



2021 SHOW REGISTRATION Release 2

FOOD BOOTHS

NAME: _____ BUSINESS NAME: _____
 ADDRESS: _____ CITY/ZIP: _____
 EMAIL: _____ CELL: _____ OTHER PHONE: _____

FOOD ITEMS TO BE SOLD: _____

(Include 4 product, 1 booth photo (we keep) + **self addressed stamped envelope**)

BOOTH CONFIGURATION: ___ 10'x 10' ___ 10'x 15' ___ 10'x 20' ___ 10' x 25' ___ 10' x 30' **(attach diagram)**

EQUIPMENT USED FOR YOUR BOOTH: (check all that apply) ___BBQ ___DEEP FAT FRYER ___WOK
 ___PROPANE TANKS ___STERNO ___GENERATOR (if so, what type - "Honda 4500, etc.) _____

CALIFORNIA RESALE LICENSE NO.↑ **(ALL EXHIBITORS INCLUDE COPY**)** VEHICLE LICENSE PLATE NO.↑ TYPE & COLOR

Check the box for each show you are applying for **and booth size that you need for all your stuff plus fire set-backs: tent, prep areas and equipment/grills, and such.** For example, if you have a bbq you need extra space to allow for the space between you and the next food vendor. **10% commissions are due Sunday nights. You will need to comply with any and all recycling rules at all shows.**

Alameda Spring Festival **Postponed until 2022**

New!...

***Novato Art Stroll** **June 26 & 27, 2021** \$700 Flat Fee _____

Novato Festival of Art, Wine & Music **August 21 & 22, 2021** \$700 + 10% _____

Downtown Alameda Art & Wine Faire **Postponed until 2022**

SECURITY DEPOSIT: Enclose a separate check in the amount of \$600. This will be forfeit if your area is damaged or left unclean, or if you do not turn in your commission as agreed, or if you cancel an event, or to cover any unforeseen expenses incurred by producer due to your participation.

Don't forget to include: *Application, *payment: space fee, security deposit, electrical check(s) if needed, *S.A.S.E., Booth Photo (everyone)

ELECTRICAL NEEDS: ___ None ___ Yes, I need power. Enclose a separate check, \$25 per 15 amps of power. One cord = \$25.

EXHIBITOR SHALL DEFEND, INDEMNIFY AND HOLD HARMLESS, ECKERSTROM PRODUCTIONS LLC, THE SPONSORING ORGANIZATION AND THE CITY FROM AND AGAINST ALL ACTIONS, PENALTIES, DAMAGES, COSTS, LOSSES AND EXPENSES WHICH ARISE OUT OF OR ARE IN ANY WAY RELATED TO THIS AGREEMENT TO ACTUAL ALLEGED ACTIONS BY EXHIBITOR. IN THE EVENT OF BAD WEATHER OR CANCELLATION NO REFUND WILL BE GIVEN. I HAVE READ AND UNDERSTOOD ECKERSTROM PRODUCTIONS, LLC TERMS & CONDITIONS AND WILL ABIDE BY THEM.

