

American River Music Festival 2010 Vendor Application

General: The 2010 American River Music Festival ("Festival") will take place Saturday and Sunday September 17-19 in Henningsen-Lotus Park, 950 Lotus Rd, Lotus CA. There will be a designated section ("Area") within the park for vendors ("Vendors") to sell/display their products during the Festival.

Participation: Vendor can rent a location ("Space") to exhibit and sell/display their product within the Area (Area allocated on a first come first serve basis) by completing and submitting Page 2 of this form via US mail, email or fax by September 1st, 2010. Vendor will receive verbal confirmation of their accepted application, and arrange for vendor passes. Vendors are typically accepted on a First Come First Serve basis. The location of the Vendor's Space will be at the sole discretion of the Festival committee.

Hours of Operation: The Festival will operate from 10:00 A.M.-6:00 P.M. All Vendors are required to be ready to conduct business by 10:00AM and continue until the event ends.

Acceptable Payment for Products Sold: Vendor is responsible for their accepted method of payment, i.e. credit card, checks, cash. Vendor retains all proceeds from merchandise sold by Vendor.

Vendor Participation Fee and Equipment Set-up: Fee to participate as a retail vendor is \$200. Fee to participate as a food vendor is \$300. Vendors will be required to provide their own display tables, tents, or booths. Tents and booths are to be no larger than 10' x 12' and cannot exceed 9' in height. Tents should be staked into the ground due to possible weather conditions, but care should be taken where stakes are placed due to irrigation system.

Additionally Insured: American River Music, Inc. requires all Vendors to name American River Music, Inc. as additionally insured under Vendor's general liability insurance policy. The certificate stating such must be in American River Music, Inc.'s possession by September 1st, 2010. Please call with questions.

Banners & Signage: Signs and/or banners pertaining to Vendor's items must be attached to the tent, display table, or booth and cannot be projected beyond its height.

Setup/Teardown: Vendor's sites will be assigned and we strongly recommend you set-up Friday, September 17th in the afternoon. Set-up is 2:00-6:00 P.M. Set-up on Saturday the 18th begins @ 8:00 A.M., and must be finished, with your vehicle removed from the main stage grounds, no later than 9:30AM. Access to the park is on the East (upstream) end of the park, and cars will be allowed into the setup area. Vendor access and parking signs will be visible. Our Vendor Coordinator will check you in, give you your assigned site and access wristbands. A maximum of 4 folks per vendor will be given access bands, and your helpers MUST be on our designated list prior to arrival. No substitutions will be allowed.

Teardown: begins after 6:30 P.M. on the 19th. It is recommended that Vendors leave their tents up on Saturday but remove their wares overnight. Vendor is responsible for removing all trash and debris from their Space each day and during teardown. Under no circumstances will any teardown be allowed while musicians are performing on stage.

An email will go out to all vendors with instructions as the festival approaches.

Parking: Nearby parking is limited and available spaces are allocated on a first come first serve basis. There is plenty of parking within easy walking distance, with staff to assist in its location.

Electrical Power: There will be no electrical power available.

Camping/Lodging: Complimentary camping for Vendors is available at American River Resort, www.americanriverresort.com. RV sites are available for an additional fee. No vendor camping at Camp Lotus or Earthtrek. For additional lodging go to www.coloma.com.

Disclaimer and Indemnity: The Festival will be held rain or shine to the best abilities of the Presenter. Presenter makes no representation as to the number of potential Festival attendees and assumes no liability for any financial loss due to Vendor's operation at Festival. Vendor assumes all responsibility for loss, personal injury and/or liability for any damage to its property or merchandise. Vendor expressly agrees to indemnify, protect and hold harmless the Presenter, its officers, directors, principals, executive committee members and Festival sponsors from any liability whatsoever in connection with this event.

This section completed and returned by Vendor:

Business/Organization Name: _____

Contact: _____

Mailing Address: _____

City, State: _____ Zip: _____

Telephone: _____ Cell Phone _____

E-mail: _____

Web Site: _____

Please provide or attach a brief description of your display:

I agree to the conditions of the Festival and the terms and conditions set forth in this document. I understand that the Presenter herein has the sole authority to determine if the items described above qualify as "to be sold", I will actually be allowed to sell during the Festival and that until I receive a copy of this application signed by the Presenter or its representatives that no agreement exists. I further understand that the Presenter is not responsible for applications that are lost or not received.

Signed: _____

Date: _____

Please return this document with payment and Certificate of insurance. If you do not have insurance call our office for information. Make checks to American River Music, Inc. for retail vending and to Sierra Rizing for food vending. Payment and certificate naming AMR as additionally insured must be received by Sept 1st, 2010.

American River Music, Inc.

PO Box 830

Lotus, CA 95651

For questions about retail vending, contact

Matt Semonsen at 530 622-6044, matt@americanrivermusic.org

For questions about food vending, contact

Teal Triolo at 530 642-1308, sierrarizing@yahoo.com

Office Use: Date Received: ____/____/2010 Fee pd: ____

Approved: ____/____/2010 Approved by:
