



Street Heat
Grand Sierra Resort & Spa, NV
August 5th ~ 8th 2026

Tentative Show Hours
Wednesday – Saturday: Noon to 10pm

Street Heat 2026 is four unforgettable days and nights of gorgeous cars, high-energy music, delicious food, thrilling exhibitions and so much more. Feel the excitement on and off the road as custom rides, live performances, cruise and astounding showcases take over the resort. Whether you are here for the roar of the engines, the free live music, the festival atmosphere or a full weekend getaway, Street Heat 2026 delivers non-stop action, flavor and entertainment from the moment you arrive.

A 50% deposit is required to reserve your space and ALL unpaid balances are due 30 days prior to event
There is a 3% additional charge for all credit card transactions with Williams LTD

Prepared Onsite Food & Drink Booth Fees

# of Booths 10x10 @ \$1,500.00 – Flat Fee
10x20 @ \$3,000.00 – Flat Fee

Electricity (please provide power needs to be accepted) Please add \$500 = \$

City of Reno Business License? Y or N
If yes, Lic #
(If no, please add \$40 for temp. permit) = \$

Total Due: = \$

- 1. Include at least 2 photos of you work and 1 of your display 2. Make checks payable to Williams LTD

Name Co. Name
NV Resale/Tax ID No. (if you have one)#:
Address City ST Zip
Phone ( ) Cell( ) Email
Description of work
Request (no guarantee)
Visa/MC/AMX/Dis Exp. CVC

The undersigned agrees to comply with all conditions set forth by Williams LTD, Grand Sierra Resort & Spa 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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