

# 2020 PumpkinFest Vendor Application

*"Steampunk Pumpkins"*

October 16<sup>th</sup> & 18<sup>th</sup>, 2020

## VENDOR INFORMATION | PLEASE FILL OUT COMPLETELY

<b>Business/Organization Name:</b>	<b>Business Phone:</b>
<b>Contact Person:</b>	<b>Cell Phone:</b>
<b>Address:</b>	<b>Fax:</b>
<b>City, State, Zip:</b>	<b>Email:</b>
<b>California Resale License:</b>	<b>Ukiah Business License:</b>

### TYPE OF VENDOR BOOTH:

**Merchandise** (Fee: \$175 *before* July 10<sup>th</sup> | \$225 *after* July 10<sup>th</sup>)

Vendors in this category have purchased wholesale inventory products for resale at a markup OR sell services, memberships, or subscriptions.

**Craft** (Fee: \$150 *before* July 10<sup>th</sup> | \$175 *after* July 10<sup>th</sup>)

This category is strictly limited to vendors who produce and sell ONLY handmade, original, artisan craft items. All items for sale MUST be handmade. Craft vendors may not sell merchandise which they themselves did not make. Vendors must submit pictures of their handmade items in order to qualify as a craft vendor.

**Information** (Fee: \$175 *before* July 10<sup>th</sup> | \$200 *after* July 10<sup>th</sup>)

Booths in this category are not allowed to sell any goods OR services. Information booths are promoting a business, a cause or simply providing information. Information booths are encouraged to be somewhat entertaining and/or interactive.

**Children's Area Activity** (Fee: \$75 *before* July 10<sup>th</sup> | \$100 *after* July 10<sup>th</sup>)

This category is limited to non-profit organizations ONLY. A Children's Area Activity booth is required to provide a free activity or game which is engaging and appropriate for children. The activity or game should be educational and interactive.

### PLEASE DESCRIBE/LIST ALL ITEMS BELOW THAT YOU WISH TO SELL OR EXHIBIT:

First time attending vendors must submit photos of items being sold or exhibited.


I have read the materials in this application including the: Vendor Definitions, Vendor Terms & Conditions, and the Load-In/Load-Out Instructions, and agree to comply with the conditions set forth and agree to hold harmless the Ukiah Country PumpkinFest Committee, City of Ukiah and any other organizations or persons involved, from any losses or damage incurred as a result of participation in the Ukiah Country PumpkinFest events or activities.

**SIGNATURE** \_\_\_\_\_

**DATE** \_\_\_\_\_

**BOOTH SPECIFICATIONS & FEES**

Spaces are 10’x10’. Vendors are required to supply their own equipment including tents, tables, chairs, etc.

<b>Space Reservation</b>	<b>Fee before July 10th</b>	<b>Fee after July 10th</b>	<b>Total</b>
<input type="checkbox"/> Merchandise Number of 10 x 10 spaces _____ x \$175	_____ x \$225	\$ _____	
<input type="checkbox"/> Craft Number of 10 x 10 spaces _____ x \$150	_____ x \$175	\$ _____	
<input type="checkbox"/> Information Number of 10 x 10 spaces _____ x \$175	_____ x \$200	\$ _____	
<input type="checkbox"/> Children’s Area Activity Number of 10 x 10 spaces _____ x \$75	_____ x \$100	\$ _____	

**Upgrades**

- Corner Space: I would like to increase my visibility to the public. Please allow two sides of my booth to be exposed to foot traffic. *\*Very limited availability- first come, first served. \*\*No corners available in the Children’s Activity Area.*

\_\_\_\_\_ x \$25                      \_\_\_\_\_ x \$50                      \$ \_\_\_\_\_

- Electricity: My booth needs power. I would like access to standard 110 volt electricity. *\*Extension cords are **NOT** provided. Electrical needs may affect your booth placement.*

\_\_\_\_\_ Flat Rate \$25                      \$ \_\_\_\_\_

**Total Booth Fees**                      \$ \_\_\_\_\_

**ALL VENDORS MUST SUBMIT PROOF OF A VALID SELLER’S PERMIT.  
Application will not be processed without a valid seller’s permit.**

***We do our best to accommodate booth placement requests, but cannot guarantee desired locations.***

Vendor applications with the required fees and documents will be accepted starting on June 1, 2020. Discounted fees accepted only if paid before 5:00pm on August 12<sup>th</sup>.

