

PACIFIC FINE ARTS FESTIVALS APPLICATION FORM / 2018

SPECIALTY PRE-PACKAGED FOODS

pfa@pacificfinearts.com • P.O. Box 280 Pine Grove, CA 95665 • pacificfinearts.com

This application is open to creators of handcrafted, small batch products made in the USA by the specialty food vendor selling their works. With pre-arranged permission a representative may sell at events. NO APPLICATIONS FROM DISTRIBUTORSHIPS WILL BE CONSIDERED.

You may apply to any or all of these events with these application pages. There are different deadlines and space fees for these Festivals...please see each description for pertinent information. If you choose to apply to more than one event, you may submit the application all at once prior to the first deadline. You may also download additional copies of this application from our website, pacificfinearts.com, to submit separately for each individual show prior to its specific deadline. An outside committee selects the participants and waiting lists for these individual events.

We will accept applications after the deadlines for space or waiting list consideration.



Mountain View A la Carte & Art

Application Deadline: February 1

Castro Street/Downtown Mountain View

Event Date: May 5 & 6

Mountain View is situated 40 miles south of San Francisco and 10 miles north of San Jose. The 22nd annual event hosts fine arts and crafts booths, specialty pre-packaged food booths, live entertainment, kids' area, food, wine and beer. Limited overnight security. No electricity. 240 spaces. 10% commission.

Business license: If you participate in more than one Mt. View event during the year, you will be required to have a business license by the second event. More information on this application's Policies page.



California Strawberry Festival

Application Deadline: February 1

Oxnard, Strawberry Meadows of College Park

Event Date: May 19 & 20

Set up MANDATORY Friday, May 18

This 35th annual event attracts over 55,000 visitors from all over Southern California and last year raised \$150,000 for Southland organizations, scholarships and schools. Event patrons find arts and crafts booths, specialty pre-packaged food booths, live entertainment, children's amusements, food, wine and beer. The Festival spans 15 acres of Strawberry Meadows at College Park. Artist and crafter/specialty food booths are newly re-located to the grass soccer fields at the Green Gate, the event's 2nd busiest entrance. **See this application's Policies page for important NEW stipulations for loading/unloading and display restrictions.** Overnight security. Limited electricity. 200 spaces. No commission.

↪ **MANDATORY SPECIALTY FOOD VENDOR MEETING FRIDAY, MAY 18 AROUND 4PM. APPROX. 45 MIN.** ↪



Menlo Summerfest

Application Deadline: March 1

Santa Cruz Avenue at El Camino Real

Downtown Menlo Park

Event Date: July 21 & 22

Menlo Park is a charming city at the eastern edge of San Mateo County, in the San Francisco Bay Area bordered by the Bay, and the towns of Stanford and Atherton. Menlo Summerfest is this lovely downtown's 32nd community celebration hosting fine art and crafts, pre-packaged specialty food, live music on stage and street, food, drink, a kids' fun zone and re-instated After Hours Concert. Overnight security. No electricity. 200 spaces. 10% commission.



San Carlos Art & Wine Faire

Application Deadline: June 1

San Carlos Avenue and Laurel Streets

Downtown San Carlos

Event Date: October 6 & 7

Sponsored by the Chamber of Commerce, this Faire attracts huge crowds who come to take in the sights, sounds and tastes of this 28th annual event featuring fine arts and crafts, wine and beer, food, specialty pre-packaged food, live entertainment and a family fun zone. Overnight security. No electricity. 290 artist spaces. 10% commission.

↪ **NO OILS OR VINEGARS WILL BE ACCEPTED** ↪

PACIFIC FINE ARTS FESTIVALS APPLICATION FORM / 2018

SPECIALTY PRE-PACKAGED FOODS

Vendor Name _____ Medium _____

Business Name _____ CA Seller Permit # _____

Address _____ City/State _____ Zip _____

Telephone _____ Cell phone _____

Email _____ Website _____

Veh. Lic. Plate # & State _____ Driver's License # & State Issued _____

Business page name on Facebook _____

Send as much correspondence as possible by email: Yes No

Describe your booth set up and how your products are displayed. Be descriptive and thorough.

Is your business a distributorship? Yes No

For how long, where (i.e. festivals, stores) and in what cities have you been showing your products _____

Price range of work \$ _____ Amount expected from show \$ _____

Mountain View A la Carte & Art Type of space requested - number in order of preference, i.e. 1, 2, 3...

Note: If your booth can fit into any of these configurations, please consider marking both as an option. There are only so many of each space size.

(Space fee plus 10% commission) 5x10/\$180.00 5x20/\$225.00 10x10/\$225.00 10x20/\$450.00

****Health permit fee (\$99.00 in 2017 and may increase) and paperwork to be collected at a later date.**

Special request. Space requests are taken into consideration but cannot be guaranteed. _____

\$15.00 application fee check # _____ or MC/VISA **Space fee** check # _____ or MC/VISA **Total charged \$** _____

Previous Exhibitor Yes No • Most recent year participated _____ • # of free postcards for sales counter or mailings _____

Business license: If you participate in more than one Mt. View event during the year, you will be required to have a business license by the second event. More information on this application's Policies page.

You'll be allowed approx. 45 min. from the time you choose to unload and depart the site: 5:30 AM 6:25 AM 7:20 AM

I will drive an oversized vehicle onsite to unload. **NOTE: OVERSIZED MUST ARRIVE/DEPART BEFORE FIRST TIME SLOT.**

CA Strawberry Festival **NEW:** Artisan spaces are located on Strawberry Meadow's grass soccer fields. Additionally, there are up to 20 spaces on the cobblestone area by the very busy Strawberryland for Kids available for youth oriented art/crafts. The latter are offered at an incentivized rate for 2018 only and must be approved by the Festival for this area.

See this application's Policies page for important NEW stipulations for loading/unloading and display restrictions.

(NO COMMISSION) ON GRASS 10x12/\$375.00 10x24/\$750.00 ON COBBLESTONE 10x12/\$275.00 10x24/\$550.00

****Health permit fee (\$121.00—open sampling/\$64.00—no sampling in 2017 and may increase) and paperwork to be collected at a later date.**

****REMINDER Mandatory specialty food vendor meeting Friday, May 18 around 4PM. Approx. 45 min.**

Special request. Space requests are taken into consideration but cannot be guaranteed. _____

\$15.00 application fee check # _____ or MC/VISA **Space fee** check # _____ or MC/VISA **Total charged \$** _____

I require electricity (pricing TBA...call office for rate) 20 amps (\$200.00 in 2017) 40 amps (\$225.00 in 2017) 200 VAC amps (\$300.00 in 2017)

Previous Exhibitor Yes No • Most recent year participated _____ • # of free postcards for sales counter or mailings _____

Wristbands secure entrance onto event site. How many people will be working in your booth DAILY? _____

Menlo Summerfest Type of space requested - number in order of preference, i.e. 1, 2, 3...

Note: If your booth can fit into any of these configurations, please consider marking both as an option. There are only so many of each space size.

(Space fee plus 10% commission) 5x10/\$230.00 5x20/\$280.00 10x10/\$280.00 10x20/\$560.00

****Health permit fee fee (\$91.00 in 2017 and may increase) and paperwork to be collected at a later date.**

Special request. Space requests are taken into consideration but cannot be guaranteed. _____

\$15.00 application fee check # _____ or MC/VISA **Space fee** check # _____ or MC/VISA **Total charged \$** _____

Previous Exhibitor Yes No • Most recent year participated _____ • # of free postcards for sales counter or mailings _____

You'll be allowed approx. 1 hour & 10 min. from the time you choose to unload and depart the site: 5:00 AM 6:20 AM 7:40 AM

I will drive an oversized vehicle onsite to unload. **NOTE: OVERSIZED MUST ARRIVE/DEPART BEFORE FIRST TIME SLOT.**

