



31st Annual
MUSHROOM MARDI GRAS FESTIVAL
Downtown Morgan Hill
Outdoor Community Center Amphitheater & Surrounding Area
May 29-30, 2010

Dear Artist and Crafter:

Make plans now to attend the 31st Annual of the Morgan Hill Mushroom Mardi Gras Festival, May 29-30, 2010 in Downtown Morgan Hill. Enclosed, please find the Arts & Craft Application.

The Mushroom Mardi Gras Festival is an annual event, offering handmade Arts & Crafts; Gourmet Food Booths; Entertainment, including street performers, live bands with dancing and strolling musicians; Munchkin Land, with kids rides, games and entertainment; Marketplace, Wine & Beer Gardens and much, much more! Attendance and parking are free!

Our Arts & Craft section of the festival is juried. We try very hard to provide quality arts & crafts in this section, by asking for work photos and description of work. Please note that we do accept some marketplace vendors as long as they don't compete with an arts & craft vendor. Marketplace vendors are placed in a separate section of the festival but to fill space, we may include some marketplace vendors in the Arts & Craft section as long as they are of high quality or don't compete with an artist or crafter.

If you've received the arts & craft application and your merchandise is not handcrafted, please contact us to see if your items are acceptable and to receive a marketplace application.

Enclosed, please find your Arts & Craft vendor application for the 30th Annual Mushroom Mardi Gras Festival.

How to Apply (VERY IMPORTANT, please read)

1. Read and complete the enclosed application form carefully and completely. List all items you will be selling. Items not included on the application **will not be allowed to be sold or shown**.
2. Read the terms & conditions on the back of the application very carefully. Sign the acceptance of waiver. Please make sure you make copies for yourself. Your application will not be accepted unless you have signed the acceptance of waiver.
3. Include **3 photos of your items for sale, 2 work photos showing you making your items, 1 photo of your booth display and a description of work** and price lists of what you will be selling. Applications without photos will not be considered. **This includes repeat vendors**. If you want your photos returned, please include a self addressed stamped envelope, with enough postage to cover the cost to return your photos
4. **CORNER BOOTHS:** Corner booths are **very limited**. If you require more than a 10x10 space, it is beneficial to sign up for 2 booth spaces at the discounted price of \$500. **If you are requesting a corner booth, please submit a separate check for the corner booth fees. If you are not given a corner booth, your check will be returned to you.**
5. Currently, we accept checks, cashiers checks, money orders, Visa, Mastercard & AMEX. Checks are payable to Mushroom Mardi Gras, at the address below, for full amount of fees due. If paying by credit card, please fill out the credit card application and return with your vendor application.

Please don't hesitate to call or email if you have any questions. We look forward to seeing you at this year's event.

305 Vineyard Town Center
PMB #184
Morgan Hill, CA 95037



(408) 778-1786 Phone
(408) 782-0030 Fax
mmgf@mhmushroommardigras.com

30th Annual, May 29-30, 2010
Saturday 10:00am to 7:00pm & Sunday 10am – 6pm
Outdoor Community Center Amphitheater & Surrounding area
ARTS AND CRAFTS
Application Deadline – April 15, 2010

Please fill out the application completely. Read the terms & conditions, sign and mail the original with your booth fees. Booth fees are for SPACE ONLY. **You must provide your own tables, chairs, display, etc.** If you are requesting a corner booth, please send the corner booth fee in a separate check from the booth fees. Your check will be returned if you are not given a corner booth. Make sure you keep a copy for your records. Early-bird registration deadline is April 15. A \$50 fee will be added for applications received after this date. Applications will be accepted until sold out.

Last Name: _____ First Name: _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone () _____ Fax () _____ Cell () _____

Email: _____ Website: _____
(Email address is for Mushroom Mardi Gras use only)

Resale Permit#: _____ ***Resale permit must be valid and current. All resale numbers will be submitted to the State Board of Equalization as required by law.***

CRAFT INFORMATION *(Include 3 photos of items, 2 work photo, description of work, and 1 photo of booth display. Please include a self-addressed stamped envelope with enough postage, if you would like your pictures returned).*

One word that identifies your craft category: (e.g.: wood, glass, jewelry, clothing) _____

Please describe your work in detail. Include **all items** for sale (attach a price list if necessary).

Average retail price range for items/products (From \$ to \$): _____

Special Requests: _____

Returning Vendor? _____ If so, how many years _____

FEES (We DO NOT take commission on sales)

10 x 10 Booth Space (\$500 for a 10x20)	\$285 _____ spaces =	\$ _____
\$10 discount if paying by check or money order	\$10 discount minus \$-	_____
Corner Booth (please send in separate check)	\$135 _____	\$ _____
Electrical (\$50 1 outlet; \$75 2 outlets, \$125 3 outlets)	_____ outlets =	\$ _____
Late Fee (if received after April 15)	\$50 _____	\$ _____
TOTAL		\$ _____

Mail your application and check or credit card application to: Morgan Hill Mushroom Mardi Gras,
305 Vineyard Town Center, PMB # 184, Morgan Hill, CA 95037

VENDOR TERMS & CONDITIONS

BOOTH INFORMATION: Each space is 10'x10' and will be clearly marked. The booth fee is \$285 for the space only. All vendors are required to bring their own canopies, tables, chairs, etc. Payment must be submitted with the application. Electricity can be ordered for an additional fee. Your placement will be restricted to the area that electricity is available. Corner booths can also be requested for an additional \$135. No refunds will be provided for cancellations received after May 1, 2010. The Mushroom Mardi Gras assesses a \$25 fee for returned checks.

Overnight security will be provided at the event site, however risk for theft or losses are the assumption of the vendor. The Morgan Hill Mushroom Mardi Gras has the right to prohibit and/or evict (without refund or assumption of liability for lost sales or expenses) any presentation or person who is in any manner deemed offensive or unprofessional. Vendors must provide their own display and must conform to the assigned space. Morgan Hill can be windy after 4pm, so please be prepared. The vendor will be held liable in the event that their display causes damage to the display or work of another vendor or event site property or if anyone is injured due to your negligence.

SELECTION: All A&C applications must be handcrafted and are screened and juried by selected artists & crafters. If your items are not handcrafted, please contact us for a Marketplace application. Selections are made based on quality, date received, duplication of items, and past participation in our event. Vendors must have a current resale permit number, if applicable. Applications and payment must be received in the Mushroom Mardi Gras office by the deadline date of Thursday, April 15, 2010. Any applications received after that date will be charged a \$50 late processing fee. The Selection Committee will review applications upon the deadline date, and notify you of your acceptance or non-acceptance by May 1st. Once accepted, you will receive a festival map with booth location and further vendor instructions. Once the deadline date is past, the Selection Committee will review applications every 2 weeks, until all spaces are filled. If not accepted, all materials and fees will be returned promptly. Every effort will be made to accommodate special requests and are not guaranteed. All placement decisions are final. **NO NEGOTIATIONS!**

REGISTRATION: Donuts & Coffee will be available at registration on Saturday, May 29 at 7am. It is not a requirement for you to come to registration as we will have staff walking the festival, beginning at 9am, to check you in. If you have not shown up by 9:00 a.m., you will be deemed a no-show, without refund, and the adjoining booths will absorb your space. All vehicles must be off the grounds by 9:00 a.m. and all booths completely set up and ready for business by 9:30 a.m.

SET-UP: Security will be available on Friday night, May 28. You are welcome to set-up your booth on Friday night, after 7:00 p.m., at your own risk. If you set up in the wrong area/location, you will be asked to move. Please drop your booth equipment and merchandise off at your booth space and proceed directly to vendor parking and registration. Your space must be completely set up by 9:30 a.m. and open for business by 10am. **All vehicles must be moved from the event area immediately after unloading.** **NO EXCEPTIONS!** If your vehicle is left unattended during set-up, you WILL be towed.

TEAR DOWN: All vendors agree to participate for the entire event and understand that tear down before 7pm on Saturday and 6pm on Sunday is not allowed for any reason. Vendors may not bring vehicles onto the grounds until 6:30 – 7pm so we can give the public, security and the larger service vehicles time to leave safely. All vendors are responsible to clean up and bag your own trash. **This includes Zip Ties!!!** A \$50 cleaning fee will be charged to any vendor who leaves trash behind and the possibility of being declined as a future vendor in the Mushroom Mardi Gras Festival. At the conclusion of the festival, all vendors are required to be completely torn down and off the downtown streets by 10pm on Sunday, May 30. Anyone who is still on the downtown streets after 10pm will be invoiced overtime fees of \$50 every 15-minutes thereafter.

PLEASE SIGN AND RETURN WITH APPLICATION

Please note:

This must be signed and returned with application in order to process the application

WAIVER & HOLD HARMLESS

HOLD HARMLESS: This event is held rain or shine and no space fees or vendor expenses will be refunded should an emergency of any nature arise prior to the opening time or during the event that would prevent or cancel its production. In consideration for being allowed to attend and participate in the 30th Annual Mushroom Mardi Gras Festival, May 29-30, 2010, vendor agrees to protect, defend and hold harmless Morgan Hill Mushroom Mardi Gras, Inc., and their respective elective or appointed boards, officers, agents, and contract employees from any and all claims, liabilities, expenses, or damages of any nature, including reasonable attorney's fees, to the extent such claims, liabilities, expenses, or damages arise out of the participation by the Mushroom Mardi Gras, its agents, officers, employees, subcontractors, or independent contractors, at the festival.

WAIVER: I have read and fully understand the Terms & Conditions on page 3 of this application. In consideration for being allowed to attend and participate in the 30th Annual Mushroom Mardi Gras Festival, May 29-30, 2010, I agree to abide by these terms and conditions, as outlined on page 3 of the application.

Company Name: _____

Name (please print) _____

Signature: _____ Date: _____



CREDIT CARD APPLICATION

Please fill out the following and return with your vendor application if you would like to use a credit card to pay for your vendor fees.

Name as it appears on Credit Card _____

Credit Card Billing Address _____

Credit Card City, ST & Zip _____

Visa Mastercard AMEX

Credit Card Number _____ Exp _____

I authorize the Morgan Hill Mushroom Mardi Gras to charge my credit card for:

Signature: _____

Please note that when receiving your statement, the charge will be listed under
AUDAVI CORPORATION.



Morgan Hill Mushroom Mardi Gras Festival Program

Sponsored by

OUT & ABOUT
YOUR VOICE IN THE VALLEY

PROMOTE YOUR BUSINESS

by advertising in the 31st Annual
Morgan Hill Mushroom Mardi Gras
Festival Program



The Mushroom Mardi Gras program will be inserted in the
May Out & About Magazine as well as distributed
at the entrances of the festival.

(The May Out & About Magazine is distributed April 27th)

Out & About Magazine has a
distribution of over 30,000 in 700 locations including
South San Jose, Morgan Hill, Gilroy, Hollister, Los
Banos, Aromas, San Juan Bautista, Prunedale, Castroville,
Salinas & Monterey.

Don't miss out on this great advertising opportunity!

To advertise, contact:
Sunday Minnich at 408-778-1706 or email
mmgf@mhmushroommardigras.com

AD PRICING

Full Page Ad.....	\$1600.	Includes full color and Ad design
1/2 Page Ad.....	\$800.	
1/3 Page Ad.....	\$675.	
1/4 Page Ad.....	\$415.	
1/6 Page Ad.....	\$325.	
1/8 Page Ad.....	\$215.	