

Fullerton D.B.A. & the City of Fullerton  
Present  
Winter Fest 2009  
Saturday, December 5, 2009  
12:00 pm – 6:00 pm

## D o w n t o w n F u l l e r t o n

Winter Fest provides an opportunity for artisans, merchants, and service organizations to offer their unique products and services in a fun and festive atmosphere. Winter Fest includes a variety of features including: Santa Claus, snow, prepared food, arts and crafts, jewelry, novelty and gift items, live entertainment, classic car show and kids' activities.

Please read this GUIDE in its entirety!

## PARTICIPATION GUIDELINES

### Space Activity

Activities of participating vendors must not disrupt or interfere with the operation of the event, or participating vendors. If a situation is deemed disruptive to the event operation, the Event Planner will remove vendor at any time during the event.

The use of the rental space shall be limited to "Permitted Use" (the sale of approved items). Tenant shall not operate the premises for any illegal use or "prohibited use". Examples of illegal use include selling, storing or transporting illicit drugs, drug related paraphernalia or other contraband, violation of any law or ordinance, or commission of a waste or nuisance on or about the premises. As used in this paragraph, "prohibited use" shall be defined to mean sale of pornography or items depicting sex in any medium including but not limited to film, DVD, print material or statues and figurines, the sale of swords, knives or weapons of any kind and the sale of alcohol. Tenant shall at all times operate its business in compliance with all applicable regulations and requirements of all county, municipal, state, federal and other governmental law or regulations in effect during the term of this agreement.

Vendors agree to participate for the entire time of the event from 12:00 pm – 6:00 pm. If a vendor vacates their space prior to the evening closing time or leaves their space unattended at any time, that vendor will be prohibited from future participation in the event.

### Food Vendor Deposit

Each FOOD vendor must include a \$50.00 security deposit with their application. To receive your security deposit refund in full, vendors must follow all policies and procedures, completely clean their booth area and dispose of all debris in the appropriate receptacles in the back of the Plaza, prior to **CHECKING OUT WITH THE EVENT STAFF.**

## **Vendor Entrance & Arrival**

NOTE: The vendors will be located in downtown Fullerton on Wilshire Avenue, one block east of Harbor Boulevard. Take the 91 freeway to the HARBOR & LEMON exit. Exit north to Fullerton. If traveling North on Harbor turn right onto WILSHIRE AVE. If traveling on Lemon turn left onto COMMONWEALTH AVE and make a right on HARBOR. Travel two blocks north on HARBOR to WILSHIRE and make a right.

**All vendors must check in at Wilshire and Harbor. NO EXCEPTIONS. This is the Vendor check-In area.**

Free parking is available in the Wilshire Parking Structure. To get to the parking structure, turn east on to Wilshire from Harbor Blvd. then turn right into the alley just before the barricades.

- Vendors must enter from Harbor and Wilshire Avenue.
- Vendors may arrive for set-up between **10:00 a.m. - 11:15 a.m.**
- Vendors arriving after 11:30 a.m. must enter at the parking structure and walk items to their vendor space.
- **All vehicles must be removed from the Plaza area by 11:30 a.m.**
- All vendors must be **ready to sell their product no later than 12:00 pm**; vendors who are **not set-up by this time will pay a \$15.00 LATE FEE**

## **Set-Up**

Staff will direct you to your space upon arrival to the event. ALL VENDORS WILL FIND OUT THEIR SPOT ASSIGNMENTS ON THE **DAY OF THE EVENT** AT CHECK-IN.

When arriving to your space, off-load your vehicle directly in front of your space and then park in the Wilshire Parking Structure (free parking). **Please set-up your space AFTER parking your vehicle.**

## **Display Specifications**

Spaces are 10' x 10' and located throughout the plaza and Wilshire Ave.

Your set-up may not obstruct fire lanes (beyond 2' in front of or 2' behind booth).

Sound amplification at your space is not permitted. Vendors may bring their own canopies.

**Canopies are NOT provided.**

## **Equipment**

Vendor is responsible for providing all equipment necessary for their space operation including: tables, chairs, lights, canopy, extension cords, etc.

## **Electricity & Lighting Policy**

Electricity is available for lighting only.

- Each vendor must supply their own lighting.
- The use of low watt fluorescent lighting is encouraged.
- Every 10 x 10 space has approximately 100 watts maximum capacity with two plugs.
- **You may NOT plug in multiple outlet adapters (i.e. electrical strips).**
- If you wish to use electricity for your space, it **must be approved** with the Event Manager **prior** to the event.

### **Flyers, Banners, Signs & More**

Do not post any materials, i.e. signs or banners, on trees, pillars, walls etc. Materials can only be posted in vendor area on tables or canopies. Do not pass out stickers of any kind. Do not pass out or use chalk.

### **Closing Procedures**

Winter Fest is officially closed at **6:00 p.m.** **Tear down and vacating of your space may not begin prior to this time. Cars will not be allowed to enter the event until 6:00 pm and/or when the event area has been cleared.**

No vendor will be permitted to tear down until the official close of the event. You must dismantle your space completely prior to bringing your vehicle back into the site.

**Vendors have one hour to clean their space and vacate the area.**

## **APPLICATION PROCEDURE**

**Complete & submit an application!**

### **Enclose Payment:**

Enclose a \$75 fee and make a check payable to **"City of Fullerton"**.

Food Vendors Enclose an additional \$50 deposit check payable to **"City of Fullerton"**

### **Where to Submit Your Application:**

Mail To: Winter Fest  
c/o Fullerton Museum Center  
301 N. Pomona Avenue  
Fullerton, CA 92832

### **Application Deadline**

Friday, November 20, 2009, 5:00 pm

\*APPLICANTS WILL BE NOTIFIED IF THEY ARE ACCEPTED ON MONDAY NOVEMBER 23rd

### **Not Permitted:**

Drive-up and stand-by applicants are not permitted.

If you have any further questions regarding the application process for Winter Fest, please call the Special Events office at 714-738-3338.

*Thank you!*

Fullerton D.B.A & the City of Fullerton Present  
Winter Fest 2009  
Saturday, December 5, 2009

Thank you for your interest in "Winter Fest 2009." Please complete the attached **application**, and **return by Friday, November 20, 2009 at 5:00 p.m.**

The following will assist you in completing the application:

1. Page 1: **Complete all sections** of the application
2. Page 2: **Sign and date** the Indemnification Form
3. Include a check or money order payable to the **City of Fullerton**.
4. Submit pictures or samples of the product(s) you wish to sell.
5. Return all documents to:

Fullerton Museum Center  
c/o Special Events  
301 N. Pomona Ave.  
Fullerton, Ca 92832

We are really excited about this year's event and we look forward to your participation. Please call me if you have any questions, 714-738-3338.

*Happy Holidays!!*

*Ashley Glass*

Ashley Glass  
Cultural Events Specialist  
City of Fullerton

Fullerton D.B.A. & the City of Fullerton  
Present  
Winter Fest 2009  
Saturday, December 5, 2009

# Vendor Application

(complete both sides of application)

NAME (CONTACT PERSON): \_\_\_\_\_

COMPANY NAME/ORGANIZATION: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

**2 Seller's Permit Number:** \_\_\_\_\_

**3 PRODUCT DESCRIPTION:** (Describe product you plan to sell under the scope of your license; please attach pictures and/or samples. FOOD VENDORS must submit a menu with prices and pictures of food booth set-up)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**4 All booth spaces are \$75. All booth spaces are outdoors. This is a rain or shine event. No refunds.**

**5 Craft Vendor Show 12p.m. – 6p.m. (Located in Downtown Fullerton on Wilshire Ave. between Harbor Blvd. and Pomona Ave.) Vendors must provide their own fire code approved canopy, tables, chairs and lights, extension cords, and any other supplies necessary for their booth operation.**

**6 Each food vendor must include a \$50.00 security deposit with their application. To receive your security deposit refund in full, vendors must completely clean their booth area and dispose of all debris in the appropriate receptacles in the back of the Plaza prior to CHECKING OUT WITH EVENT STAFF.**

# 7 INDEMNIFICATION CLAUSE

(ADDENDUM TO Vendor Application)

\_\_\_\_\_ agrees to defend, indemnify, and hold harmless the Fullerton D.B.A. and  
(name of organization)  
the City of Fullerton, its officers, agents, employees, and volunteers, from all loss, cost, and expense arising out of any liability, or  
claim of liability, for personal injury, bodily injury to persons, contractual liability, and damage to property sustained, or claimed to  
have been sustained, arising out of the activities of \_\_\_\_\_, or  
(name of organization)  
those of any of its officers, agents, or employees, whether such act is authorized by this agreement or not; and  
\_\_\_\_\_ shall pay for any and all damage to the property of the Fullerton D.B.A. and the  
(name of organization)  
City of Fullerton, or loss or theft of such property, done or caused by such persons. The Fullerton D.B.A. and the City of  
Fullerton assumes no responsibility whatsoever for any property placed on the premises. \_\_\_\_\_  
(name of organization)  
further agrees to waive all rights of subrogation against the Fullerton D.B.A. and the City of Fullerton. The provisions of  
this agreement do not apply to any damage or loss caused solely by the negligence of the Fullerton D.B.A. and the City of  
Fullerton, or any of its agents or employees.

\_\_\_\_\_  
SIGNATURE OF OWNER OR LEGAL REPRESENTATIVE OF ORGANIZATION

\_\_\_\_\_  
DATE

\_\_\_\_\_  
PLEASE PRINT NAME AND TITLE

## 8 WHAT TO MAIL BACK:

Remove this page from packet (retain the Packet Information for your reference).  
Enclose appropriate fees with completed application:

Winter Fest  
c/o Fullerton Museum Center  
301 N. Pomona Avenue  
Fullerton, CA 92832

Make checks payable to "City of Fullerton."

If you have any questions, please call Ashley Glass at the Special Events Office at (714) 738-3338.

## 9 SIGNATURE OF AGREEMENT:

The applicant Vendor (VENDOR) is an authorized agent of the group submitting this application and is 21 years of age or older, has read the VENDOR GUIDE & APPLICATION, and accepts responsibility for information contained in said GUIDE & APPLICATION. VENDOR understands that failure to comply with PARTICIPATION GUIDELINES as specified in the GUIDE & APPLICATION may result in removal from the event and/or denial of participation in the future. The Winter Fest committee reserves the right to refuse any application without recourse.

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