



Fiesta del Sol 2017 • May 20 & 21 • Solana Beach

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May 20 & 21 Daylight hours: subject to set up and breakdown schedule.

MERCHANT AGREEMENT

Background: The Fiesta del Sol ("FDS-17") is a two-day street and music festival in Solana Beach, California, celebrating its 38th year. The location is on the streets of West Plaza, Sierra Avenue and Acacia Avenue next to the beach entrance at Fletcher Cove. The event is sponsored by the Solana Beach Chamber of Commerce (SBCOC) and coordinated by its Executive Director, Nichole Peterson and this year's 2017 Chairperson. The event has a long standing history and has been well attended in the past. The event consists of Arts and Crafts booths, displays with exhibitors, one main stage with continuous music entertainment into the evening, children's activities, and food vendors. SBCOC advertises in local and surrounding areas to maximize attendance. SBCOC cannot guarantee weather conditions or public attendance.

Important: The attached General Information Sheet contains pertinent rules and procedures concerning the Exhibitor Artist Merchant Agreement. Your signature on this cover page will be deemed as your reading, understanding and acceptance of the rules and terms of the attached General Information sheet. Specifically important are the procedures and times for set up and breakdown (see attached map). If you are agreeable to our terms and procedures, please send your signed form, your Seller's Permit/DBA License, three (3) pictures of products/booth setup, and your check/money order to:

Solana Beach Chamber of Commerce, P.O. Box 623, Solana Beach, California 92075

Attn: Nichole Peterson, Executive Director, Solana Beach Chamber of Commerce

See Map & Pricing Sheet Attached

Space Requested 1st Choice _____ 2nd Choice _____ (not guaranteed & subject to discretion of SBCOC)

\$370 SBCC Members \$525- \$685 Regular Booths \$785 Select Booths \$150 limited space ART only

\$370 Verifiable handcrafted products and jewelry all products must be made by the booth merchant

\$10.00 1 Table & 2 Chairs \$85.00 Canopy (10x10 with 3 walls)

Please Print

Company Name _____

Primary Contact/Title _____

Mailing Address (city/state/zip) _____

Email Address _____

Day of Event Phone Number _____ Other _____

Website _____

Description of all merchandise that will be sold in your booth

If a past Exhibitor/Vendor, I understand I may not have the same location as in previous years. Please follow instructions in the attached General Information sheet to verify whether your requested booth is accepted by SBCOC. Again, we will continue to upgrade our merchants and increase the fine arts and crafts on display. As in any outdoor festival, there will be certain risks to property and person that may or may not be contemplated by any exhibitor/vendor participating in the "FDS-17". Understanding these potential risks, known and unknown, I hereby release the SBCOC Board of Directors and Staff, the City of Solana Beach, and any other of their agents from liability for bodily injury, property damage, or any other responsibility that may occur from any reasonable festival activity so long as it is not intentionally caused by SBCOC or its staff.

By signing below, I indicate that I have read the attached General Information sheet, understand and agree to all rules and terms, specifically including the procedures and times for set up and breakdown.

Signature _____ Date _____

INCLUDE: Signed Application, Payment, Pictures, Insurance Certificate, and Seller's Permit. Application & Booth Space will not be reserved without this information.



The General Liability Insurance Company, Haas and Wilkerson, that insures Fiesta del Sol event requires that EVERY vendor have the following liability insurance.

The Renter or Lessor shall pay and provide General Liability Limit in the amount of \$1,000,000. A certificate of insurance naming the Solana Beach Chamber of Commerce as an additional insured must accompany your application or be mailed in no later than May 1, 2017. The Renter agrees to defend, hold harmless and indemnify Solana Beach Chamber of Commerce for any claim of bodily injury or property damage except for those claims that result from the sole negligence of Solana Beach Chamber of Commerce.

The following are resources that you may refer to obtain insurance or go with your own insurance company:

2 Day Event policies **You Have Two Choices** (or go with your own insurance company):

1. Act Insurance - <https://www.actinsurance.com/policy/buy/ai/NzU4>

2. The Event Helper – Answer questions below and email to Bryan Boyes, bryan@theeventhelper.com or call 530-477-6521 x 215

-What kind of event vendor are you?

-Your name/business or organizational name, address and telephone number?

