

GARDEN GROVE STRAWBERRY FESTIVAL ASSOCIATION

P.O. BOX 2287, GARDEN GROVE, CALIFORNIA 92842 (714) 638-0981

www.strawberryfestival.org

2010 EXHIBIT SPACE LICENSE AGREEMENT

DATES AND TIMES:

The 2010 Garden Grove Strawberry Festival will be held at the Village Green of the Garden Grove Civic Center. The board of directors of the Garden Grove Strawberry Festival Association has authorized this year's festival to run from Friday (May 28) through Monday (May 31). The festival operating hours shall be as follows:

Friday,	May 28.....	1:00 p.m. - 10:00 p.m.
Saturday,	May 29.....	10:00 a.m. - 10:00 p.m.
Sunday,	May 30	10:00 a.m. - 10:00 p.m.
Monday,	May 31	10:00 a.m. - 9:00 p.m.

NOTE: Above times may be subject to change so please plan accordingly.

EXHIBITORS MUST OPEN FOR BUSINESS AT TIME OF FESTIVAL OPENING EACH DAY, AND MUST REMAIN OPEN UNTIL CLOSING. Failure to comply will result in expulsion without refund of fees. .

BOOTHS:

Booth size is 10' x 10' or multiples as available. All booths have a canvas roof, back and side dividers. The booths are provided with one (1) light and one (1) electrical outlet. The booths have no floors, chairs, tables, or a front security cover(s).

Inline booths have 3 walls with an open front. Corner booths have only 2 walls with 2 open sides . You must supply security covers for the exposed sides if you plan on leaving your product overnight. .

BOOTH LOCATION:

The location or arrangement of booths upon the festival grounds is at the sole discretion of the Strawberry Festival Association. **NOTE... Because of our festival layout, most of the booths will not be accessible by vehicles due to narrow aisles. You most likely will need to bring a hand truck or cart to transport your merchandise.**

FLAME PROOFING:

All flammable materials and decorations must be flame proofed according to city and state regulations.

INSURANCE REQUIREMENTS. SEE ATTACHED FORM

ELECTRICAL POWER:

Each booth is limited to 750 watts of electricity. If additional electrical wattage is needed, it will be provided at an additional charge for expenses incurred (min. \$150.00). All requests for additional wattage must be sent in with your signed rental application; requests received after submission of application shall not be considered. Each exhibitor must take necessary steps to protect any equipment from power surges or outages.

Each booth will have 1 overhead light and 1 electrical outlet provided by the festival. Exhibitors who want additional outlets or lights must supply their own. All strip plugs must be UL approved with a built-in circuit breaker. All extension cords must be heavy duty 3-prong plug. All lights must be 3-prong, UL approved lighting.

REGULATION COMPLIANCE:

All exhibitors must comply with applicable laws, ordinances and regulations concerning exhibits. You must have a valid California Resale License Number before we can accept your application. Contact The State Board of Equalization at:

28 CIVIC CENTER PLAZA
SANTA ANA CA
(714) 588-4051

The City of Garden Grove requires a Local Business Permit . Forms to obtain this permit will be enclosed with your vendor packet if you are accepted for the 2010 festival. **PLEASE SEND AS SOON AS POSSIBLE.**

PICTURES: Pictures of items to be exhibited or sold must be submitted with the application if not submitted in prior years. These items must also be listed on your application. No other items shall be exhibited or sold without written consent of the Strawberry Festival Association. Any items displayed for sale that are not listed on your application will not be allowed. If the items are not removed, you will be asked to leave the festival, and all fees are forfeited.

ITEMS EXHIBITED, SOLD OR GIVEN AWAY:

No items may be exhibited, sold or given away without prior approval of the Strawberry Festival Association. No items may be exhibited, sold or given away which may be detrimental or offensive to the Strawberry Festival Association. It is agreed between parties, Strawberry Festival Association and exhibitor, that the decision of the Strawberry Festival Association as to what items are detrimental or offensive is final. Upon notice from the Strawberry Festival Association, exhibitors shall agree to immediately discontinue the exhibiting or selling of such items. No Alcohol in vendor booths ,or on festival grounds.

The following items are prohibited from sale unless special permission from the Vendor Booth Director has been given.