San Carlos Art & Wine Faire

(Space fee plus 10% commission) 5x10/\$200.00 5x20/\$250.00 10x10/\$250.00 10x20/\$500.00

****Health permit fee fee (\$100.00 in 2017 and may increase) and paperwork to be collected at a later date.**

****NO OILS OR VINEGARS WILL BE ACCEPTED.**

Special request. Space requests are taken into consideration but cannot be guaranteed. _____

\$15.00 application fee check # _____ or MC/VISA **Space fee** check # _____ or MC/VISA **Total charged \$** _____

Previous Exhibitor Yes No • Most recent year participated _____ • # of free postcards for sales counter or mailings _____

You'll be allowed approx. 1 hour & 10 min. from the time you choose to unload and depart the site: 5:00 AM 6:20 AM 7:40 AM

I will drive an oversized vehicle onsite to unload. **NOTE: OVERSIZED MUST ARRIVE/DEPART BEFORE FIRST TIME SLOT.**

 MC/Visa# _____ Exp. date (AS OF SEPT 2018) _____ Security code _____

Name as it appears on credit card _____ Signature / _____ / _____

COMPLETE CHECK LIST • READ & SIGN POLICIES/HOLD HARMLESS PAGE • RETURN WITH APPLICATION

CHECK LIST

Return application and everything on the check list by email to pfa@pacificfinearts.com or by USPS to Pacific Fine Arts Festivals, PO Box 280, Pine Grove, CA 95665. Questions: pfa@pacificfinearts.com or 209/267-4394.

This application is open to creators of handcrafted, small batch products made in the USA by the specialty food vendor selling their works. With pre-arranged permission a representative may sell at events. NO APPLICATIONS FROM DISTRIBUTORSHIPS WILL BE CONSIDERED.

1. With your application include A) 4 images, or more as needed, of your various products, B) 1 image of your entirely stocked display, C) 1 image, or more if necessary, of you working in your kitchen with supplies, tools, and products in various degrees of completion. This kitchen shot is meant to prove that you create your work—please be sure that the images show thorough evidence to satisfy the selection committee of this requirement. All images: No CDs accepted for this requirement. Printed or digital images should be good quality and taken within the last 2 years. If mailing photographs, print your name/business name on back of each. Your images are how the selection committee chooses the event's participants—quality and clarity are important. Submitted images should be representative of all products you wish to display for sale at the event.
2. **California Strawberry Festival** applicants Include products' labels.
3. Include a separate page with your Business Statement/Biography. Be sure that your name/business name is included on this page.
4. Include a separate page with descriptions representing all products you intend to bring including—how they are created and general ingredients. Be sure that your name/business name is included on this page.
5. **IF SAMPLING PRODUCTS** 1) Include a separate page with a full description of containers/materials used for sampling, 2) a full description of sampling process and 3) a close up image of your sampling containers as they are on your display.
6. Include a copy of the current health permit for your commissary—proof the food has come from or been stored in an approved/permitted food facility.
7. Proof of insurance: Upon acceptance into the event a copy of your business' liability insurance policy limits page indicating General Liability coverage limits of \$1,000,000 each occurrence/\$2,000,000 aggregate will be required and prior to participation. Pacific Fine Arts Festivals will need to be named as Additional Insured. More information may be found on this application's Policies page or on our website's "For Participants" tab/"Specialty Food Vendors" page.
8. Space fee checks/money orders made out to PFAF or Pacific Fine Arts Festivals OR Visa/Mastercard payment information listed on next page. A second, separate check is required for each extra space request. Note: \$15.00 fee for NSF checks.
9. \$15.00 non-refundable application fee representing each event to which you've applied. These may all be paid by one check, separate from space fees made out to PFAF or Pacific Fine Arts Festivals. This may also be paid by Visa/Mastercard.
10. If using USPS, include a self-addressed envelope large enough/with adequate postage to return your images or they cannot be sent back. Your images will be returned within 4 weeks after the last event to which you have been accepted has taken place.
11. A self-addressed, stamped postcard if you would like acknowledgement of your application's receipt. On the postcard in the memo area please note the shows for which you've applied.
12. REFERRAL PROGRAM If you are referring an artisan or are a referred artisan to Pacific Fine Arts Festivals see the "referral program" paragraph on this application's Policies page to earn your \$50.00 credit slip.
13. **READ AND SIGN BACK OF FOLLOWING PAGE/RETURN WITH APPLICATION**

