



31st Annual MUSHROOM MARDI GRAS FESTIVAL

Downtown Morgan Hill
Outdoor Community Center Amphitheater & Surrounding Area
May 29-30, 2010

Dear Vendor:

Enclosed, please find our commercial booth application for the 30th Annual Morgan Hill Mushroom Mardi Gras Festival, May 29-30, 2010 in Downtown Morgan Hill. Don't delay, booth space sells out each year!

The Mushroom Mardi Gras Festival is an annual event, offering handmade arts & crafts; gourmet food booths; entertainment, including street performers, live bands and strolling musicians; Munchkin Land, with kids rides, games and entertainment; wine & beer gardens and much, much more! Attendance and parking are free!

Each year extensive marketing and advertising is done throughout the Bay Area, including, Santa Clara, San Benito, and Monterey Counties.

For more exposure to your business, we also have sponsorship opportunities available. The Mushroom Mardi Gras is a non-profit, 501©3 organization that has provided over \$500,000 in scholarship funds to local graduates as well as assists many non-profit organizations in raising funds for each of their worthwhile projects. Not only will you be supporting these great worthwhile causes, but also you will have a tremendous amount of promotion & publicity for your business. And its tax deductible! For more information on sponsorship opportunities, contact Sunday Minnich at mmgf@mhmushroommardigras.com or call her at 778-1786.

PROMOTE YOUR BUSINESS IN OUR EVENT PROGRAM! Our event program will once again be published by Out & About Magazine. Not only will the program be handed out at the festival, 30,000 copies will also be distributed in Out & About Magazine, covering over 700 locations, 13 cities and spanning 4 counties. See attached flyer for more information.

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

How to Apply

1. Read and complete the enclosed application form carefully and completely. This application is for exhibit booths only. No items are allowed to be sold. If you are planning on selling any promotional items, please contact us for a Marketplace vendor application.
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. 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.
4. **CORNER BOOTHS:** Corner booths are very limited and are on a first-come, first serve basis. If you require more than a 10x10 space, it is beneficial to sign up for 2 booth spaces. **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. Make plans to have a busy and successful weekend in Morgan Hill, at the 30th Annual Mushroom Mardi Gras!

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



Phone: (408) 778-1786
 Fax: (408) 782-0030
 mmgf@mh-mushroommardigras.com

A Non-Profit Organization

30th Annual, May 29-30, 2010
Saturday 10am – 7pm & Sunday 10am – 6pm
Downtown Outdoor Community Center Amphitheater & Surrounding Area
COMMERCIAL APPLICATION
Application Deadline – April 15, 2010

Yes, I want the opportunity to promote my business by meeting prospective customers, displaying my products and answering questions on a one-to-one basis at the festival. I understand that this is a promotional booth only and retail sales are not permitted on-site however orders may be taken. If you wish to sell merchandise, please contact us for a Marketplace Application.

Vendor is provided a 10X10 **SPACE ONLY**. You are required to bring your own display, table, chairs, etc., to fit a 10X10 space. Space is limited. All applications will be date stamped and commercial vendors will be selected on a first come, first served basis. Each booth must have prominent signage identifying company name! Vendors not accepted would have all materials and fees returned. All fees are held until vendor is notified of acceptance. **NO REFUNDS!** Vendors can set-up beginning at 8:00 p.m., Friday, May 28. This event will be held outdoors in Downtown Morgan Hill on the Community Center grounds and surrounding area.

All fees must be submitted with application. Read the terms & conditions on the back of this application carefully and sign the acceptance of waiver, before returning your application. Applications won't be date stamped unless fees and terms & conditions are returned with application.

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)

Please describe your products and what you will be promoting: _____

Please list any special requests: _____

FEES:	10x10 booth space	\$385 x _____ spaces =	\$ _____
	10x10 Non-Profit (501©3 only) Space	\$195 x _____ spaces =	\$ _____
	\$10 Discount if paying by check or money order	\$10 discount	minus \$- _____
	Electrical (\$50 1 outlet; \$75 2 outlets, \$125 3 outlets)	_____ outlets =	\$ _____
	Corner Booth (provide corner booth fees in a separate check)	\$150	\$ _____
	Advertising in Event Program (see flyer for ad rates)	_____ size of ad	\$ _____
	Late fee (if received after April 15)	\$50	\$ _____
	Total:		\$ _____

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

PLEASE TURN OVER FOR VENDOR TERMS & CONDITIONS

VENDOR TERMS & CONDITIONS

BOOTH INFORMATION: Each space is 10'x10' and will be clearly marked. Vendor must provide own table, chairs, canopy, etc. The booth fee is \$385. 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 are limited and can also be requested for an additional \$150. 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: Space is limited. Selections are made based on date received, duplication of items, and past participation in our event. 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, within two weeks after the deadline date. 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. **NO REFUNDS!** 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. Registration will be located in the Community Center Parking lot by the Dunne Avenue entrance. It is not required 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 8:00 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. A \$50 cleaning fee will be charged to any vendor who leaves trash behind, **including Zip Ties**, 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.

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 the back of this application. In consideration for being allowed to attend and participate in the 30th Annual Mushroom Mardi Gras Festival, May 29-30, 2010, by initialing each section on the back of this application, I agree to abide by these terms and conditions, as outlined.

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:

Amount to be charged \$ _____

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



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.	