**Fees MUST be paid before application will be processed.**

Payments may be made with cash, check, or credit card.

Checks must be made payable to “City of Ukiah.”

Credit Card Authorization Forms are available.

***No applications will be accepted after Friday, September 18th, 2020.***

## GENERAL INFORMATION

The UKIAH COUNTRY PUMPKINFEST is a two-day community festival held in downtown Ukiah. The festival draws people from Mendocino County in addition to visitors and pumpkin growers from neighboring counties.

This year's event will feature numerous activities including a parade, live musical entertainment, specialty beer/wine tasting, a haunted house, children's contests, games, carnival rides, giant pumpkins and much more.

This regional event truly creates an excellent sales opportunity for our vendors with more than 10,000 attendees. We are looking for vendors to make this event a wonderful shopping experience. Space is limited, so submit your vendor application early!

This year the event theme is **"Steampunk Pumpkins"**. As always, there will be a competition to see who can grow the biggest pumpkin. Vendors are encouraged to decorate their booths to complement this theme!

**Festival Location:** School Street from the intersection of Seminary Avenue to Smith Street, Ukiah CA 95482.

### Festival Hours

<b>Friday, October 16th:</b>	<b>4pm to 7pm</b>	<i>Giant Pumpkin Weigh-Off</i>
<b>Saturday, October 17th:</b>	<b>10am to 6pm</b>	<i>Vendor set up from 6am to 8am</i>
<b>Sunday, October 18th:</b>	<b>10am to 4pm</b>	<i>Vendor breakdown at 4pm- Street reopens at 6:00pm!</i>

### **Vendor Set up & Load-In**

- Vendor set up will begin Saturday, October 19th, at 6:00am and all vehicles must be off of School Street by 8:00am for parade and street closure.
- Exhibitors will be assigned a booth number and corresponding color which indicates which block they are in. Vendor booths will be configured back to back down the center of the street from Clay to Perkins Street, and along the sidewalk from Perkins to Standley Street.
- In order to make setup as easy as possible, you will be asked to unload and park your vehicle off of School Street prior to the actual setup of your booth. The fewer vehicles on School Street, the easier it will be for all of the vendors.
- Placement information, along with more specific load-in directions will be mailed to you two weeks prior to the event. PumpkinFest representatives will be available on School Street starting at 6:00am to direct you.

### **Parking**

- In an effort to have plenty of parking available for festival goers, all exhibitors are requested to park on the streets located west of Oak Street (one block west of School running parallel) or east of Main Street (two blocks west of School running parallel).
- Limited parking is available in lots surrounding the downtown area.
- NO TRAILERS ALLOWED. Vehicles must stay within designated parking spaces
- **Vehicles parked within the festival area street closure will be towed.**

### **End of the Event: Breakdown & Load-Out**

- Vendors are to remain for the entire event. Failure to do so will result in disqualification to participate in the future.
- Clean up and tear down begin at 4:00 pm sharp on Sunday, October 18th.
- Vendors must pack-up their booth quickly to allow the street to reopen to traffic
- Vendors must adhere to all load-in and load-out Instructions. These instructions will be mailed to you, along with your assigned booth placement, two weeks prior to the event.

**Exclusive Sales:** The Ukiah Country PumpkinFest grants exclusive licenses for the following products: beer/wine and alcoholic beverages. Sale of these items is prohibited by any unauthorized vendor.