EXHIBITOR SIGNATURE (MUST BE SIGNED TO BE ACCEPTED)↑ _____

DATE _____

TERMS & CONDITIONS

1. All applications must be **completed fully**, signed and submitted to EP prior to space reservation acceptance. Please make sure your writing is legible. *Notations such as "on file", "you have", "returning vendor", will hold up your application substantially.*
2. New applicants must include five (5) photos of your food including **one booth shot**. For last year's returning vendors - just the booth shot will suffice. We typically keep the booth shot, and occasionally a product photo for committee use.
3. Space fees should be included with your application in the form of separate check(s), one per show applied for, payable to Eckerstrom Productions, LLC, or call the office for a credit card authorization form (only if you really need to). There will be a \$35 fee for bounced checks.
4. **EVERYONE, please include a self addressed stamped envelope with all applications & correspondence.**
5. Booth size is 10' x 10' unless otherwise indicated. We provide the space only, no canopies, etc.
6. Preshow non-compliance with the health department will result in forfeiture of space fees should the problem disqualify a vendor from participation. It is the food vendor's responsibility to research and understand county requirements prior to submitting their application.
7. Review instructions for food vendors accompanying your acceptance, or on our website.
8. There are no deadlines, shows are open until full.
9. You may only display food items that have been juried in or approved by staff onsite.
10. COMMISSIONS are due at the close of show, and should be based on gross sales...in other words, don't deduct expenses before figuring the 10% commission due. An envelope will be distributed at the show and instructions given as to where and when to turn it in.
11. Please **ARRIVE ON TIME**, giving yourself a good margin of error. **If you are not in your space by the specified deadline in your show packet, your space may be reassigned and forfeit.** The space numbers are numeric so we suggest parking and finding your space on foot first, then drive to your space to unload.
12. There is **NO REFUND OF FEES** on CANCELLATIONS.
13. All applications are juried by category on a first come, first serve basis.
14. You will usually receive a notice within a month of submitting your application which will notify you whether you were accepted or not.
15. Show packets will go out approximately one week prior to the show, and will contain space assignments with general booth location, directions to the show, show set-up instructions, etc. Packets are also online.
16. Participants are asked to conduct themselves in a professional and tasteful manner at all times. Failure to do so may result in your being asked to leave the show with no refund of fees.
17. Electricity is not provided unless approved and paid for in advance.
18. Sorry, but we cannot accommodate specific space requests. If you have legitimate special needs notate them on your application and we will do our best to accommodate you. Call the office for clarification if you need to.
19. **PARKING** instructions will be included in your show packet. Please remember when you are asked to keep your vehicles off the grass there is a reason...usually because failure to do so may damage sprinklers, pipes, etc. which you are unaware of. If you disregard these type of requests, future acceptance at our shows may be in jeopardy and you will be liable if you break something. When parking issues arise, we expect full cooperation from you when asked by event staff.
20. **IT IS YOUR RESPONSIBILITY TO INFORM YOURSELF SO AS TO BE ABLE TO COMPLY WITH THE HEALTH DEPARTMENT REQUIREMENTS PRIOR TO SHOW, AND ON THE FIRST INSPECTION AT THE EVENT. MANY COUNTIES CHARGE EXCESSIVE ADDITIONAL FEES TO REINSPECT AND YOU WILL BE RESPONSIBLE TO PAY FOR THIS IF APPLICABLE.** You will also need to comply with recycling requirements for each applicable show.
21. Each booth must have it's own fire extinguisher(s) and comply with all Fire Department requirements.
22. No small children and/or animals will be permitted.
23. Vendors are responsible for providing their own insurance for the event including additional insured certificates for the City and the event Sponsoring organization, and are responsible for their booth and goods at all times, regardless of whether security is present or not.

Thanks for choosing our shows. We will do our best to make them profitable and enjoyable for all!



ECKERSTROM PRODUCTIONS, LLC

PAYMENT

How are you paying your space fees?

Check/cash _____

Credit Card _____ (Complete Part B below)

2020 Show Fee Credits carried forward: \$ _____

2021 Total Due: \$ _____

2020 credits used: \$ _____

Balance: \$ _____

Refund Value on 2020 credits: \$ _____

If Total Due is greater than Credits, include payment via check, or credit card (below). If Credits are greater than what is due, indicate on page 1, if you would like to rollover to 2022, or if you want the refund less cancel fee offered in 2020.

PART B

CREDIT CARD ENTRY FEE PAYMENT AUTHORIZATION FORM

Check the box for each show and indicate amount you want charged to your credit card listed below.

Novato Festival of Art, Wine & Music \$725 .00 _____

Other: _____ \$ _____ _____

TOTAL: \$ _____

PAYMENT SUMMARY

We prefer you pay by check. However, we will accept credit cards for space fees (without the cash discount) also if you need to pay that way. 10% commissions will still be due at close of show with *check or cash*. Failure to turn in your commission at show may result in the charges referenced on page 1 of this contract to your credit card to fulfill your 2 part space fee payment obligations.

Please charge my credit card for shows above I am accepted to, that I have applied for or for other items as indicated. I understand that no refunds or exchanges will be made via this credit card and I am not receiving the cash discount paying this way.

**Visa/Mastercard # _____ Exp. _____ 3 digit code: _____

Signed:

Date: