



Sebastopol's 66th Annual
APPLE BLOSSOM FESTIVAL
“Old McBlossom on a Farm”
 April 21 & 22, 2012
Vendor Application
Craft - Informational - Commercial
SET UP — SATURDAY 6AM NO EXCEPTIONS!

Business Name _____ Contact _____

E Mail Address _____ Website _____

Mailing Address _____ City _____ State _____ Zip _____

Phone (_____) _____ California Resale Permit # _____

Have you been an exhibitor at the festival before ____ yes ____ no If yes, which year? _____

What is the purpose of your booth?

Handmade by Vendor ____ **Informational** ____ **Commercial Sales** ____

List items to be sold and price range. Be as specific as possible. Use reverse side if necessary

(Items displayed in the booth, but not included on application will be eliminated)

Special requests/requirements _____

I agree to abide by the guidelines for the Apple Blossom Festival; participate both Saturday and Sunday, April 21 & 22, 2012 Festival policy dictates that there are **no refunds for cancellations**. Festival Events will not be cancelled because of weather conditions. The Exhibitor shall indemnify and hold harmless Sebastopol Area Chamber of Commerce from any and all claims, causes of action suits, damages, injuries and losses to any person or goods arising out of or connected in any way with the renting of space in the Apple Blossom Festival.

Signature _____

VENDOR APPLICATION

Ives Park & Veterans Memorial Building in Sebastopol, CA

Booth Space Fees

Each vendor is issued 4 festival passes (wristbands/lanyard). This must be worn by exhibitor/worker for **both** festival days. Additional passes are available at a discounted price of \$5.00 each if purchased prior to April 1st. Additional passes are good for 1 day only. After April 1st, passes must be purchased at the gate for regular price.

Size	Chamber Member	Non-Chamber Member	Non Profit	
10 x 10	\$175	\$225	\$150	_____
10 x 20	\$275	\$375	\$225	_____
**Corner	\$ 50.00 Limited corner spaces available. First come first served.			_____
	**Separate payment required for corners.			
	# _____ Additional passes @ \$5.00 each (Limit of 4)			_____

TOTAL FEES PAID _____

Please make checks payable to the **Sebastopol Area Chamber of Commerce**.

Visa or MasterCard (circle one) Name on card _____

Card # _____ Exp Date _____

PLEASE BE SURE YOU HAVE ENCLOSED THE FOLLOWING:

- 1 Application completed & exhibitor agreement signed & attached
- 2 A copy of your So Co Dept of Health Services Retail Food Facility Permit, if applicable.
- 3 Additional information about you and your work that we might use for publicity.
- 4 Pictures of items you will be selling and a picture of your booth.
- 5 Check or money order made payable to **Sebastopol Area Chamber of Commerce**.
- 6 Separate payment for corner requests.

Mail to: Attn: **ABF c/o** Sebastopol Area Chamber of Commerce, PO Box 178, Sebastopol, CA 95473

Incomplete applications will not be considered.

Questions? Email– sebabf@sebastopol.org M - F 9am - 5pm at 707 823-3032

**Applications will be juried and accepted bi weekly until spaces are filled.
First Jury—January 20, 2012**



SEBASTOPOL
AREA CHAMBER OF COMMERCE
Local Flavor. Global Vision.

Apple Blossom Festival

EXHIBITOR AGREEMENT

Ives Park & the Veterans Memorial Building in Sebastopol, CA
Festival operation hours are Saturday 10am - 6pm & Sunday 10am - 5pm

ABOUT THE FESTIVAL

April 21 & 22, 2012, Sebastopol will host the 66TH Annual Apple Blossom Festival, a special event celebrating the agricultural heritage & artistic talent of Western Sonoma County. The Festival has been increasingly successful & we expect this year's attendance to exceed 12,000 for the two days. The Apple Blossom Festival showcases the finest artists & crafters from 10am to 6pm on Saturday, **April 21st** & 10am to 5pm on Sunday, **April 22nd**. **There is ongoing live entertainment, a children's activity area, a fine art exhibit, & delicious food & drink.** General admission is \$10.00 Adults, \$5.00 Seniors (62) & Children (11 - 17) years & Children 10 & under are free.

Please maintain a positive attitude during the festival. If you have a complaint bring it to a festival representative and/or add it to the evaluation card that is in your check in package. Let's make everyone's experience at the Apple Blossom Festival a good one.

Please read all information carefully, complete and mail as instructed. Your check will not be deposited unless your application is complete and accepted. Notice of acceptance, rejection, or waiting list status will be e-mailed to you. Additional festival passes and booth set up instructions are mailed at a later date or picked up before set up.

NO APPLICATION WILL BE CONSIDERED WITHOUT COMPLETE PAPERWORK!!!

BOOTH FEES

Booth fees are as stated in the application. Booth fee covers ground space only. You provide booth, tables, etc. We reserve the right to alter the booth layout plan but we will try to meet specific space requests if possible.

VENDORS

The Festival is open to quality hand-crafted items, folk art, quality imported goods, unique gifts and products appropriate for the Festival. There will be limited space for non-profit and commercial vendors. Set up is Saturday morning beginning at 6am. The spaces are 10' x 10' open spaces, located outdoors on grass or pavement around the Veterans' Memorial Building or in Ives Park. Booths are constructed from your own materials; a shade canopy is recommended, white is preferred. Electrical outlets are not available around the Veterans building.

FOOD VENDORS

A booth space fee and a 10% override fee based on gross sales for food vendors. **Please pay override Sunday night at the Chamber booth in front of the Veterans building.** All food vendors must comply with local Health Department rules and regulations. Specific information can be obtained by contacting the Sonoma County Department of Health Services. The Health Department will be present at the fair and will inspect all food booths. Food vendors must provide a proposed menu including beverages.

Applicants will be screened based on quality, products and avoidance of duplication.
PREVIOUS YEARS ACCEPTANCE DOES NOT GUARANTEE ACCEPTANCE THIS YEAR.

Apple Blossom Festival

EXHIBITOR AGREEMENT

UNLOADING/PARKING

Two parking/unloading passes are issued to each vendor. This allows two vehicles entrance to festival grounds for unloading and setup. Exhibitors and workers will be issued individual wrist bands/lanyards to be used as entrance passes. Overnight parking/camping is allowed in front of your booth. You must be out of the park by 9am each morning.

REFUNDS

We have a **No Refund Policy**. Application is considered to be a firm commitment to the event. We do not refund for conditions considered acts of God; power failure, excessive wind storm, earthquake, rain, fire, etc.

ELECTRICITY

Electricity is very limited in the park and available only to food vendors. Your needs must be stated exactly so we may place you in the appropriate space.

INSURANCE:

ALL FOOD VENDORS at the Apple Blossom Festival must have a current liability insurance policy of \$1,000,000 or greater. A certificate of insurance naming the **Sebastopol Area Chamber of Commerce** as additionally insured must accompany the application.

GENERAL

- Alcoholic beverages will be sold by the Sebastopol Area Chamber of Commerce only.
- Pets of any type are not permitted on the Festival grounds, other than Licensed Service Animals.
- No one may sell Sebastopol Area Chamber of Commerce merchandise.
- Exhibitor agrees to maintain dignity and integrity of the Apple Blossom Festival.
- The Festival reserves the right to ask any Exhibitor or its employees to leave the Festival if we feel they are not acting in the best interest of the Festival.
- The Festival reserves the right to deny sale of items that have not been listed on your application.

Exhibitors Signature _____

Date _____

Business Name _____

Weekend Contact Number _____



Please leave me at home!

The Sebastopol Area Chamber of Commerce
265 South Main Street
P O Box 178
Sebastopol CA 95473
Email: sebabf@sebastopol.org or call 707-823-3032