

**2011 North Park Festival of the Arts**  
**North Park Craft Mafia's Spring Line Up - Vendors Section**  
*please print clearly*



Name of Business/Organization \_\_\_\_\_

Applicant's Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

\*E-Mail \_\_\_\_\_ Phone \_\_\_\_\_

Web Site Address \_\_\_\_\_

*Be sure to apply by 4/8/11 so that we can include your links on the event page before the event. Your website can be a blog, facebook page, etc.*

CA State Franchise Tax Resale # (required) \_\_\_\_\_

Type of merchandise, to be sold or distributed: \_\_\_\_\_

**\*Your email is required so we can notify vendors with important information about the event.**  
**All applicants will be juried. Limited spaces available.**

**\*Fees are for spaces only. Vendors must provide own tables, chairs, canopies, etc. Please see next page for all rules & regulations**

| <b>VENDOR BOOTH (10x10) SPACE FEES</b>                    |                        |
|---|------------------------|
| 10'X10' Booth _____                                       | x \$250 = _____        |
| <b>No more than two vendors may share a 10'x10' booth</b> |                        |
| <b>Discounts/Additional Fees</b>                          |                        |
| Late Fee: <i>Postmarked later than 4/8/11</i>             | _____ x \$75 = + _____ |
| Early Bird Discount: <i>Postmarked by 2/28/11</i>         | _____ x \$50 = - _____ |
| <b>TOTAL ENCLOSED:</b> _____                              | = _____                |

| <b>VENDOR BOOTH (10x5) SPACE FEES</b>  |                        |
|--|------------------------|
| <b>These spaces are limited.</b>   |                        |
| 10'X 5' Booth _____  | x \$125 = _____        |
| <b>Only one vendor per 10x5 booth space.</b>   |                        |
| [ ] I have a 10'x10' Canopy and can share some shade.  |                        |
| [ ] I don't have a canopy please pair me up*.  |                        |
| <small>*We cannot guarantee that we can pair you up with another vendor to share a 10'x10' space. Read more information about the 5'x10' booth on the 2nd page in the Booth Space section.</small> |                        |
| <b>Discounts/Additional Fees</b>   |                        |
| Late Fee <i>Postmarked later than 4/8/11</i>   | _____ x \$75 = + _____ |
| Early Bird Discount: <i>Postmarked by 2/28/11</i>  | _____ x \$25 = - _____ |
| <b>TOTAL ENCLOSED :</b> _____  | = _____                |

**Make Check Payable to:**

**NORTH PARK MAIN STREET**

**Mail Application & Check To:**

**San Diego North Park Craft Mafia  
P.O. Box 711773, San Diego, CA 92171**

**All vendors must have an approved application on file with North Park Main Street to share, sample, or sell products and/or information with the public within the event footprint.** North Park Main Street and the Festival Committee assume no responsibility for any loss, damage, injury, or claim arising out of the participant's acts or omissions in the North Park Festival of the Arts. Further, participant shall defend and indemnify North Park Main Street and the Festival Committee for the negligence, fault, misconduct, and liabilities caused by the participant should said negligence, fault, and/or misconduct lead to the filing of a claim or legal action. The participant agrees to abide by Information, Rules, & Regulations outlined by North Park Main Street in the Vendor Application for 2011. Violation of the Information, Rules, & Regulations may result in expulsion from the event.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**DID YOU REMEMBER TO:**

- [ ] Include your email address to receive applications for future events..
- [ ] Include pictures of product or website for the jurying process
- [ ] Complete, sign, and enclose the vendor application.
- [ ] Payment postmarked by 4/9/11: business or personal checks, cashier's check, or money orders payable to "North Park Main Street."
- [ ] For payment postmarked 4/8/11: include \$75.00 late fee; all late payments are non-refundable.
- [ ] For applications postmarked after 4/30/11: only cashiers checks or money order will be accepted.

# IMPORTANT INFORMATION! PLEASE READ BOTH SIDES CAREFULLY!

## Booth Space

- ◆ Vendor booth spaces are 5 ft. x 10 ft. and 10 ft. x 10 ft.
- ◆ Vendors who select 5 ft. x 10 ft. spaces will actually be sharing a 10 ft. x 10 ft. space with another vendor. If you know another vendor who would like to share with you, please submit both applications together. If you do not have someone to share with, we will help to pair you with another vendor, but we cannot guarantee this. If we are unable to pair you with a booth partner, we will not be able to accept your application. You will receive a full refund for the 5 ft. x 10 ft. space
- ◆ Only booth space is provided. **You must provide your own canopies, tents, chairs, tables, and trash cans as needed.**
- ◆ Seller's permits must be available upon request. No merchandise sales will be allowed without a valid permit.

## Event Hours/ Set-Up/ Break-Down

- ◆ The Festival will run from 10 a.m. to 6 p.m. on Sunday, May 15, 2011. Vendors are required to be open by 10 a.m. and remain open until 6 p.m. Violators will risk being excluded from future participation in this community event.
- ◆ Vehicles will be allowed in the staging areas for unloading from 7 a.m. to 9 a.m. You may not begin assembling your booth until after your vehicle is removed from the staging area. Parking is available on the street in the areas surrounding the festival. Do not park in private lots—your vehicle may be towed.
- ◆ **No vehicles are allowed in the staging areas during event hours.** Vehicle access is not permitted until after 6 p.m. when street is clear of pedestrians and San Diego Police allow vehicle traffic in the event area.
- ◆ All vendors must have their space cleared and cleaned by 7:30 p.m.

## Sales Information

- ◆ Vendors who apply to the “North Park Craft Mafia’s Spring Line Up” section must sell handmade or hand embellished items that they make. *No mass produced items are to be sold in our section.*
- ◆ The Festival Committee and the North Park Craft Mafia (NPCM) reserves the right to determine those businesses and activities most suitable for the event. North Park Main Street & NPCM reserves the right to refuse vendors.
- ◆ All vendors must submit with their applications a detailed description of **ALL** merchandise and/or printed matter to be sold or distributed by them. The reproduction of any artwork, past or present, of North Park Main Street & NPCM will not be permitted.
- ◆ The Vendor Coordinator may request additional information, pictures, or samples before the application is approved.
- ◆ Absolutely NO tobacco or alcohol can be sold. NO illegal drugs or drug paraphernalia or depictions of same will be allowed.
- ◆ Absolutely NO racist, sexist, pornographic, or otherwise offensive merchandise or literature will be allowed. Throughout the day, the Vendor Coordinator will conduct inspection of booths. Any items in violation must be removed.

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## Clean-up

- ◆ Clean-up of the booth area is the **responsibility of the vendor** including removal of all their own trash.
- ◆ Booth area must be cleaned immediately upon closing booth.

## Booth Decor/Amplified Music

- ◆ The Festival Committee & NPCM asks that all vendors use tables, sandwich boards, easels, etc. to display all goods for sale. No item can be displayed on the ground or in the aisles.
- ◆ Signage and booth decorations are encouraged as long as they are in good taste and don't interfere with neighboring vendors.
- ◆ The Festival Committee & NPCM reserves the right to remove any decor deemed inappropriate for the event.
- ◆ Only vendors marketing music, tapes, or CD's are allowed to use amplified devices (i.e. "boom boxes") and must have prior consent from the Festival Committee & NPCM. Amplified music should not interfere with neighboring vendors.

## Electricity

- ◆ Due to the event being on the street & outdoors, there will not be any electricity available, **no generators are allowed.**

## Space Assignments

- ◆ Booth space assignments and notification will be made on a first come, first served basis, according to the date the completed registration form and payment are received. No postdated checks will be accepted.
- ◆ Please include check or money order and signed Vendor Application by **April 8, 2011**. A late fee will apply to all payments made after this date, regardless of the application date.
- ◆ **Applications are due by April 8, 2011. Late applicants must pay a fee of \$75.00. All late payments are non-refundable.**
- ◆ Only cashiers checks or money orders—not personal or business checks—will be accepted after April 30, 2011.
- ◆ Written cancellations postmarked or faxed by April 8, 2011 will be honored in full, less a \$25 processing fee. **No refunds will be honored if the written request is not received by the April 8 deadline.** Overpayment of booth fees is non-refundable.
- ◆ Booth confirmations will be emailed out two (2) weeks prior to the event.
- ◆ Early Bird Discount is available for applications postmarked on or before February 28, 2011 or hand delivered by that date.