

5th Annual Petaluma's Salute to American Graffiti

2010 General Merchandise Vendor/Exhibitor Application

Questions? More Information?

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PETALUMA'S SALUTE TO AMERICAN GRAFFITI, SATURDAY, MAY 15, 2010: 9am to 9pm is the annual community celebration of the "happy days" of the '50s and early '60s as seen in George Lucas' timeless, coming-of-age *American Graffiti*, most of the memorable scenes in which were filmed here in 1972. This non-alcoholic, family-oriented tribute helps preserve and continue the legacy of *American Graffiti* and raises money in support of the welfare, safety, history, arts and schools of the Petaluma area.

Presented by Cruisin' The Boulevard, Inc., a Petaluma-based, all-volunteer 501(c)(3) nonprofit California Public Benefit Corporation, all merchandise businesses are invited to participate in this year's celebration in Historic Downtown.

We expect over 20,000 people to attend this year's celebration, which will feature 400 classic 1972 and older American-made vehicles, a special emergency vehicle show, live bands, *American Graffiti* stars, cars that were featured in the film, food and merchandise vendors and exhibitors, *American Graffiti* memorabilia and collectables, contests, children's attractions, and much more! Don't miss this exceptional opportunity to participate in one of Northern California's premier events that attracts visitors from around the world! This is a 12 hour, day long event!

Application information and requirements – Applications must be received by March 26, 2010

- 1) This application is for general merchandise vendors and exhibitors only. Food vendors must apply using our Food Vendor Application Form. Submission of application does not guarantee participation. We do NOT allow booth sharing.
- 2) A limited number of vendor/exhibitor spaces are available. Priority selection will be given to applications for the sale of merchandise relevant to the American Graffiti era including art and collectibles and classic American vehicles. We reserve the right to refuse the participation of any applicant we deem offensive, inappropriate, or contrary to the spirit of the event or the City of Petaluma.
- 3) Whether you sell merchandise or food, you must have a valid California Reseller's permit and provide a copy of it to us no later than May 1, 2010. Even if you are from outside of California, you must obtain a temporary permit from the Board of Equalization: (800) 400-7115 or visit: www.boe.ca.gov. You do NOT need a resale permit to apply, but if accepted you must provide your resale number on or before May 1, 2010.
- 4) You do NOT need insurance to apply, but if accepted, you must provide a certificate of insurance naming Cruisin' The Boulevard, Inc. and the City of Petaluma as additional insured's. We will need to have a copy of this certificate on file on or before May 1, 2010. If you do not have insurance, you should be able to obtain a one day policy from Shahinian Insurance Services: (800) 457-2231 or from one of the other many services available on the Internet.
- 5) Vendor spaces: There are three categories of vendors. See attached applications for fee structure.. No refunds or rain checks. A \$35 charge will be assessed for a bounced check. Each booth space measures 10ft. x 10ft. You may request to purchase as many as three spaces at the rates shown in the application. For larger spaces, please contact us for a quotation. There is no guarantee that you will receive all spaces requested. No electricity is or can be provided. In some instances, ultra low-noise generators may be permitted. Please inquire before submitting your application. Your organization will be required to provide everything you need for your setup including tents, tables, chairs, umbrellas, signage, etc. All tents and pop-ups MUST be securely anchored to ground. Music and/or sound systems are not permitted.
- 6) To apply, complete the attached application and mail to the address shown on application. If you provide an email address, we will acknowledge receipt of your application immediately. If you do not provide an email address, acknowledgement will be sent within 5 days by USPS mail.

Selection of participants will be on-going with the last ones to be made by April 5. You will be notified no later than April 9 as to whether you have been selected to participate or not. As soon as we receive your certificate of insurance and resale permit (must be received no later than May 1), we will mail your Vendor Entrance Credentials and setup location and instructions to you. Failure to provide insurance and resale permit will result in the forfeiture of all fees.

Cruisin' The Boulevard is an independent, all-volunteer, tax-exempt 501(c)(3) nonprofit California Public Benefit Corporation

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5th Annual Petaluma's Salute to American Graffiti, May 15, 2010

Non-Food Vendor/Exhibitor Application

Make checks payable and mail to:

Cruisin' The Boulevard

P.O. Box 4412 ~ Petaluma, CA

Business/Organization: _____ Date: _____

Contact Name: _____ Title: _____

Address: _____ City: _____ ST: _____ Zip: _____

Telephone: (____) _____ Fax : (____) _____

Website : _____ Email _____

Have you participated in a past Salute? Yes _____ No _____ Please describe in detail the types of merchandise you will be offering for sale. If you need additional space, use the backside of this application. You may also attach a product sheet or other information that will be helpful to us in making our selection:

SELECT only one from the three choices!!!

#1 Outside of Petaluma address: _____ **Number of 10' x 10' \$125 non-food/beverage booth spaces requested**

#2 Petaluma address ONLY: _____ **Number of 10' x 10' \$100 non-food/beverage booth spaces requested**

#3 Petaluma Non-profit: _____ **Number of 10' x 10' \$50 non-food/beverage booth space requested**

_____ **Total booths requested x \$50 application deposit = \$ _____**

If your application is not accepted, your application deposit will be refunded. If your application is accepted, you will be invoiced with the balance due. Balance due **MUST** be paid by April 15, 2010. If balance due is not received by April 15, you risk losing your deposit and your acceptance.

_____ **Enclosed is check/money order.** _____ **PayPal payment: Please contact me by calling:** (____) _____

_____ **Please charge Visa/MasterCard: Credit Card #:** _____

Expires: _____ **Name on Card:** _____

3-digit Security Code: _____ **Signature:** _____

Card Billing address (if different from above): _____

Terms of application and exhibition: As a duly authorized representative of the above named business/organization, I acknowledge that I have read, understand and agree to all of the terms and conditions set forth in this application and its information and requirements as stated on the first page of the application package. Furthermore, on behalf of the business/organization named above, I agree to release, hold harmless and indemnify Cruisin' The Boulevard, Inc. (CTB) and the City of Petaluma, their affiliated organizations or entities, directors, officers, agents, or employees from any and all liabilities, claims, demands, costs or damages to person(s) or property as a result of participation in Petaluma's Salute to American Graffiti. I further release and indemnify CTB and the City of Petaluma and all of their duly appointed representatives of all liability and responsibility for any injury, damage or loss sustained by vendors, exhibitors, participants, guests or anyone else associated with this event before, during or after this event as a result of the display or demonstration of my work, equipment, materials, or merchandise. I understand that CTB has the right to remove anything that does not meet the standards set forth in this application and its requirements. I understand that there are no refunds or rain checks due to inclement weather. In consideration of acceptance of my application, I agree: 1) to accept all decisions of CTB; 2) to allow CTB to the use of any photographs/images or promotional materials that I provide as part of this application or as may be recorded on camera or videotape by CTB at the event for the purpose of promoting the event this year and in the future; 3) that I may forfeit any fees paid as well as acceptance of this application if I fail to pay the balance due on or before April 15, 2010; 4) that I will forfeit any fees paid if I fail to provide a certificate of insurance, California Resale Permit and any other required documents on or before May 1, 2010. I furthermore acknowledge that Cruisin' The Boulevard, Inc. reserves the right to refuse the participation of any applicant it deems offensive, inappropriate, or contrary to the spirit of the celebration or the City of Petaluma.

Print Name & Title

Signature

Date