



Thank you for expressing interest in being a vendor for RAGBRAI® in Atlantic on Monday, July 22. The following information is designed to answer some of your questions and assist you in filling out the application. We are expecting between 16,000-20,000 RAGBRAI participants to spend the night and it is our job to make sure there are enough vendor services for everyone. RAGBRAI is truly a unique experience, and we are excited to make the overnight stay in Atlantic a success for everyone involved – riders, support drivers, community members and vendors.

FEES: Registration fees will be due with the application packet, which must be received by June 1. Vendors will have to pay a registration fee as shown below. Part of these fees go toward advertising in the RAGBRAI information packet distributed to riders Saturday in Glenwood, which the RAGBRAI committee tells us many riders use to select their sites for the next day. Additional fees include those for electrical service, cleaning deposit and late registration.

Fee Type	Amount	Who
Registration	\$150	Cass County non-profit vendors
	\$350	Cass County for-profit vendors
	\$600	For-profit vendors from outside Cass County
Clean-up Deposit	\$100	All vendors – refunded pending site clean up
Electrical Usage	\$50	Vendors requiring access to electricity
Late Fee	\$100	Vendors registering after June 1, 2024

LOCATIONS: The majority of vending will be set up just north and west of City Park, the central location for all RAGBRAI activities. Your assigned space will be approximately 20' x 20'. Information regarding the vendor route and vendor location map will be available prior to RAGBRAI. We will have hosts on hand to assist you in finding your vendor location when you arrive.

PRICING: It will be up to each group to set its own prices. The committee will be happy to assist you in making recommendations on prices. In an effort to encourage riders to register, RAGBRAI officials recommend that a lower price be charged to RAGBRAI participants wearing either a registration wristband or Atlantic volunteer shirt. Please list your prices on the application.

IOWA SALES TAX PERMIT: Vendors with for-profit companies just obtain an Iowa Sales Tax Permit. For information about obtaining an Iowa Sales Tax Permit, contact the Iowa Department of Revenue and Finance.

INSURANCE: All vendors are required to include a copy of their liability insurance certificate with their application.

HOURS: RAGBRAI participants will start arriving at 10:00 am. Most of the participants will arrive by 2:00 pm. All vendors must be set up by 9:00 am, so we ask that you allow enough time to set up. We encourage you to plan to stay open late, as the band will be playing until 11 pm. Downtown vendors will not be able to tear down before 11 pm.

ELECTRICITY: If you will need access to electricity, please complete the Electrical Power Usage form and include with your application submission. Standard connections are 120V; please indicate if you need 220V. There will be an additional \$50 fee for electrical usage.

CLEAN UP: All vendors will need to pay a \$100 clean-up deposit. This will be refunded after the event, assuming your assigned area has been picked up, trash is in provided trash bins, and all supplies are removed from the area. Downtown vendors will not be able to break down your booth until after 11:00 pm on Monday, July 22, even if you run out of product earlier.

SIGNAGE: Vendors are responsible for their own signs at their booth. The committee recommends printing neat, easy to read signs that include items and prices. Vendors are not permitted to use the name RAGBRAI on signs; you will receive an official RAGBRAI vendor sign prior to opening. The committee also recommends that each vendor has a sign to put up if or when it runs out of product.

ADDRESS: Mail completed applications, with liability insurance certificate, registration and fees to:
Atlantic Area Chamber of Commerce
102 N Chestnut Street
Atlantic, IA 50022

Please make checks payable to Atlantic RAGBRAI. The \$100 clean-up deposit needs to be in a separate check, which will be returned to you after the event if your area has been appropriately cleaned up.

Thorough planning is key to success. The groups that plan well and have something creative will do very well. RAGBRAI officials have told us that most participants plan where they are going to visit the night before they arrive, so advertising in the promotional handout will be very beneficial. The committee recommends that each group projects how much it plans to sell very carefully, and that you plan to sell out. We want this event to be a winning situation for our vendors and the whole community.

Because RAGBRAI will be in Atlantic early on a Monday, please plan ahead regarding your operating cash. Be sure to have plenty of change on hand.

PRE-MEETING: Once you have been approved as a vendor, you will be contacted regarding a pre-event meeting to be held in late June. This meeting will cover parking, set up, and other operational information; it is very important that you attend. More details will be provided when the time approaches.

Summary of Requirements

- Application (with registration and cleaning deposit fees)
 - Electrical Form and fee (if you are requesting electrical service)
 - Liability Insurance Certificate
 - Sales Tax Permit (not required for non-profit, civic and fraternal organizations)
- Registration and electrical fees may be included in one check; please provide a separate check for the \$100 clean-up deposit fee. Your deposit check will be returned to you after your site is cleaned up.*

Thank you again for your interest in being a RAGBRAI Vendor in Atlantic on Monday, July 22, 2024. If you have questions about the vendor registration or participation, please contact:

- Sheryl Dusenberry, Vendor Chairman, 712-250-0479 or
- Atlantic Area Chamber of Commerce, 712-243-3017



Organization: Profit Nonprofit

Organization Name	
Contact Person	
Street Address	
City, State, Zip	
Phone	
Fax	
Email	
Web Address	
Sales Tax Permit # or	

Products or Service

Type of item(s) that your organization would like to sell. List your items and approximate prices. Please note, vendors MAY NOT sell alcohol of any kind. Please list prices with and without wristbands.

Product Item	Wristband Price	No Wristband Price
1.		
2.		
3.		
4.		
5.		

Applications are due by June 1, 2024. Be sure to include each of the following with your application:

- Completed Vendor Application
- Electrical Power Usage form (if you need electrical service)
- Fees: Registration and electrical usage (if needed); Separate check for \$100 cleaning fee Make checks out to Atlantic RAGBRAI

Please indicate if you do NOT need electrical service:

No electrical service needed



Contact Name	
Phone Number	
Vendor Name	
Mailing Address	
Email Address	

Primary Use:

Approximate # of outlets _____

List of other items:

**PLEASE NOTE – Vendors must provide their own extension cords.

**Please return this form with
your Vendor Application by
June 1**