



2011 INCREDIBLE EDIBLE FESTIVAL

EVENT DATE: SATURDAY, SEPTEMBER 24, 2011

Greetings!

You are invited to submit an application for the second annual Incredible Edible Festival. The show will be held on September 24, 2011, at the Sequim Boys and Girls Club. The hours of the show will be 11:00 a.m. to 4 p.m.

Before the holiday season gets into full swing, the 2011 Incredible Edible Festival promises to be a fun and exciting community event that will provide participating businesses with great exposure and marketing opportunities. We are offering a variety of activities, including classes, demonstrations, vendor exhibits and sales, samples, contests and much more. The focus of the event is on food, including meals, goodies, gifts, decorating, packaging/shipping of food gifts and many other food related items and activities.

While all vendors, classes, demonstrations and other activities must be food related, all participating festival vendors do not have to sell food. For example, those businesses that sell kitchen wares, package food for gifts, prepare food, and make beverages, etc., are encouraged to participate in this gala event as an exhibitor, demonstrator and/or teacher.

The main focus of the Incredible Edible Festival is to encourage festival attendees to sample new foods and become acquainted with the vendor businesses. If you are a vendor of food products, we encourage you to provide samples for the over 500 estimated attendees. We estimate that the 2010 attendance was 500 people, and we anticipate a much bigger participation in 2011. Tickets will be sold for samples – five included with each admission and more available for purchase. The festival will reimburse a portion of each sample ticket you collect.

Each vendor who participates will be allotted a 10'x10' space, with power if needed, in which to offer samples for ticket holders and sell their food related products. Vendors will also have the opportunity to perform a demonstration(s) in one of the designated areas within the exhibit floor. If you would like to create a sense of separation and focus between you and your neighbor, we suggest that you use a 10'x10' tent to accomplish this.

Preference and discounts will be given to chamber members who wish to participate in this event. Vendors who are not chamber members are also welcome to be a part of this exciting festival. Vendor applications are available at the Chamber Visitor Information Center and on the website: <http://IncredibleEdibleFestival.com>. All vendor applications will be juried to ensure that all products you intend to sell at the festival are compatible with the theme and goals of the festival. Chamber members who apply by July 29th will be given preference with a final application deadline of August 26th.

If you would like to be a part of our festival, please complete the enclosed application. The booth fee and deposit are due with your application and the booth fee will be cashed once you have been accepted to the fair. After your application is accepted, you will receive notification of acceptance or be advised if your name has been added to our waiting list.

We are looking forward to your involvement in the 2011 Incredible Edible Festival. If you have any questions, please call the Chamber of Commerce at (360) 683-6197 or contact us via email at info@IncredibleEdibleFestival.com.

Sincerely,

Incredible Edible Festival Committee

Incredible Edible Festival - P.O. Box 907 - Sequim, WA 98382 -
(360) 683-6197

www.IncredibleEdibleFestival.com Email: info@IncredibleEdibleFestival.com



2011 INCREDIBLE EDIBLE FESTIVAL

SATURDAY, SEPTEMBER 24, 2011

INCREDIBLE EDIBLE FESTIVAL VENDOR APPLICATION

Applications Due August 26, 2011. Your application fees must be submitted to be considered. See accompanying rules and guidelines.

Business Name: _____

Contact Name: _____

Address: _____

City: _____ St: _____ Postal Code: _____

Best Contact Phone: _____ (Please circle one: business, home, mobile)

Other Phone (optional) _____ (Please circle one: business, home, mobile)

Email: _____

Website: _____

All products to be sold must be related to edible items in some form. Please list and describe **all** products to be sold: (attach an additional sheet if needed). We reserve the right to ask for photos of the products to be sold.

Describe the samples that you will be offering during the festival.

How many samples will you provide? _____

Are you interested in giving a class or doing a demonstration? [] Yes [] No

If yes, please briefly describe the class(es) and/or demonstration(s) that you would like to hold.

Are you interested in donating a raffle item of at least \$25 value? If so, what will it be? _____

Washington State UBI#: _____ You must be registered with the State of Washington.

Are you a Sequim-Dungeness Valley Chamber of Commerce Member?

[] Yes, cost per 10'x10' booth \$50 [] No, cost per 10'x10' booth \$75

Incredible Edible Festival - P.O. Box 907 - Sequim, WA 98382 -
(360) 683-6197

www.IncredibleEdibleFestival.com Email: info@IncredibleEdibleFestival.com

How many 10'x10' booth spaces do you need? One Two

Power Requirements: (110v only)

No Power One Outlet \$10.00 Two Outlets \$20.00

Check here to confirm that you have read this box regarding required Health Certification: If you are serving food, you will need to contact the Clallam County Health Department (360-417-2328) to ensure you have the correct certification and permits. Please include a copy of this certificate with submitting your application.

