



## OktoberFest 2010—Todos Santos Plaza in Downtown Concord

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Festival Coordinator: Kathy Dupler—Email: [kathy.dupler@gmail.com](mailto:kathy.dupler@gmail.com)

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### About OktoberFest

Sponsored by the Todos Santos Business Association and the City of Concord, OktoberFest 2010 is a one-day festival scheduled for Saturday, October 16th, 2010 at Todos Santos Plaza in downtown Concord, CA from 11:00am to 6:00pm. Festivities include live music, a beer garden, food vendors, arts and crafts vendors and a family area with themed games.

Last year's event was very successful and heavily attended; we expect this year to be the more so. Todos Santos Plaza is the local hub for live music and festival events. The City of Concord's "Music and Market Concert Series" and "Music at Noon Concert Series"—collectively in their 23<sup>rd</sup> year—run twice per week through the summer months and draw on average of 4000 people each week. (OktoberFest 2010 will be marketed at each of these events, all season long.) In addition to on-site marketing at other Todos Santos Plaza events, we will be advertising extensively on the radio, television, newspapers, and though fliers, all to make your OktoberFest experience more enjoyable and profitable.

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### Vendor Categories, Policies and Fees

**Activity Provider Vendors:** One of the cornerstones of Concord's OktoberFest is its eclectic blend of activity offerings geared to all age groups. Participation is generally by invitation. But ideas and suggestions are gladly accepted; contact the vendor coordinator or submit an application.

FEES: Generally waived. Tent is generally not included; Electricity is not available.

**Arts and Crafts Vendors:** Exhibitor spaces are limited. We seek a good mix of quality items. We select vendors by committee based on originality, creativity, marketability and general appeal as well as quality of craft and booth design. There is a strong preference for hand-made items and original designs. We avoid selecting multiple vendors selling similar or competing items.

FEES: \$85.00 per 10' x10' space (no percentage of sales taken). Tent not included; Electricity is not available.

**Community Groups:** Community groups are selected by committee and participation is generally by invitation. Priority is given to charitable organizations who work with under-served populations. We also observe geographic boundaries (Concord preferred) and avoid organizations that compete with downtown businesses. Community groups are asked to facilitate an activity for children/families in addition to publicizing their organization

FEES: Generally waived. Tent is sometimes included; Electricity is not available.

**Entertainers and Musicians:** Musicians and entertainers are selected by committee and booked by OceanWorks Productions. Selections are generally made by the first of May. For consideration, mail a promotional package to Jim and Kathy Ocean; PO Box 2119; Guerneville, CA 95446

**Food Vendors:** Priority is given to food vendors that clearly fit within the OktoberFest theme and are local establishments. We will avoid selecting multiple vendors serving similar or competing items.

FEES & REQUIREMENTS: \$85.00 to TSBA per 10' x10' space (no percentage of sales taken). Tent not included; Electricity is not available. Must know about and comply with all health codes and must pay a temporary food permit fee of \$107.00 in addition to vendor fee.

**Sponsor Booths:** Priority is given to local organizations and companies, and we avoid those that compete with downtown businesses. Sponsors are asked to facilitate an activity for children or families in addition to publicizing their organization.

FEES: \$300.00 per 10' x10' space (no percentage of sales taken). Tent not included; Electricity is not available.

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### General Information

**Location:** Todos Santos Plaza is located in downtown Concord off of Willow Pass Road at Grant Street. From Hwy 680; exit Willow Pass Rd. in Concord. Go East on Willow Pass Rd. toward downtown Concord. (You will be heading toward Mt. Diablo.) Follow Willow Pass Road a few miles to downtown Concord. Todos Santos Park will come up on the left.

**Set-up:** Arrive between 8:00am and 9:00am

**Exhibit Times:** 11:00am to 6:00pm

**Application Deadline:** None. Apply early—applicants are considered on a first-come, first-serve basis. We will contact you once your application has been reviewed. If selected, we will confirm your spot and work out any details.

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### Application Process

1. Complete the attached application and contract and return it to the address above. Keep a copy for your records.
2. Submit brochures, photographs and descriptions of your products/services/display (hard copies or digital files are OK)
3. Submit a list of all items to be sold. (If we deem an item(s) inappropriate, we reserve the right for it to be removed.)
4. We will request payment if your application is accepted. (Make checks payable to Todos Santos Business Association.) Your reservation is not confirmed until payment is received.
5. Your parking permit, map & booth location information will be mailed in early October.



