



**19th Annual California Lemon Festival in Goleta**  
Saturday, October 16, 2010 (10am - 6pm) & Sunday, October 17, 2010 (10am - 5pm)  
*Girsh Park, Santa Felicia Drive, Goleta*

Thank you for your interest in becoming a vendor for the 19th Annual California Lemon Festival in Goleta. Please read through the following information, complete the attached booth registration form, and submit the form, payment and any necessary attachments prior to September 30th, 2010, to be considered for this year's Festival.

**BOOTH TYPES:**

- **Arts & Crafts Booth** - sell a product that is an art or craft but not a food item
- **Commercial Booth** - sell a product other than arts & crafts but not food
- **Trade Show Booth** - promote a non-profit organization
- **Political Booth** - promote a candidate, ballot initiative or public policy action
- **Green Business Trade Show Booth** - "green" businesses and
- **Food Booth** - sell a food/beverage

All vendors except for Food Booth Vendors should use this application for consideration in the Festival.

**APPLICATION PROCESS:**

- Complete attached registration form, sign at the bottom and attach payment.
- If you need electricity, please include the \$50 electricity fee in your payment.
- Make checks payable to "California Lemon Festival."
- Attach any necessary descriptions or photos of your booth set-up.
- **Registration & payment deadline: September 30th, 2010**

**Proof of Liability Insurance Coverage**

- All vendors must provide evidence of current liability insurance coverage in the amount of \$1,000,000 naming the Goleta Valley Chamber of Commerce and the California Lemon Festival in Goleta as additional insureds.
- If unable to provide proof of insurance, the Lemon Festival can obtain insurance for you for an additional cost of \$60. Please indicate insurance need on registration form.
- If you have insurance, a certificate of insurance must be included with vendor registration form.

**FEES for 10' x 10' SPACE:**

**Arts & Crafts:** \$300 per space (before 9/1/10), \$325 (after 9/1/10)

**Commercial Booth:** \$750 per space

**Trade Show Booth:** \$300 per space

**Political Booth:** \$400 per space

**Green Business Trade Show Booth:** Contact Max White at 967-2500 or max@goletavalley.com for information.

**Food Booth:** See Food Booth Application

**Electricity Fee:** \$50 for use of electricity both days

**GUIDELINES:**

- Promotional materials and the decorative theme of vendor tables should embrace the spirit of the Festival.
- Table must be staffed during festival hours.
- Tables will be grouped by category.
- Political display tables must have signs clearly stating the name, address and phone number of the organization.
- No literature may be distributed outside of the booth.
- No inflammatory material will be permitted. (Judgement of the Festival Committee will prevail.)
- Voter registration is allowed but no petition signatures may be collected.

**SECURITY DETAILS:**

Overnight security will be provided on Friday and Saturday nights, but each vendor is responsible for his own display. The Festival is not responsible for loss by or damage to any vendor, his equipment, inventory and/or materials. Winds sometimes come up overnight, so vendors should secure their equipment.

**FESTIVAL TIMELINE**

- **September 30:** Registration and payment deadline
- **October 7:** Vendors will be notified if their application has been accepted/declined.
- **October 15:** Booth set-up will begin at 3:00pm. All booth holders must bring their own canopy. Arts & Crafts and Food vendors must bring their own tables, chairs, etc. Commercial, Trade Show, Political and Green Business Show Row will be provided with one 8' table and 2 chairs. All vendors will be provided with one yellow tablecloth. Vendors may bring additional tables, chairs, tents, etc., as needed.
- **October 16:** All vendors must be completely set-up by 9:00am. Vehicles will be not be allowed to enter the Festival grounds after 7:45am and must be removed by 9am. Vendors arriving after 7:45am must go to the vendor parking and walk supplies/equipment into Festival grounds. Festival begins at 10:00am and ends at 6:00pm. Vendors should leave booth area clean.
- **October 17:** Festival begins 10:00am and ends at 5:00pm. Vendors should not begin take down of booth until after 5:00pm. Each vendor area is to be left clean and trash free at the end of the Festival.

# 19th Annual California Lemon Festival in Goleta

## BOOTH REGISTRATION FORM

<b>SUBMIT</b>	<b>MAIL IT:</b> California Lemon Festival P.O. Box 781 Goleta, CA 93116	<b>E-MAIL IT:</b> info@LemonFestival.com	<b>SUBMISSION DEADLINE</b> <b>SEPTEMBER 30, 2010</b>
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<b>PLEASE PRINT AS CLEARLY AS POSSIBLE</b>			
VENDOR TYPE:			
<input type="checkbox"/> ARTS & CRAFTS	<input type="checkbox"/> COMMERCIAL	<input type="checkbox"/> TRADE SHOW	<input type="checkbox"/> POLITICAL <input type="checkbox"/> GREEN BUSINESS
Name: _____			
Organization/Business: _____		Sellers permit #/Non-profit ID: <i>(if applicable)</i> _____	
Mailing Address: _____			Apt #: _____
City: _____	State: _____	Zip: _____	
Primary Phone #: _____	Cell: _____	E-Mail: _____	
Alternate Contact: _____		Alt. Phone: _____	
Description of Vendor Items: _____ _____ _____			
<i>*Note: Please describe display area, including products, props, or decorations.</i>			
Have you been a vendor in previous years? <input type="checkbox"/> 2009 <input type="checkbox"/> 2008 <input type="checkbox"/> 2007 <input type="checkbox"/> 2006			
Do you require electricity: <input type="checkbox"/> Yes* <input type="checkbox"/> No *If yes, How many amps: _____			
# of display space(s) (10'x10'): _____ @ \$ _____ per space (see previous page for fees) = Total: \$ _____			
If you require electricity, please add \$50 \$ _____			
Do you need a certificate of insurance? <input type="checkbox"/> Yes <input type="checkbox"/> No* If No, please add \$60 \$ _____			
Please calculate total by adding all lines. Amount Total: \$ _____			
Type of payment: <input type="checkbox"/> Check (# _____) <input type="checkbox"/> Money Order (# _____) <input type="checkbox"/> Credit Card <i>(see info below)</i> <i>Payable To: California Lemon Festival</i>			
Credit Card Type: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard		Name on Card: _____	
Credit Card #: _____ - _____ - _____ - _____			Exp Date: _____
CVV/Security Code: _____ <i>(Visa, Mastercard: last three digits located on the back of your credit card signature line)</i>			
<b>Agreement:</b> I understand and agree to all terms and conditions presented in this form and all enclosed and attached documents. I agree to any and all accompanying stipulations, responsibilities and conditions in relation to my participation as a vendor at this event.			
Name (print): _____		Signature: _____	Date: _____

**Application Check List:** Please make sure you have enclosed or attached the following:

Completed Registration Form     Booth/Fee     Certificate of liability     Electricity fee (\$50) *if applicable*