Return the following items:

- | | |
|--|---|
| <input type="checkbox"/> Completed Application | <input type="checkbox"/> Check for Booth/Electricity |
| <input type="checkbox"/> Signed Hold Harmless Waiver | <input type="checkbox"/> Check for Deposit (\$25) |
| <input type="checkbox"/> Health Department Certification | <input type="checkbox"/> Certificate of Insurance |
| <input type="checkbox"/> Copy of Food Handler's Permit(s) | |

Mail these items to:

Incredible Edible Festival Committee, P.O. Box 907, Sequim, WA 98382

Incredible Edible Festival - P.O. Box 907 - Sequim, WA 98382 -
(360) 683-6197

www.IncredibleEdibleFestival.com Email: info@IncredibleEdibleFestival.com



2011 INCREDIBLE EDIBLE FESTIVAL

SATURDAY, SEPTEMBER 24, 2011

INCREDIBLE EDIBLE FESTIVAL VENDOR APPLICATION

HOLD HARMLESS AGREEMENT WAIVER

I have read the vendor rules and guidelines for the Sequim Incredible Edible Festival and agree to abide by them. The below named vendor for the Incredible Edible Festival held at the Sequim Boys and Girls Club hereby releases the Sequim Dungeness Valley Chamber of Commerce Incredible Edible Festival Committee of any care, custody or control against loss, theft, vandalism and/or fire during this event on September 24, 2011.

The undersigned agrees to indemnify and hold harmless the Incredible Edible Festival staff, all Incredible Edible Festival participants, the Sequim Boys and Girls Club and the Sequim Dungeness Valley Chamber of Commerce, and their officers, agents, volunteers and employees, from all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind, including court costs and attorney's fees, resulting from its occupancy of the space herein under contract by reason of personal injuries, death or property damages. The undersigned further agrees to indemnify and hold harmless the Incredible Edible Festival staff, all Incredible Edible Festival participants, the Sequim Boys and Girls Club and the Sequim Dungeness Valley Chamber of Commerce, and their officers, agents, volunteers and employees, from any claims and for all damages, costs and expenses, including without limitation, court costs and attorney's fees and amounts paid in settlement incurred in connection with such claims arising out of acts of negligence of undersigned, his agents or employees. This paragraph shall survive termination of this Agreement.

The undersigned hereby releases the Sequim Chamber of Commerce, the Sequim Boys and Girls Club and any employees or volunteers of the above mentioned organizations and assumes all responsibilities associated with the September 24, 2011 event.

Vendor Name (please print)

Signature

Date

Business Name: _____

Incredible Edible Festival - P.O. Box 907 - Sequim, WA 98382 -
(360) 683-6197

www.IncredibleEdibleFestival.com Email: info@IncredibleEdibleFestival.com



2011 INCREDIBLE EDIBLE FESTIVAL

SATURDAY, SEPTEMBER 24, 2011
INCREDIBLE EDIBLE FESTIVAL VENDOR APPLICATION

Incredible Edible Festival Rules and Guidelines

The following are a summary of the rules and guidelines associated with participating in the Incredible Edible Festival. Please review these.

Application Deadline: Applications will be accepted until August 26, 2011. Chamber of Commerce members will be given priority if the applications are received by July 29, 2011. Applications will be juried periodically beginning in early August. The last jury process will occur in early September. Non-Chamber member applications will be considered after August 1st. All applications must be complete, the Hold Harmless Waiver signed and checks for the booth and deposit included.

Vendor Selection Process: This is a juried show. All products that are sold at this show must be related to food. Businesses that sell kitchen wares, package food for gifts, prepare food, make beverages, etc., are all considered food related and are eligible to participate. All vendors are expected to cooperate fully with the festival staff. It is the Incredible Edible Festival Committee's discretion to accept or reject any applicant. Attach photos or digital images of all the products you plan to sell and offer as samples.

Samples: All vendors are expected to provide samples for the attendees of the festival. Each admission ticket will include tickets for 5 samples and additional sample tickets will be able to be purchased for \$1 each. Each sample should have a value of \$1 or more to the attendee. At the end of the festival, each vendor can turn in the sample tickets collected and be reimbursed \$.25 for each ticket. **All samples must be available for 1 ticket.** You are expected to have enough samples for attendees as outlined in the cover letter. All food samples must be made in a Clallam County Health Department approved facility, and all persons selling/handling food must have a Food Handler's Permit.

