



33rd Annual
MUSHROOM MARDI GRAS FESTIVAL
Downtown Morgan Hill
Outdoor Community Center Amphitheater & Surrounding Area
May 26-27, 2012

PROMOTIONAL VENDOR APPLICATION

MISSION:

Located in downtown Morgan Hill, California, the Morgan Hill Mushroom Mardi Gras Festival is held Memorial Weekend each year. Attendance estimates are about 70,000 visitors over the two-day event. The mission of the Mushroom Mardi Gras Festival (a non-profit 501(c)3 corporation), is to provide a fun and entertaining family festival with an emphasis on promoting the mushroom and educating consumers about the health benefits of mushrooms, all while financially awarding scholarships to high school seniors living within the boundaries of the Morgan Hill Unified School District and monetary donations to local non profit clubs and organizations. The Festival has awarded over \$700,000 in scholarships and over \$350,000 to local non-profits over the past 32 years.

FESTIVAL INFORMATION:

The Morgan Hill Mushroom Mardi Gras Festival will be held Memorial Weekend, May 26-27, 2012 in downtown Morgan Hill on the grounds of the Community Center Amphitheater and Depot Street from Dunne Avenue to 2nd Street. Festival hours are from 10am – 7pm on Saturday and 10am – 6pm on Sunday. **This is an outdoor festival and will be held rain or shine!**

APPLICATION PROCEDURE:

- This application should be filled out if you want the opportunity to promote your business by meeting prospective customers, displaying your products and answering questions on a one-to-one basis to over 70,000 participants at the festival.
- Please fill out the application completely. Sign the waiver acknowledging you read the general application information, and mail the original with your booth fees. Make sure you keep a copy for your records.
- List all items you will be promoting or any giveaways you will be conducting in your booth to alleviate duplication. Items not included on the application **will not be allowed to be shown or promoted.**
- Currently, we accept checks, cashiers checks, money orders, Visa, Mastercard & AMEX for full payment.
- Early-bird registration deadline is April 1. A \$50 fee will be added for applications received after this date. Applications will be accepted until sold out.
- All applications will be date stamped and selected on a first come, first served basis. Each booth must have prominent signage identifying company name! Vendors not accepted will have all materials and fees returned. NO REFUNDS after May 1st! The Mushroom Mardi Gras assesses a \$25 fee for returned checks.
- Selections are made based on date received, duplication of items, and past participation in our event.
- The Selection Committee will meet every two weeks to consider all applications received at that time.
- The Committee's decision is based on the needs of the Morgan Hill Mushroom Mardi Gras Festival and is final.
- Vendors will be notified of their acceptance in a timely manner. Those accepted will receive space assignment and set-up information the first week of May. All placement decisions are final. **NO NEGOTIATIONS!**

GENERAL INFORMATION:

- Vendor is provided a 10X10 **SPACE ONLY**. You are required to bring your own display, table, chairs, etc., to fit a 10X10 space. Tables are not available to borrow or rent from the festival (except Sponsorships). Please make arrangements to provide your own.
- The Mardi Gras reserves the right to locate vendor booths according to the needs of the festival.
- All display items must be placed within your 10x10 space. Items may not extend into the street past your booth. Company representatives must stay within your 10x10 space to hand out information. **Sidewalks must remain open and clear at all times.** Festival Management has the right to close down a booth without refund after 2 warnings of not following these rules.
- No booth sharing is allowed
- No sodas, bottled beverages and bottled water are allowed to be sold or handed out in vendor booths. All giveaways must be approved by festival staff.
- Electrical service is available only during festival hours and not available in all locations. **This will effect booth location.** Generators are not allowed.
- Overnight security will be provided. Each vendor is responsible for securing their own booth. The Festival is not responsible for any loss or theft incurred by any vendor.
- Access to your booth will be available on Friday, May 25 at 5pm for set up. Vendors are encouraged to put up signs, decorate and move in large items and tables on Friday. If you set up in the wrong booth space **you will be asked to move.** If you are not available to move your booth, Festival management has the right to move your booth and is not responsible for any damage caused by the move.
- Vendors are responsible for removing their own trash from their area each evening and may not use Festival trash receptacles used by public for its disposal. All boxes must be broken down and disposed of in the dumpsters.
- 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.
- All vendors agree to participate for the entire event and understand that tear down on Sunday before 6pm is not allowed for any reason.
- 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.

305 Vineyard Town Center
PMB 184
Morgan Hill, CA 95037



Phone: 408.778.1786
Fax: 408.782.0030
info@mhmmg.com

PLEASE SIGN AND RETURN WITH APPLICATION

(make a copy for yourself to remember the rules and regulations you are signing)

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 33rd Annual Mushroom Mardi Gras Festival, May 26-27, 2012, 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. In consideration of your acceptance of this entry, I, intending to be legally bound, do hereby for myself and my heirs, executors, and administrators, waive and release any and all rights and claims or damages I may accrue against the persons and organizations affiliated with the Morgan Hill Mushroom Mardi Gras for any and all injuries that may be suffered by me at or enroute to and from the event.

I have read and understand the terms and conditions as outlined in the Vendor Information and agree to abide by them.

Entrants must sign, signifying acceptance of waiver.

Contact Name (please print) _____

Company Name: _____

Signature: _____ Date: _____

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



Phone: (408) 778-1786
Fax: (408) 782-0030
info@mhmmg.com

PROMOTIONAL VENDOR APPLICATION
Application Deadline – April 1, 2012

All fees must be submitted with application. Read the terms & conditions carefully and sign the acceptance of waiver, before returning your application. Applications won't be accepted unless all necessary requirements and payment is returned with the completed 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)

PROMOTIONAL INFORMATION *(Include a list of what you will be promoting and any giveaways you will be providing). NO BEVERAGES OF ANY KIND IS ALLOWED TO BE HANDED OUT OR SOLD IN VENDOR BOOTHS*

Include all promotional items and giveaway information:

Special Requests: _____

FEES:

10x10 booth space (\$750 for 10x20)	\$395 x _____ spaces =	\$ _____
10x10 Non-Profit (501©3 only) Space	\$195 x _____ spaces =	\$ _____
Corner Booth	\$175	\$ _____
Electrical (\$50 1 outlet; \$75 2 outlets, \$125 3 outlets)	_____ outlets =	\$ _____
Event Program Advertising	_____ size ad	\$ _____
Late Fee (if received after April 1)	\$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



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 Discover

Credit Card Number _____ Exp _____

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

Amount to be charged \$ _____

Signature: _____