

FREMONT FESTIVAL OF THE ARTS

Gourmet Marketplace

August 1-2, 2009



You are invited to join us in The Gourmet Marketplace in the heart of the Fremont Festival of the Arts. Hosted by the Fremont Chamber of Commerce, the Festival of the Arts is located in Central Fremont on Paseo Padre Parkway between Walnut Ave. and Mowry Ave. and will take place Saturday and Sunday, August 1st and 2nd from 10:00 a.m. to 6:00 p.m.

With attendance topping 390,000 the Fremont Festival of the Arts is truly an exceptional sales opportunity. It has earned the distinction of being the largest and most widely attended two-day festival in the Bay Area and west of the Mississippi. The festival is host to a wide variety of activities and entertainment for the entire family including over 650 top-quality artisan booths; two stages with music for all tastes and ages; Kid City complete with thrilling rides, games, and the Kid City stage featuring jugglers, dancers and puppet shows; Gourmet Marketplace with prepackaged products that would please even the most discerning gourmet cook; and the Wine Garden, a shady and secluded retreat perfect for connoisseurs of fine wine, food, and music who want to enhance their festival experience. The best news of all, admission to the festival is free.

The application and rules of participation follow. Exhibitor space is limited so we suggest you reserve your space as soon as possible. If you have questions, please call Nina Moore at 510-795-2244 x 107 or email nmoore@fremontbusiness.com or Cindy Bonior at 510 795-2244 x106, or e-mail cbonior@fremontbusiness.com.

GOURMET FOOD MARKETPLACE

2009 Exhibitor Application

Name: _____

Co. Name: _____

Street: _____

City: _____

State: _____ Zip _____

Phone: _____

Fax: _____

Email: _____

Resale #: _____

A valid California Resale # is required by the CA State Board of Equalization. Exempt vendors must submit form BOE-410-D with application.

Detailed description of your product: _____

Send or fax application and all materials to:

FREMONT CHAMBER OF COMMERCE
39488 STEVENSON PLACE, STE. 100
FREMONT, CA 94539

Phone: (510) 795-2244

Fax: (510) 795-2240

Email: nmoore@fremontbusiness.com

Web site: www.fremontfestival.net

INSTRUCTIONS:

Complete application by printing clearly and legibly. Indicate your choice of booth size in the Fees & Payment section below. Total all fees and indicate your choice of payment. Submit completed application, required fees, supporting documents, and the signed participation agreement to the address below. If you have not participated in our festival in the past, you are required to submit photo or product samples. You will be notified as to whether you have been accepted into the show

FEES & PAYMENT:

- Single space (10'x10') - \$375 \$ _____
- Double space (10'x20') - \$750 \$ _____
- Triple space (10'x30') - \$1,125 \$ _____
- Corner space - add'l. \$100 \$ _____
(not guaranteed, provide a separate check)
- Health permit - \$67 \$ 67.00
(subject to price increase after June 30, 2010)
- Health permit - late fee \$32 \$ _____
(if submitted after July 9, 2009)
- City of Fremont vendor fee \$ 5.00
- TOTAL** \$ _____

Check enclosed
Make check payable to Fremont Chamber of Commerce

Please charge my:

- Visa
- MasterCard

Name on card: _____

Card #: _____

Expiration date: _____

Signature: _____

GOURMET FOOD MARKETPLACE

Exhibitor Agreement

Please keep a copy of this agreement for your records.

Festival Rules: Because our food concessions are operated by charitable non-profit organizations for the purpose of fund raising, we cannot allow the sale of individual portions for consumption at the festival. All products must be packaged for the consumer to take home. There is no exception to this rule. The exhibitor must produce all items, no mass-produced or imported items will be allowed. Checks and photos from applicants will not be returned, regardless of whether application is accepted for participation. During the festival, the products exhibited will be checked against the photos and the description provided with your application. If items exhibited are grossly different in nature than appears on this application, the exhibitor will be removed from the festival and will forfeit all fees paid. Include with your application 3 pictures of food items to be exhibited, and 1 picture of your booth presentation. Samples will also be accepted. Please include your name on each photo for identification. No slides accepted.

Space Location: Space location is assigned on a first come first serve basis.

Electricity: Electricity is not available. Should you require electricity, you must provide a generator. Festival management must approve the use of generators. All generators must whisper-quiet.

Ice: The Festival does not supply ice; however, ice is available for purchase on site. We anticipate the cost will be \$6 per 40lb. bag, *cash only*.

Alcoholic Beverages: Absolutely no alcoholic beverages will be allowed to be sold or brought onto Festival grounds. Violation of this rule will result in the immediate closure of the booth with no refund.

Health Department: An application for a health permit has been included with this application. Please complete the application to the best of your ability. Return the completed health permit application to the Fremont Chamber of Commerce. We will file the application on your behalf. Your application must reach us no later than July 9, 2009 or an additional \$32 penalty will apply. *Health Department fee is subject to change after June 30th*. Documentation for exempt vendors must be submitted with your completed application.

State Board of Equalization: All vendors are required to submit a valid California Resale Number with application. Exempt vendors must submit form BOE-410-D with completed application. Form BOE-410-D is included with this application.

City of Fremont: The City of Fremont requires any vendor located within the City of Fremont to have a business license. If your business is located within city limits, you must submit a copy of your business license with this application. If your company is not located within city limits, you are required to hold a Temporary Vendor Permit. The fee is \$5 and is listed in the fee section of the application. Please remit this fee with your application and we will file the necessary permit application for you.

Acceptance and Space Assignment: You will be advised of your acceptance into the show within 5-days following receipt of your completed application and supporting documents. Accepted exhibitors will receive space assignments via email no later than Tuesday, July 28, 2009 along with final instructions. Only applicants who have requested and paid for corners will be placed on corners.

Payment: Payment is due with application, no exceptions. Should a separate check be remitted for a corner space and a corner space is not assigned, the check will be returned. If payment was made via Visa/MasterCard, the additional corner space fee will be charged upon a corner assignment. There is a \$25 charge for returned checks.

Cancellation: All cancellations must be submitted in writing. A cancellation request received after close of business on June 27, 2008 will not be eligible for a refund.

Cancellation of Event: If weather, acts of God, or other circumstances beyond the control of the Fremont Chamber of Commerce cause the event to be cancelled, participation fees will not be returned. The Fremont Chamber of Commerce cannot be held liable by Exhibitor for the failure of the event to take place.

I understand that all items to be sold must be originally produced by me and that no mass produced or imported items will be allowed in the Festival. I understand that during the Festival, my work will be checked against the photos and description that I have provided with the application and if that if the items grossly differ in nature or are obviously of commercial origin or are imported, I will be removed from the Festival and forfeit all fees paid. Further, I agree to abide by all rules as stated above and understand that should I violate these rules, I will be removed from the Festival and forfeit all fees.

Signature _____

Date _____