## **VENDOR TERMS AND CONDITIONS:**

1. For the purpose of this application's terms and conditions, all Food, Merchandise, Informational, Craft, School Street Merchant, or Activity exhibitors shall be referred to as "Vendor".
2. The Vendor agrees to utilize the space assigned and no others, unless otherwise specified in writing 30 days prior to the Ukiah Country PumpkinFest event.
3. *Non-food Vendors* agree to provide: pop-up (10'x10' or smaller), table, chairs, waste receptacles and display devices. *Food vendors* must provide: tent, table, chairs, interior and exterior waste receptacles and hand-washing stations.
4. Sponsor agrees to provide large waste dumpsters at various event locations. Vendors agree to dump waste in the provided dumpsters at the end of each day of the event. Food vendors must take grease or similar by-products with them. No dumping of hazardous waste allowed.
5. The Vendor agrees to maintain cleanliness of their booth and surrounding area throughout the hours of the event, to perform a thorough clean-up at the end of each day and remove all waste at the completion of the event on the final day.
6. The Vendor agrees to keep booth open and staffed during the specified times of the event and staff their booth at all times while the event is open to the public.
7. Cancellation of contract between Vendor and Sponsor before October 4, 2020 shall result in a return of booth fees to Vendor, minus a 25% administrative fee. *There will be no refund of booth fees after October 5, 2020 or if Vendor fails to appear or departs prior to the completion of the event.*
8. Sponsor agrees to provide adequate event promotion, but shall not guarantee a minimum attendance, nor shall guarantee minimum sales activity to Vendor.
9. Vendor shall assume risk of weather or other causes beyond the control of the Sponsor, which may affect event attendance in any way. (Rain or shine!)
10. Sponsor shall furnish security during specified times for the event in general. Vendor is solely responsible for any damage or losses of product incurred as a result of participation in Ukiah Country PumpkinFest events and activities.
11. The Vendor and the organization he/she represents ("applicant") shall fully indemnify, defend and hold harmless the Ukiah Country PumpkinFest Committee, City of Ukiah, and its officers, employees, agents, and volunteers (collectively, the "City") against any expense or liability in connection with a claim for damages against the City ("claim") which arises out of applicant's use of a booth at the Ukiah Country PumpkinFest. Applicant will pay all costs incurred by City or required to defend City against any claim, including, but not limited to, court-related fees, litigation expenses, and the fees of attorneys, experts, expert witnesses and consultants. Applicant will pay the full amount of any settlement of a claim by the City or judgment against the City resulting from a claim.
12. Vendor acknowledges that liability insurance coverage for this event insures the City of Ukiah only. If Vendor desires their own insurance, all costs of such coverage shall be incurred by the Vendor.
13. Food Vendors must provide the City of Ukiah with a Certificate of Insurance and Additional Insured Endorsement naming "The City of Ukiah its officers, employees, agents and volunteers" as additionally insured in the amount of \$1000,000 (one million dollars). City forms will be provided upon request.
14. Written verification of a valid seller's permit must be provided by vendor at time of application. Applications will not be accepted without proof of a valid seller's permit. For more information on obtaining a one-day seller's permit call the State Board of Equalization at 707-576-2100.
15. If the Vendor has employees they must provide proof of Workers' Compensation coverage with a Waiver of Subrogation endorsement, or sign the City's Workers Compensation Declaration.
16. Vendor agrees to not smoke in event area, and will only smoke at least one block away from event.
17. Vendor agrees to keep all pets on a leash during the event.
18. Vendor will NOT display any products or materials with profanity, or adult content.
19. The City of Ukiah asks that Vendors respect the will of California voters and not distribute single use plastic bags.
20. *No amplified sound in vendor booths.*
21. City of Ukiah and the PumpkinFest Committee reserve the right to expel any vendor with or without cause and Vendor will then forfeit their fee.

## Credit Card Payment Authorization Form

Ukiah Valley Conference Center  
200 South School Street  
Ukiah, CA 95482  
Phone:(707) 463-6701  
Fax: (707)462-2088

Sign and complete this form to authorize Ukiah Valley Conference Center to make a debit to your credit card listed below.

By signing this form, you give us permission to debit your account for the amount indicated on or after the indicated date. This is permission for a single transaction only, and does not provide authorization for any additional unrelated debits or credits to your account.

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**Please complete the information below:**

I \_\_\_\_\_ authorize Ukiah Valley Conference Center to charge my credit for \_\_\_\_\_ (amount) on or after \_\_\_\_\_ (date). This payment is for \_\_\_\_\_ (description of goods/services).

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Account Type:  Visa  MasterCard  Discover  American Express

Cardholder Name: \_\_\_\_\_

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

CVV2 (3 Digit Number on Back of Visa/MC, 4 Digits on Front of AMEX): \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.