-Do you need any alcohol liability coverage? NO

-The calendar date(s) of the event. May 20 and 21, 2017

-Approximate attendance you expect for your operations each day on average. (i.e How many customers do you expect to come through your space each day)

Venue name/address - Solana Beach Chamber of Commerce, 210 W Plaza, Solana Beach, CA 92075

(Unless advised otherwise, your quote will be based on policy limits of \$1,000,000 each occurrence, \$2,000,000 aggregate, which are the lowest we offer)

You need to list as 'additionally insured' 1. The Solana Beach Chamber of Commerce, 210 W Plaza, Solana Beach, CA 92075 and 2. The City of Solana Beach, 635 S. Hwy 101, Solana Beach CA 92075

Annual Policy for your business:

Advanced Brokers Insurance – Drew Hardin at 858-436-7999

Initial here _____

Rules and Regulations - Fiesta Del Sol 2017

- Merchant Application and Fees.** Please read all requirements and information carefully. Complete the attached application and return with your payment made payable to the Solana Beach Chamber of Commerce in order to reserve your space.
- Return Merchants.** Thank you for being a returning merchant, we will do our best to reserve your same spot as the prior years, but there is no guarantee. It is your responsibility to review the location of your booth prior to payment to make sure it is the space you want.
- Verified Personal Handcrafts.** The Fiesta Del Sol attempts to upgrade the quality and uniqueness of the arts and handcraft merchants each year. We understand the difficulty of selling a handcrafted item over an imported manufactured product. To that extent, the price for a merchant who exhibits and sells 100% of its product which is personally handcrafted by the booth merchant artist will receive a discount on its booth. However, the product must be personally handcrafted by the booth merchant. The decision to allow the discount will be subjectively made by SBCOC.
- Quality of Products.** SBCOC reserves the right to reject any merchant application which does not meet the quality or design that the Fiesta Del Sol is attempting to portray. The Fiesta Del Sol attempts to create an exhibition of crafts that is acceptable to the general public. We prohibit any drug paraphernalia. SBCOC has sole discretion and reserves the right to deny any vendor with products without an arts and crafts theme. SBCOC attempts to maintain a high quality of arts and crafts; however, we cannot guarantee that imported products will not be sold.
- Confirming Merchandise.** At least 3 photos showing examples of **all** products to be sold and displayed must be provided with your application, seller's permit and payment. In the event your booth or products do not match the photos presented, SBCOC reserves the right to remove your booth during the Fiesta del Sol without refund. If you would like your photos returned, you must provide a self-addressed stamped envelope with your application.
- Booths.** A 10x10 space will be allocated. Merchants must provide their own fire retardant canopy and three sidewalls or the items may be rented by checking the appropriate box on your application for an additional fee. Merchants must only occupy the assigned space within the boundaries to accommodate neighbor booths. Your booth space must be manned from 9am to 6pm both days of the event. Merchants are responsible for providing their own set-ups or any materials needed for their display. Merchants agree to have no open flames at any booths and table clothes must be a minimum of 6 inches off the ground and will abide by any other fire safety requirements set forth by the City of Solana Beach Fire Department.
- Set up and Breakdown.** Upon approval of your application you will receive a Merchant packet that will have your Set up time. You will be allowed to bring in your vehicle during your specified time. All vehicles must be out of the Venue by 8:30am. Vehicles will not be allowed back into the venue until 9PM Sunday evening. This will be strictly enforced by Fiesta Security and the San Diego Sheriff department. Please be sure to breakdown your booth prior to bringing your car into the Venue. Booth space must be kept clean and entire booth space must be free of any debris at end of the event.
- Parking.** There are specific parking areas (directions will be in your Merchant package). Staff will direct you to the designated parking zones. DO NOT PARK ON THE RESIDENTAL STREETS.
- Refunds.** SBCOC does not guarantee retail sales, weather or attendance. Your space is NON REFUNDABLE, if you cancel SBCOC will attempt in good faith to fill your space. If space is filled, it will be at the sole discretion of SBCOC to issue a refund.
- Alcohol and Drugs.** All alcohol, drugs and smoking are prohibited in the Merchant zone. Fiesta Del Sol is a Non Smoking Event and is enforced by Event security and San Diego Sheriffs Department.
- Contact.** If you have concerns or need assistance during Fiesta del Sol, please find a SBCOC staff who will be in the Merchant zone. All staff will have radios to contact security if necessary. If you still need further assistance, please contact the SBCOC Executive Director, Nichole Peterson at 858-755-4775.

By Signing below you acknowledge that you have read and understand the above Rules and Regulations for Fiesta Del Sol 2017. *Note - The City of Solana Beach has a ban on Plastic Bags and Styrofoam Containers.

Signature

Date