## Vendor Contract for OktoberFest 2010

1. Unless other arrangements have been specifically made with you, no chairs, tables, tents, chairs, shade, weather protection, etc. will be furnished. If you need it, bring it. OktoberFest 2009 does not provide labor to set up, take down, loading or sales. Overhead protection must be tied down securely. Vendor is responsible for any damages resulting from unsecured equipment.
2. Set-up time starts at 8:00 am. Vehicles must be unloaded upon arrival. If more supplies are needed during the festival, please use hand-carts, etc. to carry products to your booth. Please note that OktoberFest 2009 does not provide hand-carts. No vendor shall be allowed to remove any portion of their booth's display until the show is officially closed (upon termination of the last main stage musical act). Vendors violating this policy will lose all priority and may be excluded from next year's show.
3. No vendor may, without the written permission from OktoberFest 2009, assign, sublet or apportion all or any part of the privileges or of the space assigned to him, nor permit any other party to exhibit herein, not to distribute any literature or advertising materials or products, for the purpose of promoting any business other than that of the exhibitor to whom the space is assigned.
4. The Vendor activity of each exhibitor in the vendor areas must be within the exhibitor's allocated exhibit space. Exhibitors may not use noise, lighting, or other distractions judged by OktoberFest 2009 to be offensive to other vendors. Visual aid devices, tape recording equipment and similar mechanical devices shall not unduly interfere with or be disconcerting to other vendors. Vendor literature shall not be distributed outside the vendor's booth.
5. Vendors are subject to all applicable laws and ordinances, and the vendor agrees to abide by any regulations or other instructions from the City of Concord and County of Contra Costa. OktoberFest 2009 reserves the right to restrict or refuse or expel at any time vendors which in its judgment are not in keeping with the nature, character or appearance of other vendors or of the festival as a whole.
6. Booth displays are the responsibility of each Vendor. Booths must be manned at all times.
7. No alcohol, illegal drugs, or pets are permitted.
8. There are no rain dates and no refunds in the event of rain. There are no refunds granted for any reason, as the revenue from vendor spaces is spent on extensive advertising.
9. OktoberFest 2009 management can give indications of attendance at previous events at Todos Santos Plaza, but cannot and does not guarantee attendance or profit levels at the Festival site. Any loss sustained is to be borne by the Vendor.
10. Vendors are expected to maintain their own liability insurance and evidence of such insurance must be provided to the Festival management upon request. OktoberFest 2009 will not be held responsible for any claims arising from the use of products or services provided by any vendor.
11. California law requires all vendors to have California resale number on file with the state board of equalization. All licenses are the responsibility of the vendor. One-day permits are available at your state board office S.B.O.E. 224-4729. Vendors are responsible for collecting and paying their own sales taxes, if any.
12. Vendors agree to assume all liability for any loss or injury resulting from attendance at this event. It is the sole responsibility of each Vendor to secure the exhibit area assigned to them and the belongings contained therein. General overall security and reasonable care will be exercised to protect all vendors and the exhibit area insofar as possible. OktoberFest 2009 assumes no liability for any personal loss or injury to the Vendor's staff, and/or booth guests, or for loss, damage or theft of any individual's belongings. Nor shall any agents of OktoberFest 2009 be required to maintain security or provide insurance for any damage or loss to any individual or any individual's property. All vendors are urged to obtain insurance against property loss or damage. Sellers further agree to hold the City of Concord, Todos Santos Business Association, its agents and contractors free from liability.
13. Vendor agrees to protect, defend, indemnify and hold harmless the City of Concord, Todos Santos Business Association and its officers, directors, agents, or any person, organization or company associated with the Festival against loss, damages, or expense by reason of suits, claims, demands, judgments and causes of action caused by Vendor or the Vendor's agents, arising out of or in consequence of the performance of this contract.
14. This agreement contains the entire agreement of the parties hereto with respect to matters embraced herein. Nothing in this provision, however, shall preclude the corporation from adopting additional rules and regulations, orally or in writing as the corporation deems necessary.

In consideration of you accepting my entry, I intend to be legally bound, hereby for myself, my heirs, executors and administrators, waive and release any and all rights and claims for any and all injuries from, or while participating in OktoberFest 2009 on October 17, 2009, including but not limited to attorneys fees and all costs, against all persons and organizations affiliated with, sponsoring, promoting, conducting, or in any way associated with this event. I agree to abide by the regulations set forth above and assume complete responsibility for installing and handling my exhibit.

OWNER'S NAME \_\_\_\_\_

OWNER'S SIGNATURE \_\_\_\_\_

CALIFORNIA RESALE NUMBER \_\_\_\_\_

Mail to: Todos Santos Business Association; c/o OceanWorks Productions; Box 2119; Guerneville, CA 95446 or FAX to 707-869-8243