



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 marketplace application for the 31st 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; chef demonstrations, 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. Last year our estimated attendance was 50,000.

It is our goal this year to provide a quality festival with handcrafted arts & crafts. Marketplace vendors **WILL NOT** be accepted if they compete with a handcrafted vendor. If you are unsure if your items are acceptable, please contact us. Business booths displaying or demonstrating products are acceptable.

PROMOTE YOUR BUSINESS IN OUR EVENT PROGRAM! Our event program will once again be published by Out & About Magazine. Promote your business in our event program, with over 30,000 copies delivered to over 700 locations, spanning 4 counties, with additional copies handed out at the festival. Please see attached flyer for more information.

Enclosed, please find your vendor application for the 31st Annual Mushroom Mardi Gras Festival.

How to Apply

1. Read and complete the enclosed application form carefully and completely. All items to be sold at the festival must be listed on the application. 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 2 photos or brochure of your product and 1 photo of your booth display, as well as price lists of what you will be selling. **Applications without photos will not be considered.** This includes repeat vendors. If you would you're your photos returned, please include a self addressed stamped envelope with enough postage to return your photos.
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. 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.
6. Make plans to have a busy and successful weekend in Morgan Hill, at the 31st 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



MORGAN HILL
MUSHROOM
Mardi Gras
A Non-Profit Organization

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

31st Annual, May 29-30, 2010
Saturday, 10am – 7pm & Sunday 10am – 6pm
Downtown Outdoor Community Center Amphitheater & surrounding area
MARKETPLACE APPLICATION
Application Deadline – April 15, 2010

Please fill out the application completely. Make sure you keep a copy for your records. Applications will be accepted until sold out. Vendor is provided a 10X10 **SPACE ONLY**. You are required to bring your own display, table, chairs, etc., to fit a 10X10 space. Each booth must have prominent signage identifying company name! Vendors not accepted will have all materials and fees returned. NO REFUNDS after May 1st!

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)

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.**

RETAIL INFORMATION (Include 2 photos of items, 1 photo of booth display. Please include a self-addressed stamped envelope if you would like your pictures returned).

Include all items for sale (attach a price list if necessary).

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

Special Requests: _____

FEES (We DO NOT take commission on sales)

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 \$- _____
	Corner Booth (Please submit separate check)	\$150	\$ _____
	Electrical (\$50 1 outlet; \$75 2 outlets, \$125 3 outlets)	_____ outlets =	\$ _____
	Event Program Advertising	_____ size ad	\$ _____
	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 \$385 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 \$150. Please submit a separate check for corner booths. 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. Vendors must have a current resale permit number if selling any merchandise. Applications and payment must be received in the Mushroom Mardi Gras office by the deadline date of Thursday, April 15. 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. This includes plastic ties straps. 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.

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 31st 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 this application. In consideration for being allowed to attend and participate in the 31st Annual Mushroom Mardi Gras Festival, May 29-30, 2010, I agree to abide by these terms and conditions, as outlined above.

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.	