Clallam County Health Department permits: If you are serving food, you will need to contact the Clallam County Health Department (360-417-2328) to ensure you have the correct certifications. Please include a copy of this certificate when submitting the application.

Insurance Certification: Contact your insurance provider and ask them to send you a copy of Certificate of Insurance naming the Sequim-Dungeness Valley Chamber of Commerce and Incredible Edible Festival as additional insured.

Products Sold: All food products sold during the festival must be made in a Clallam County Health Department approved facility and must be **pre-packaged**. Each vendor is expected to handle the collection of taxes and submission to the state as they do for their business.

Classes: Classes at the Incredible Edible Festival can be hands-on or lecture/demonstration and must be food related (see Vendor Selection Process for definition of food related). The classes should be from 45 minutes to 1.5 hours in length and offer a significant learning experience for the students. We have a small kitchen available that is appropriate for a small lecture/demonstration class and 2 classrooms that can be used for either hands-on or lecture/demonstration classes. If you are interested in teaching a class off-site, please indicate

Incredible Edible Festival - P.O. Box 907 - Sequim, WA 98382 -
(360) 683-6197

www.IncredibleEdibleFestival.com Email: info@IncredibleEdibleFestival.com

this on the application. All class topics must be approved by the Incredible Edible Festival jury. Please indicate your interest in doing a class on the application and briefly describe the topic. The Classes/Demonstrations Chairperson will contact you to discuss the topic and your facility needs.

Demonstrations: As a vendor in the Incredible Edible Festival you may have the opportunity to do a demonstration in one of our designated demonstration areas. While these demonstrations are a great marketing opportunity for your business the demonstration must provide information of value to the attendees of the festival, and cannot be just an advertisement of your business. Demonstrations may be from 10 to 20 minutes in length. All demonstration topics must be approved by the Incredible Edible Festival jury. Please indicate your interest in doing a demonstration on the application and briefly describe the topic. The Classes/Demonstrations Chairperson will contact you to discuss the topic and your facility needs.

Raffle Items: We will be having raffles of multiple items donated by vendors. Each item will be a separate raffle and the selection of the winners will be after the event is over. If you are interested in donating an item of at least \$25 value for the raffle, please indicate so on the application and briefly describe the item. Your business name will appear with the raffle prize.

Deposit: A **separate** check in the amount of \$25.00 is required as a deposit. This will be held until the end of the show on Saturday. Provided your space is left in a clean manner and you have participated on the date and at the times specified, your check will be returned to you.

Booth Fee: Chamber of Commerce Members will be given a discount booth fee. The booth fee for Chamber members is \$50 and \$75 for non-Chamber members for a 10'x10' booth. Please send a check or money order with this application for the booth fee. If you have requested electricity, please include that amount as well. The booth fee will be held and cashed once you have been accepted to the Incredible Edible Festival. We provide the space only; you must provide the materials that you require for your booth. Two weeks prior to the show, there will be NO REFUNDS. For more information about becoming a Chamber member, please contact Jeri Smith at 360-683-6197 or visit www.sequimchamber.com.

Electricity Fee: The Boys and Girls Club does not allow for open flames (including sterno's). If you need electricity to keep your food in compliance with Health Department regulations, please indicate your electrical needs. The electricity fee is \$10 per outlet (110v only). You should include payment of this fee with your application.

Hours of Operation: All booths must be open for business Saturday, 11 am to 4 pm. In early to mid-September you will receive information about your booth location, loading and unloading locations, etc.

Booth Theme: "It's All About the Food"

Acceptance Notification: Notifications of acceptance will be sent as soon as your application has been through the jury process, beginning in early August, although you may receive an acceptance postcard sooner than this date.

Return the following items:

- Completed Application and photos/digital images of products and samples
- Signed Hold Harmless Waiver
- Check for Booth/Electricity
- Check for Deposit
- Copy of Food Handler's Permit(s)

Incredible Edible Festival - P.O. Box 907 - Sequim, WA 98382 -
(360) 683-6197

www.IncredibleEdibleFestival.com Email: info@IncredibleEdibleFestival.com

- Copy of appropriate health permit as determined by the Clallam County Health Department
- Insurance Certificate naming the Incredible Edible Festival and Sequim-Dungeness Valley Chamber of Commerce as additional insured.

Mail these items to:

Incredible Edible Festival Committee
P.O. Box 907
Sequim, WA 98382

Incredible Edible Festival - P.O. Box 907 - Sequim, WA 98382 -
(360) 683-6197

www.IncredibleEdibleFestival.com Email: info@IncredibleEdibleFestival.com