

Call for MADE IN MISSOURI Vendors!

Best of *Missouri Life* Festival, May 2-4

Deadline for **applications** is March 1, 2008.

Missouri Life magazine invites you to participate in our **Best of *Missouri Life* Festival** May 2-4 in downtown Boonville. Just fill out the accompanying application form.

The **Best of *Missouri Life* Festival** is a weekend long celebration of the food, wine, art, music, other products made in Missouri, and the cultural heritage of the state.

Multiple venues centered around downtown Boonville and the Missouri Life building will host an art show, a separate Made-in-Missouri vendor show, wine tasting, movies filmed in Missouri, musical entertainers, and cultural heritage speakers, performers, reenactors, and displays.

This open-to-the-public and free event (except for some special programs, such as wine tasting and perhaps the headline concert) will be held in downtown Boonville including both outdoor and indoor venues. The participating venues are the historic circa 1880 Missouri Life building; the historic Thespian Hall, the oldest continuously operated theatre west of the Alleghenies; Turner Hall, and the Isle of Capri's concert hall.

See photographs and get updated info at:

<http://missourilife.com/MissouriLifeFest.htm>

<http://www.mo-river.net/History/cooper/thespian/thespian.htm>

<http://shorock.com/muddy/2002pix/turner.html>

<http://www.isleofcapricasinos.com/Boonville/>

These venues are all within a few blocks of each other, and at least three streets between venues will be closed off as well. Several community groups or entities are working with Missouri Life to execute the festival, including The Friends of Historic Boonville, the Boonville Chamber, the economic developer, the Isle of Capri, the Frederick Hotel, the Boonville Tourism Council, and the Missouri Film Office. Participating groups, sponsors or vendors to date include Crown Valley Winery, Ste. Genevieve Chamber of Commerce-sponsored costumed French Colonial reenactors, Missouri Cattlemen's Association, Silver Dollar City, Branson CVB, and others.

The Made in Missouri show will be located on the completely open, 4,000-square-foot main floor of the Missouri Life building. With wooden floors, a beautiful wine cooler, a mezzanine area, this will make a great space for booths. A loading dock at the back of the building will also facilitate booth setup.

The entire event will be promoted as a free, open-to-the-public event itself. In the building with the Made in Missouri show will be an art show and wine tasting.

The Made in Missouri show is juried by a panel of editors.

This weekend art show begins at noon on Friday and runs through 5 p.m. Sunday.

Best of Show cash prize of \$300 to be awarded.

Deadline for **applications** is March 1, 2008.

Fee: \$100, (\$75 refundable until April 1; nonrefundable after April 1) includes piping and drapage. Trash can will be provided. Chairs and tables are also available if needed at no extra cost. Requests due with application.

Booth size: 10 x 10 feet; Only one vendor per booth.

Set up hours: Set up hours: Thursday evening from 3-8 pm and Friday morning before noon. Loading dock schedule will be created.

Hours of show: Noon to 7 pm Friday
10 am to 7 pm Saturday
10 am to 5 pm Sunday

Participating vendors will be listed on Missouri Life's web site with event promotion. We receive 25,000 unique visitors per month to our site.

No numbers can be guaranteed or estimated, as this is a first-time event, which we hope will become annual. The Isle of Capri itself draws 10,000 visitors per day on average Fridays, Saturdays, and Sundays, and the economic developer here estimates about half of those visitors also seek other entertainment, as they may be accompanying a more serious gamer. The Isle is an active partner in promoting the festival, as well.

Promotion will consist of at least four and possibly six editorial and advertising pages in *Missouri Life* magazine, April issue and on our web site immediately. We have already run a Save the Date advertisement in our February issue and received many queries. In addition, due to a Tourism grant, we'll be promoting the event via radio, billboards on I-70, and area newspapers. Map brochures will also be used to promote. The Isle of Capri will promote the event in their newsletter mailed to 60,000 people.

Our target audience mirrors our subscribers and includes high-income couples age 50-60 from around the state as well as regional residents to attend the event.

Contact: Danita@missourilife.com or 660-882-9898, x105 with questions.

Send application form **by March 1** to:

Missouri Life Festival
515 E Morgan St.
Boonville, MO 65233

Eligibility and Rules:

All vendors must have original product. Vendors or their representatives must be present during show hours.

Vendors are responsible for taxes. Boonville taxes are 7.475 per cent and forms will be provided to artists at check in.

The building where the show will be held will be locked when the show is not open. Vendors must carry their own insurance, and *Missouri Life* will not be responsible for loss or damages.

Vendors are responsible for their own meals and lodging, and a variety of options are available. (<http://www.visitboonville.com/accommodation.asp>)