DATES TO REMEMBER

Mountain View A la Carte & Art

February 1	Applications postmarked.
March 5	Selection results sent to applicants.
March 12	Selected applicants' space fee deposited.
March 16	Health permit applications and fees due to PFAF.
April 9	Customer postcard invitations sent to artists.
April 23	Artist Instruction Letter sent.

May 5 & 6 **MOUNTAIN VIEW A LA CARTE & ART**

Cancellation Policy

Through March 11	Space fee refunds given.
March 12 - March 25	PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.
March 26 - Show	Space fee is forfeited.

California Strawberry Festival

February 1	Applications postmarked.
March 5	Selection results sent to applicants.
March 12	Selected applicants' space fee deposited.
March 19	Health permit applications and fees due to PFAF.
April 23	Customer postcard invitations sent to artists.
May 7	Artist Instruction Letter sent.
May 18	Arrival for mandatory set-up 8AM to 5PM; Set-up until 8PM. Mandatory health department meeting approx. 4PM / 45 min. <i>Night Security Provided</i>

May 19 & 20 **CALIFORNIA STRAWBERRY FESTIVAL**

Cancellation Policy

Through March 11	Space fee refunds given.
March 12 - April 8	PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.
April 9 - Show	Space fee is forfeited.

Menlo Summerfest

March 1	Applications postmarked.
April 3	Selection results sent to applicants.
April 9	Selected applicants' space fee deposited.
April 23	Health permit applications and fees due to PFAF.
June 25	Customer postcard invitations sent to artists.
July 9	Artist Instruction Letter sent.

July 21 & 22 **MENLO SUMMERFEST**

Cancellation Policy

Through April 8	Space fee refunds given.
April 9 - June 10	PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.
June 11 - Show	Space fee is forfeited.

San Carlos Art & Wine Faire

June 1	Applications postmarked.
July 2	Selection results sent to applicants.
July 9	Selected applicants' space fee deposited.
July 30	Health permit applications and fees due to PFAF.
Sept 10	Customer postcard invitations sent to artists.
Sept 24	Artist Instruction Letter sent.

October 6 & 7 **SAN CARLOS ART & WINE FAIRE**

Cancellation Policy

Through July 8	Space fee refunds given.
July 9- Aug 26	PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.
Aug 27 - Show	Space fee is forfeited.

PACIFIC FINE ARTS FESTIVALS' POLICIES

Application and participation constitutes agreement and acceptance of these policies as well as specific instructions governing the Pacific Fine Arts Festivals events.

REQUIREMENTS

ELIGIBILITY This application is open to creators of handcrafted, small batch products made in the USA by the specialty food vendor selling their works. With pre-arranged permission a representative may sell at events. NO APPLICATIONS FROM DISTRIBUTORSHIPS WILL BE CONSIDERED. Depictions of printed words are carefully considered. We appreciate vendors' freedom of expression; as these are family events, we are held responsible to each hosting entity and community to present what they consider family-friendly images. No booth sharing will be considered outside of a married/significant-other partnership.

MT. VIEW A LA CARTE & ART Business license: If you participate in more than one Mt. View event during the year, you will be required to have a business license by the second event costing approximately \$31.00. The license must be completed and submitted to the city prior to your participating in the event. You can find information and the license application's link on our website, pacificfinearts.com. A business license is NOT required for participation in only one event yearly.

