears.

**VENDOR WORKERS / VOLUNTEERS** - On Saturday any vendor workers and/or volunteers not riding in your vehicle will need to shuttle to the Extravaganza site. Parking for the shuttle service is located at the Brainerd International Raceway on Highway 371.

**VENDOR LOCATION ON ICE** – You will be issued your location at the event Site Friday and Saturday. Your space will be marked and you will not be allowed to move your location that has been assigned. **THIS WILL BE ENFORCED**, as certain weight restrictions and product placement is considered. The Brainerd Jaycees reserve the right to move a vendor to another location if needed.

**SET-UP FRIDAY** – Setup will start on Friday, the day before the contest between Noon and 4:00 pm. There will be 24-hour security at the contest site. However, all materials and insurance is the responsibility of the owner. Typically vendors are allowed to bring their vehicle into the contest site for setup Friday.

**SATURDAY, CONTEST DAY** - Setup for vendors will begin at 7:00 am. All vendors are to be ready by 8:30 am. You will be allowed one vehicle and one trailer to park at the access. The Brainerd Jaycees will be providing shuttle service (via ATV and trailer) Saturday starting at 7:00 am from the access to your location on the ice for perishables and materials that can not be brought out Friday. This shuttle will be designated for vendors and will run for the duration of the contest.

Traffic around and within the contest site becomes very busy Saturday and there may be considerable delays. You will want to have as much setup as you can Friday. Please keep in mind anglers have first priority as of 9:00 am.

**ATV USE** – Vendors may use their own ATV's for setup. However, all ATV's must be parked at the access by 8:30 am Saturday. Only authorized ATV's will be allowed within the contest site. This will be strongly enforced due to the number of anglers we have walking the contest site. Failure to comply will result in your vending privileges revoked with the loss of your vendor fee.

**FOOD VENDORS** – In an effort to protect the lake, colored disposable materials are required – cups, bowls, napkins, and any utensils. White is difficult to see and hampers clean up efforts.

**DISPLAY VENDORS** – In an effort to protect our lakes we ask that you limit paper hand-outs and brochures on the ice.

**CLEAN UP & DISMANTLING** – No vendor will be allowed to dismantle prior to 3:00 pm. No vehicles will be allowed on the ice until after ALL contestants are off the ice.

Thank you for participating in the World's Largest Ice Fishing Tournament!

[www.icefishing.org](http://www.icefishing.org)