

October 10th & 11th 2026



Tentative Show Hours

Saturday 10am – 7pm

Sunday 10am – 6pm

The streets of Downtown Reno will be packed for the 44th Annual, Great Italian Festival at The Row during Columbus/ Indigenous Peoples' Day weekend. The streets will be transformed into Little Italy with a grape stomp, People's Choice sauce competition, homemade Italian foods, Retail vendors & incredible free live entertainment. Our booths are located from 2nd Street to 6th Street & Commercial Row.

*****Unless you did shows with us in 2025, no application will be accepted without at least two photos of your work and display! *****

There is a 3% additional charge for all credit card transactions with Williams LTD

A 50% deposit is REQUIRED to secure your space and ALL unpaid balances are due 30 days prior to event

<u>Retail & Pre-Packaged Food Booth Fees</u>		<u>Prepared Onsite Food & Drinks Booth Fee</u>	
# of Booths	_____ 10x10 @ \$450 flat fee	# of Booths	_____ 10x10 @ \$750 flat fee
	_____ 10x15 @ \$675 flat fee = \$ _____		_____ 10x15 @ \$1,000 flat fee = \$ _____
	_____ 10x20 @ \$900 flat fee		_____ 10x20 @ \$1,250 flat fee
For a CORNER BOOTH add \$100	+ \$ _____	For a CORNER BOOTH add \$100	+ \$ _____
Power (please provide power needs to be accepted) add \$75	+ \$ _____	Power (please provide power needs to be accepted) add \$75	+ \$ _____
City of Reno Business License? Y or N		City of Reno Business License? Y or N	
If yes, Lic. # _____		If yes, Lic. # _____	
If no, please add \$40 for a one event permit	+ \$ _____	If no, please add \$40 for a one event permit	+ \$ _____
Total Amount Due	= \$ _____	Total Amount Due	= \$ _____

Name _____ Co. Name _____

NV Resale/Tax ID No. (if you have one) #: _____

Address _____

City _____ ST _____ Zip _____

Phone () _____ Cell () _____

Email _____

Description of work _____

Request (no guarantees) _____

Visa/MC/AMX/Dis _____ Exp _____ CVC _____

The undersigned agrees to comply with all conditions set forth by Williams LTD, it's associates, the Eldorado Casino, and the City of Reno, and hold them free and harmless from any liabilities for activities connected with this show. We reserve the right to ask said vendor to remove any misrepresented or non-stated work. The undersigned agrees that the above credit card can be used at any time for any or all outstanding debt. Cancellation Policy: Any cancellations must be 30 days prior to the show date. Any cancellations 30 days or less will be subject to payment in full of the entire show fee (this includes remaining balance and deposits already made).

Signature _____ Date _____ Full Amount _____
50% Deposit _____

Williams LTD

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