CALIFORNIA STRAWBERRY FESTIVAL Artisan spaces are located on Strawberry Meadow's grass soccer fields—parking and Green Gate adjacent (2nd highest trafficked Festival entrance and proximate to stages and food court). Additionally, there are up to 20 spaces on the cobblestone area by the very busy Strawberryland for Kids available for youth oriented art/crafts. The latter are offered at an incentivized rate for 2018 only and must be approved by the Festival for this area. **SPECIFICS FOR GRASS AREA: A) Only dollies or wagons with soft wheels may be used to load/unload on grass—no motorized vehicles, B) no stakes may be used—plan to bring weights, C) all weight bearing display panels, tables, racks, cases and/or tent legs must be set on a weight distribution system such as a 6"x6" piece of carpet or wood under each point of contact with the grass to eliminate damage.**

REFERRAL PROGRAM We're always interested in bringing new, quality products to our events. Share our event information with your quality artisan friends and you both will receive a \$50.00 credit upon participation! Both you and your referral need to download the Referral Certificate from our website (pacificfinearts.com, "For Participants" tab then "Artists & Crafters" or "Specialty Food Vendors" link) and submit it with your individual applications. After your referral's participation in an event we will send to each of you a \$50.00 credit slip good towards any future Pacific Fine Arts Festivals' space fee. Word-of-mouth referrals are golden and we appreciate your sharing your enthusiasm for our events!

FOR COMMISSION EVENTS Commissions are due postmarked to the office (PO Box 280, Pine Grove, CA 95665) by the Wednesday immediately following the event. A 10% commission on gross, pre-tax sales is paid on all work sold as a direct result of this opportunity for public exposure including sales finalized subsequent to the Festival. Please put the event's weekend sales commissions in the mail by the Wednesday following the show and any subsequent sales commissions as soon as possible.

INSURANCE Required upon acceptance into an event A) a copy of your business' liability insurance policy limits page indicating General Liability coverage limits of \$1,000,000 each occurrence/\$2,000,000 aggregate B) Pacific Fine Arts Festivals must be named as Additional Insured with the following language: "Pacific Fine Arts Festivals, its agents, employees, servants and volunteers are named Additional Insured." Information you may need for the additional insured process: Pacific Fine Arts Festivals PO Box 280 Pine Grove, CA 95665 pfa@pacificfinearts.com.

Resources: There are low-cost event or yearly policies available through rlicorp.com (approx. \$300 for the year including the required additional insured) and actinsurance.com (\$39.00 fee per event includes listing PFAF as additional insured/yearly beginning at \$265.00 depending on gross sales reported).

FIRE EXTINGUISHERS Each participant with a 10x10 tent event space must have a 2A:10BC rated fire extinguisher in his/her booth. Fire Departments are very particular in requiring that if the extinguisher is NEW it must be stamped with the CURRENT year on the label or on the bottom of the unit AND the indicator must be all the way to the top of the green. If you've an older unit then it must have been serviced within the last 12 months and have a current State Fire Marshall tag attached and the indicator must be all the way to the top of the green. We know, this all may seem unnecessary but we assure you that it is a big deal to the Fire Marshall and the events can be negatively affected if participants do not bring their extinguishers meeting these regulations.

APPLICATION PHOTOS/EVENT VIDEO & PHOTOGRAPHY Event participants agree to allow the images included with their application or video/photographs taken at event/s to be used for publicity and advertising.

ARTIST SPACE CANCELLATIONS Please refer to the heading "Cancellation Policy" or "Dates to Remember" area on application for Artist Space Cancellation policies.

CANCELLATION OF FESTIVAL If weather, major disaster, or other circumstances beyond the control of the Host of the Event (as referred to below as "Client"), the City in which the event is held (City) or Pacific Fine Arts Festivals cause the cancellation of the Festival, participation fees will not be returned. The Client, City or Pacific Fine Arts Festivals cannot be held liable by exhibitors for the failure of the event to take place.

