

# HILLCREST CITYFEST 2010

AUGUST 8, 2010



Cityfest 2010 on August 8th will be a celebration of the city, a celebration of the spirit of Hillcrest, and a celebration of the lighting of the Hillcrest sign. This is a one of a kind festival is free and family friendly and attracts almost one hundred and fifty thousand shoppers.



Local merchants are a critical part of this event and Hillcrest. Local merchants can showcase their wares to the almost 150,000 people that come to this event. This event is heavily advertised and well supported.



Cityfest will be undergoing some exciting changes in 2010 and we

hope you can be a part of them.

Cityfest 2010  
3737 Fifth Ave. #202  
San Diego, CA 92103

# HILLCREST CITYFEST 2010

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## ARTS & CRAFTS VENDOR APPLICATION

# CITYFEST 2010: Sunday, August 8, 2010 from 12 noon. to 8 p.m.

In the Heart of Hillcrest, San Diego, California

The Hillcrest Association invites YOU to participate in the 2010 annual CityFest Street Arts and Crafts Festival.

CityFest: Attracts over 15,000 people per hour during peak hours, Offers over 250 booths representing diverse interests and products such as: Arts & Crafts, both handmade and commercial - some restrictions on like-item vendors, Fine Art and Jewelry, Has free entertainment by popular performers, a large food court and beer garden, City Fest Funds improvements within the Hillcrest Community.

## Rules and Regulations for application submission.

Your vendor pack will contain a complete list of venue rules and regulations.

### Applications:

- Complete the application in full or it will be returned unprocessed. Submission of an application does not guarantee acceptance.
- All vendors must submit a detailed description (including photographs) of ALL merchandise or printed material to be sold or distributed. The vendor manager may request additional information or photos before an application is approved.
- Include your CA sellers permit number to comply with BOE legal requirements.
- No refunds for booth fees or rentals will be given.
- **DEADLINE FOR PAYMENT OF BOOTH SPACE** - Payment in full must be submitted with application.
- **WAITING LIST** - You may get on the waiting list for day of the festival booth space. Call the Hillcrest Association for further information on the waiting list.
- This application is for hand made Arts and Crafter **ONLY**. Corporations, banks, home renovation companies, talent agencies, or any other non-crafter entity must fill in the CityFest Corporate partner application.

### Booths:

- Booth spaces are 10 ft. By 10 ft. Discounts for multiple booths are available.
- Only booth space is provided. No canopies, tents, tables chairs or individual trash cans are included.
- Canopies are recommended - bring your own (must be fire retardant) - or rent one from us. All canopies including their poles must fit inside the 10' x 10' space.
- Permit copies must be posted on your booth with your booth number.
- There is a discount for purchasing a second booth. Please indicate on your application if you want your second booth side by side with the first or back to back.

### Electricity and Equipment:

Generators ARE NOT allowed. Electrical power is available in a special area for an additional fee.

Rental equipment orders and electricity requests must be made by August 1, 2010.

**First Come First Served** - Booth locations are assigned in the order the applications, with payment in full, are received. We reserve the right to determine booth placement to balance our venue and give all vendors the best opportunity we can for maximum sales. We do limit the number of booths for like items, be it merchandise or information, and the Hillcrest Association reserves the right to determine which businesses or activities will be accepted in CityFest 2010. Your vendor package with booth number, location map, rules/regulations, and instructions will be mailed to you approximately 2 weeks before CityFest 2010. For additional information, contact the Hillcrest Association. There will be significant changes to the event in 2010. Previous booth locations can not be guaranteed.

## Cityfest 2010 Arts and Crafters Application

Contact Name:

Phone: ( )

E-Mail:

Fax: ( )

Company/Organization:

CA Sellers Permit Number:

Mailing Address:

City/State/Zip:

Please indicate your vending code so you won't be situated close to other vendors of your type. Also, describe your product(s):

- |  |   |
|--|---|
| <input type="checkbox"/> CL ~ Clothing                   | <input type="checkbox"/> JJ ~ Jewelry                     |
| <input type="checkbox"/> GO ~ Gardening/Outdoor Products | <input type="checkbox"/> SH ~ Sunglasses/ Hats            |
| <input type="checkbox"/> HW ~ Healthcare/Wellness        | <input type="checkbox"/> WA ~ Wearable Art                |
| <input type="checkbox"/> HO ~ Home Wares                 | <input type="checkbox"/> NP ~ Not for profit organization |
| <input type="checkbox"/> AO ~ Art Ornaments              |   |

Booth configuration (Please circle one option):

Single \$215	Corner \$265	Back to back \$415 (2 booths)	Side by side \$415 (2 booths)	Spread Out (no corners) \$415 (2 booths)	Endcap \$515 (2 booths)	Side-by-side corner \$465 (2 booths)

Rentals (please select as many as needed):

- Power + \$30       Rent one 6' table and 2 chairs + \$50       Rent one 10' / 10' canopy + \$200  
 Those interested in signing up after 7/15/10 must add an additional \$50 to their fee.

Total Fee: booth fee : \_\_\_\_\_ + rentals: \_\_\_\_\_ + late fee: \_\_\_\_\_ =

**I agree to the following rules:** Application must be completely filled out and payment attached. Modifying this application may void the contract. Submitting an application does not guarantee vendor space. The Hillcrest Business Association reserves the right to determine those businesses, products and activities admitted as participants in CityFest. Rejected applications and payments will be returned. Special requests may not be honored. The Hillcrest Business Association makes no warrant that this event will be financially successful for any vendor. Handmade items only. Corporations and large companies (as defined by the Hillcrest Business Association) may not use this application. No give-aways or raffles that collect personal information. No soda or water sales. Timelines stated in vendor communications may not be honored. The Hillcrest Business Association reserves the right to modify booth locations and conditions at any time, without notice and despite communications with vendors. This is a contract. Vendor communications in the form or letters, emails, or telephone calls do not modify this contract. Hillcrest Business Association does not provide any equipment of any kind unless it is rented and indicated above.

### Agreement:

I agree to conform to the above rules and regulations of the event. I further agree that if any changes be occasioned, or loss or damage occurs from articles or persons that may enter, that I make no claim against the City of San Diego, the Hillcrest Business Association, event committee members or other persons associated with the event for any personal injury or property damage arising, occasioned by or caused by any employee, representative or entry of mine. No refunds in case of inclement weather, acts of nature or restrictions by government agencies to cancel the event, over which CityFest has no control.

Registrant's Signature \_\_\_\_\_ Date: \_\_\_\_\_

### CITY FEST 2010 CREDIT CARD PAYMENT AUTHORIZATION

NAME ON CARD: \_\_\_\_\_ VISA MC AMEX (please circle card type)

CARD NUMBER: \_\_\_\_\_ EXPIRES: \_\_\_\_/\_\_\_\_ security code \_\_\_\_\_

Total Fees charged to card from above: \_\_\_\_\_ I understand a charge will appear on my bill for Hillcrest Business Association

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