- ◀ **FOOD – only pre-packaged food specifically approved by the Vendor Booth Director may be sold—NO SAMPLES may be given out at any time due to Health Department regulations.**
- ◀ **FIREWORKS, POPPERS, AND SIMILAR ITEMS**
- ◀ **POTATO GUNS, SLINGSHOTS, ETC-- No device that shoots a projectile**
- ◀ **KNIVES, GUNS, OR OTHER WEAPONS , Swords, etc.**
- ◀ **SUNGLASSES, SILVER JEWELRY – For competitive reasons we must restrict the number of vendors selling these items. ONLY SPECIFIED VENDORS CARRYING THESE ITEMS AS THEIR MAIN PRODUCT WILL BE APPROVED TO SELL THESE ITEMS**

Any item to be given away by an exhibitor must have prior approval of the Strawberry Festival Association. **NO BALLOONS ARE TO BE GIVEN AWAY OR DISTRIBUTED.** All business, including distribution of flyers and business cards, must be done **within your booth space.** Anyone conducting business outside their designated booth space will be asked to leave the festival without refund of fees.

REFUNDS:

No refunds will be made after opening day due to location changes. There will be no refunds if exhibitors cannot operate due to temporary power failures, weather, insurrections, earthquakes, or any act of God. Exhibitors agree that they waive any right to a refund or for any cause of action for loss of income or profit.

DISHONORED CHECKS:

Checks submitted for payment which do not clear the bank shall automatically cancel the exhibitor booth reservation. Reinstatement, if allowed, at the sole discretion of the Strawberry Festival Association shall require a cashier's check, cash, or money order which equals the rental fee plus \$31.00 to cover the Strawberry Festivals Association's expense. Reinstatement is at the sole option of the Strawberry Festival Association. **CHECKS WILL NOT BE ACCEPTED AFTER MAY 1, 2010.**

EXHIBITORS:

Exhibitors shall not interfere with other exhibitors and shall confine their activities to their own space. Exhibitors will not block aisles or the frontage of adjoining booths. Microphones and speaking systems of any nature, other than a normal voice, shall not be allowed unless approved and operated by approval of the Strawberry Festival Association. An exhibitor agrees to immediately remove any item , device or exhibit that violates the Strawberry Festival Association's requirements set forth in these terms and conditions, or any existing law..

BOOTH PERSONNEL:

During festival operating hours all **booths must be open and have a minimum of (1) adult (18 or over) manning the booth to serve festival customers.** Failure to comply shall automatically forfeit the exhibitor's right to their space. Their space may then be rented to another exhibitor with no refund to the previous exhibitor.

ASSIGNMENT - SUBLETTING:

The parties agree that the Association is attempting to have a quality festival, and desire to insure that the exhibitors have a successful festival as well. To do this the Association must approve the exhibitor and those items which will be sold or displayed at the festival. To insure the Association's control over the items sold or displayed, the exhibitor agrees not to assign or sublet all or any portion of the space leased by the exhibitor under this agreement. An exhibitor agrees that any attempt to assign or sublet shall be cause for revocation of exhibitor's license to occupy the space and that exhibitor shall forfeit any sums paid by exhibitor to the Association.

SECURITY:

Security will patrol periodically within the booth areas during non-festival hours. The patrols will start Friday night and continue until festival closing Monday night). The Strawberry Festival Association advises all exhibitors that they should not leave any property on the grounds overnight when they are not there in attendance and the Festival shall not be responsible for any loss or damage to exhibitor's property. Exhibitors choosing to keep merchandise in their booths overnight do so at their own risk, and must supply their own front panel wrap for their booth. NOTE: There will be no security Thursday night before opening day.

SETTING UP:

All booths will be available at 5:00 p.m. Thursday, May 27. Exhibitors may then start setting up for the festival at their assigned booths. All exhibits must be in place by 12:00 p.m. Friday, May 28. Exhibits not set up and ready for business by the designated time will be canceled and the rental fees forfeited. No vehicles will be allowed on the grounds after 11:00 a.m. Friday, May 22, **THERE WILL BE NO EXCEPTIONS.**

BREAK DOWN:

All exhibits or displays must be removed from the Village Green area by midnight, Monday, May 31, 2010. Lights and electrical connections will be terminated by 10pm. The booths shall be left in the same condition, as when exhibitors occupied them and must be left free of any trash, boxes, displays, or other objects; the booth shall be broom clean. No portion of exhibitor's exhibits or displays shall be removed prior to the close of the festival, 8:30 p.m., May 31st. Any exhibitor who does not clean up after himself or herself shall not be asked to return the following year. **A \$50.00 refundable cleaning deposit may be required.**

PARKING:

Exhibitors may either park on the street or pay an additional fee to park in designated parking lot. A separate letter of agreement will be sent to you on this subject. =====

KEEP THIS LETTER FOR FUTURE REFERENCE

Please sign and fax back to Sue Catlin at 714-534-4729 before April 15, 2010.

I have read and agree to the conditions as set forth above.

_____ Date _____
Name/Title

Company