

Dear Vendors:

We are please to announce The 12th Annual Monterey Bay ReggaeFest, in the beautiful Monterey Bay Peninsula at the Monterey County Fairgrounds. The festival starts Friday, August 31st, and ends on Sunday, September 2nd. We would like to invite you to come and celebrate our 12th Annual Reggae Festival. This year as usual promises to be the one event you do not want to miss in 2007. The time to reserve your space is now by sending in your completed application. Last year we sold out of vender spaces. We encourage our returning venders to send their application in ASAP, to ensure their choice location.

This year we are expecting 15,000+ enthusiastic Reggae fans over the weekend to attend this fun fill event and we promise a great line up to help mark our 12th Annual ReggaeFest.

Vendors selections and dead lines are as follows:

1. First, come First selected.
2. Base on suitability, balance of food type.
2. Variety of merchandise and diversity.

#### CAMP SITE

1. 3 Day Campsite @ Laguna Seca \$100.00 includes shuttle to & from.
2. 4 Nights RV Campsite on site \$250.00.

Contact and Mailing information:

PO Box 1607  
Seaside, CA 93955  
(831) 394-6534

Thank you, for your interest in the 12th Annual Monterey Bay ReggaeFest, a positive event for the whole family.

**CONCESSION APPLICATION, See Attached AGREEMENT.**

Applicant \_\_\_\_\_

Name of Business \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**(Complete PART I)**

**FEES:** Food Booths Included in this years fees for **permanent booth** are the rental fees, and the Monterey County Fairgrounds fees for all concessionaires gross sale, **(Concessionaires Agreement)**. Liability Insurance fees are included, please see CA #6.

**A. Food Booth Sizes:**

(10W X 20L) .....	\$1,200.00	\$ _____
(20W X 10L) .....	\$1,300.00	\$ _____
<b>Permanent Food Booth fees&amp; Rental fees</b> .....	<b>\$1,600.00</b>	<b>\$ _____</b>

All permanent booths have running water, electricity, counters, refrigerator.  
Some come with deep fryer, oven, grill, stoves and warmers.

**B. Merchandise Booth Sizes:**

(10W X 10L).....	\$ 650.00	\$ _____
(10W X 20L) .....	\$ 750.00	\$ _____
(20W X 10L).....	\$ 850.00	\$ _____

**C. Advertising Booth Size** (10W X 10L).....\$ 300.00 \$ \_\_\_\_\_

**D. RV Camp: (RV's Only)** .....\$ 250.00 \$ \_\_\_\_\_  
**3 Day Camp off site + shuttle to & from festival** ..... \$ 100.00 \$ \_\_\_\_\_

**E. Tables** (4 X 6 ft long) \$15.00 each x \_\_\_\_\_ = \_\_\_\_\_ \$ \_\_\_\_\_  
**Chairs** \$ 6.00 each x \_\_\_\_\_ = \_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL DUE \$ \_\_\_\_\_**

**F. Insurance Fee:** See attached CA #6 (Concession Agreement).

**G. Health Permit:** See attached CA #5

**Please make sure to list your resale number here,** \_\_\_\_\_

**MBRF USE ONLY:**

Date Rec. _____	Fee Rec. _____	Type Vent. _____	Prior MBRF. _____	Dimension _____
Electrical Needs _____	Resale # _____	City Lic. _____	Health Per. _____	Approved _____ Booth # _____