EXPECTATIONS

CONDUCT/DISPLAY APPEARANCE Arrive on time, promptly remove vehicle to the designated parking areas as stated in event's Instruction Letter, be ready for each morning by stated time, never break down or return vehicles for loading before the stated time and complete all show days scheduled. No non-service pets. Service pets must wear vest and have proper ID/paperwork available. No children under 7, music that interferes with neighbors, alcohol, drugs or smoking allowed in or around booth. Clothing should be tasteful. Your display area should be neat, free of storage boxes or clutter, with tablecloths floor length on all sides. No displaying of "SALE" or "DISCOUNTED" type signage. Offensive/abusive behavior is not tolerated. An ignored request by staff to refrain may result in expulsion from the event. This is a professional environment—please strive to reflect that in booth appearance and personal behavior at all times.

WEATHER Be at the Festival no matter what weather is predicted. In case of rain, follow directions given by our representative on the spot. We expect to be working with professionals; arrive at the event prepared with heavy, see-through plastic and clamps to cover your work in case of rain, and at set-up always install heavy weights on your tent/display in case of wind.

PRODUCTS FOR SALE Pacific Fine Arts Festivals and/or designated agents reserve the right to restrict/remove products offered for sale based on quality and integrity as decided by Pacific Fine Arts Festivals.

THEFT Although rare, theft does sometimes occur. Pacific Fine Arts Festivals, the Host of the Event (referred to below as "Client"), or the City in which the event is held cannot be held liable by exhibitors for any theft that may occur at the event.

SOCIAL MEDIA Participate in event marketing and directly target YOUR customers. For each event we create several posts on Facebook, Instagram, Pinterest and Twitter that are easily customizable and shareable. We encourage you to take advantage of this OR if you create your own content promoting an event you'll be doing with us be sure to tag us too @PacificFineArts. LIKE and FOLLOW us to get the latest news!

ATTITUDE Our goal is to run a show that is fun as well as profitable for us all. As important as the search for art talent is we do not lose sight of the need for artists who are cooperative and easy for us and other participants to work with. No amount of talent or ability to sell will compensate for this.

RELEASE & HOLD HARMLESS AGREEMENT

This agreement is entered into by and between Pacific Fine Arts Festivals (Producer), the host of the event (Client), the City in which the event is held (City) and the artist or craftsperson filling out, signing, and returning the application (Artist).

The Artist hereby indemnifies and holds the Producer, its agents, employees and servants, the Client, its agents, employees and servants, the City, its agents, employees and servants harmless from any and all claims, including costs and attorney's fees resulting there from, arising out of said Artist's participation in any and all events which have been organized by or through Producer, Client, or City. For the purposes of this agreement, the term "participation" shall include, but not be limited to, the delivery and safety/security of equipment, merchandise, structures and arts or crafts to their designated location, the set up and display of any such structure and art or crafts, and the dismantling and removal of all such items from the area provided by or through the Producer or its agents, employees and servants, the Client or its agents, employees and servants or the City or its agents, employees and servants.

The Artist hereby expressly assumes any risk of harm or theft to the Artist, works of art or craft, guests or guests' property arising out of their participation and the participation of other artists or agents in any given festival organized by Producer, Client, or City including any risk resulting from the particular location of the space designated for them by the Producer. The Artist agrees to hold harmless the Producer, Client, City from any and all liability for damages to persons and damages or theft of property from any source. If weather, other acts of Nature, or other reasons beyond the control of the City, Client or Pacific Fine Arts Festivals causes the event's cancellation, Artist entry fees will not be returned and neither the City, Client nor Pacific Fine Arts Festivals will be held liable to Artists for failure of the event to take place.

This agreement shall be effective immediately upon execution and shall continue in effect for each and every festival that the Artist participates in that is organized by Producer during the current year.

- THE WORK DESCRIBED IN THIS APPLICATION FOR SELLING AT THE EVENT/S IS HANDCRAFTED IN THE USA BY ME.
- I AGREE TO ABIDE BY THE POLICIES, RELEASE & HOLD HARMLESS SET FORTH BY PACIFIC FINE ARTS FESTIVALS AND THE RULES GOVERNING EACH EVENT.

Signed: _____ / _____ / Date: _____