**For more information contact Pam at (831) 394-6534.**



1. **DEAD-LINE & CANCELLATION:** **First come**, there are limited amounts of foods and crafts spaces available. Acceptances letters will be going out June 1, 2006. There will be a 50% cancellation fee until **July 14, 2007. After that, there will be NO MORE REFUNDS.**
2. **BOOTH FEES:** The concessionaire agrees to pay the MBRF for the rights and privileges hereby granted In the amount and in the manner set forth by the applicant contract. All fees shall be paid in full upon the return of this signing contract and a current Resale #, prior to any credential/passes being issued to concessionaire.
3. **SET UP:** Is at GATE 4, the hours for set up will be Thursday, August 30, 2007: Food Venders will be first on the grounds, starting at 12:00 noon, Craft Venders will follow at 2:00 pm; we will close the gate at 6:00 pm on Thursday. Friday, August 31st, 2007: set up will be at 10:00 am, gates will open to the public at 4:00 pm. Saturday, September 1st set up will be at 8:00 am, Sunday, September 2nd set up will be at 8:00 am. Gates will open to the public at 11:00 am Saturday and Sunday. After Fridays' set-up vehicles will not be allowed back on the grounds, until the end of the festival on Sunday.
4. **FOOD VENDERS:** All equipment must be in side your booth diameter (BBQ Pits, deep fryer ext) An additional fee of \$200 for your gross sales paid to the Monterey County Fairgrounds is included in your application fees. Contact Kelly, at the Monterey County Fairgrounds (831) 372-5863 for any additional information.
5. **HEALTH DEPARTMENT (Food Vendors):** Application for your health permit is included in your acceptance letter, fill it out and returned it to the Dept. of Health no later than 3 weeks before the festival; for more information contact the Environmental Dept. of Health, at 1200 Aguajito Rd, Monterey, CA 93940 (831) 647-7650. All food vendors must be ready for inspection from the Health Department, on Friday, before the gate opens. You must have all items to be sold posted with prices at all times. Any "Dumping" of grease on the grass or in flowerbeds, behind building is prohibited: **GREASE DISPOSAL**, there are two grease-disposal receptacle provided, one by the permanent food booth and another by the King City Room. **The Fairgrounds will fine \$500 to any one who is dumping grease on the grounds illegally.**
6. **LIABILITY INSURANCE:** All participants must be insured, fees are included in your booth fees. Contact the 7<sup>th</sup> District Agriculture at 2004 Fairgrounds Rd, Monterey, CA 93940, or (831) 372-5863 for any additional insurance information.
7. **SALES TAX:** Make sure to list your current resale number on the space provided on page 1 of this application. You must have a current seller's permit or temporary seller permit number. That Number will be sent to the State Board of Equalization for verification.
8. **CITY LICENSE:** An application for license to do business in the City of Monterey will be included in your acceptance letter, please fill it out and return to the address listed on it. All venders must have a valid city license or temporary one to sell in Monterey County. Contact Revenue Dept., City of Monterey 93940, (831) 646-3944 for information.
9. **ADVERTISING BOOTH:** A minimum fee is required with advance approvable by MBRF, there will only be four (4) passes per day; there will be no items being sold out of these booths.
10. **FINAL SELECTION:** Based on concessions that add diversity to the balance of food and merchandise, that will highlight well at the MBRF. If you are, returnee from last year who has paid all fees and submitted all requirements **IN A TIMELY FASHION**, we will consider request for selected locations.
11. **RESTRICTIONS:** There shall not be any food or beverage sold on the fairgrounds without prior approval, there shall not be any selling out side of your rented space of any kind (**no bootlegging, no exceptions**). Also

there are **NO cans or glass allowed on the grounds.**

**12. EXCLUSIVITY:** The MBRF does not give any vendor the exclusive right to sell any product. **The MBRF retains right to SALE all water, coffee.**

There will be no merchandise with the likeness of the MBRF Logos, any of its artist in the event; printed letters, words describing any of the artist and music. Or his/her name imprinted in any way on items: such as caps, posters, T-shirts, sweatshirts, jackets, emblems, cups, glasses, etc. without written permission from the MBRF and specific artist in question. Any one fined breaking these rules will not be ask back.

**13. SPACE SUBLETTING:** The concessionaire must not reassign/share any parts of his/her space, without the written approval of the MBRF. Each concessionaire participating in the festival **must have a contract and Insurance with the MBRF to participate in the festival.**

**14. PASSES & VEHICLES:** Craft vendors will receive **four passes** and food vendors will receive **six passes**. All occupants of a vehicle must have a pass; any one caught sneaking in or helping some one to sneak in will be ask to leave and not invited back. All vehicles must be off the grounds by 2:00 pm Friday, and will not be allowed back till the end of the three day festival.

**15. PARKING & RV CAMPING:** **Street parking / paid parking.** Immediately after unloading removed your vehicles from the grounds, there will be plenty of parking on Fairgrounds Rd. The number of RV Camping spaces is limited, **you must have a camper or RV to camp; no tents or any other type of camping allowed at the RV Camp Site.**

**16. LOST, DAMAGED OR STOLEN ITEMS:** Vendors agree that the MBRF and staff will not be responsible for any lost, stolen or damage materials, merchandise and/or property due to fire, flood, theft, rain, cold, fog or any other elements of nature or man. Festival will take place rain or shine.

**17. PAN HANDLING:** We do not endorse panhandling; therefore, Pan Handlers merchandise will be confiscated and not return to them and security will removed them from the grounds.

**18. CLEAN AREA:** Used the dumpsters and garbage bins that have been provided; permanent food booth must be cleaned thoroughly, all other craft and food booth area must be thoroughly clean and garbage at a minimum. **If we get find by the Fairgrounds, so will you by us.**

**19. REFUSAL POLICY:** MBRF reserves the right to refused any applicant.

**For more information contact Pam at (831) 394-6534.**