



2010 INCREDIBLE EDIBLE FESTIVAL

EVENT DATE: SATURDAY, SEPTEMBER 25, 2010

Greetings!

You are invited to submit an application for the first annual Incredible Edible Festival. The show will be held on September 25, 2010, at the Sequim Boys and Girls Club. The hours of the show will be 10:00 a.m. to 4 p.m.

In time for the holiday season, the 2010 Incredible Edible Festival promises to be a fun and exciting community event that will provide participating businesses with great exposure and business 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. If you are a vendor of food products, we encourage you to provide samples for the 1000 estimated attendees. Since this is the first year for the festival, these are only attendance estimates. Tickets will be sold for samples – four 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.

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. 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 May 1st will be given preference with a final application deadline of June 15th.

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 2010 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



2010 INCREDIBLE EDIBLE FESTIVAL

SATURDAY, SEPTEMBER 25, 2010
INCREDIBLE EDIBLE FESTIVAL VENDOR APPLICATION

Applications Due June 15, 2010 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). Also attach photos or digital images of the products and samples you will be selling. _____

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

How many samples will you provide? _____ How many tickets per sample? _____

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

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

Return the following items:

- | | |
|---|---|
| <input type="checkbox"/> Completed Application | <input type="checkbox"/> Check for Booth/Electricity |
| <input type="checkbox"/> Hold Harmless Waiver | <input type="checkbox"/> Check for Deposit (\$25) |
| <input type="checkbox"/> Photos or Digital Images of Products | <input type="checkbox"/> Copy of Food Handler's Permit(s) |

Mail these items to:

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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 25, 2010.

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 25, 2010 event.

Vendor Name (please print)

Signature

Date

Business Name: _____

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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 June 15, 2010. Chamber of Commerce members will be given priority if the applications are received by May 1, 2010. Applications will be juried periodically beginning in early May. The last jury process will occur in late June. Non-Chamber member applications will be considered after May 1, 2010. 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 4 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. If your sample is bigger or of greater value, you may need to collect more than one ticket for each sample. If this is the case, please indicate the number of tickets per sample that you will collect. 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.

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. 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. All instructors get the cost of their vendor booth as compensation for teaching the class.

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

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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 Vickie Maples or Jeri Smith at 360-683-6197 or visit www.sequimchamber.com.

Hours of Operation: All booths must be open for business Saturday, 10 am to 4 pm. In late August to early September you will receive information about your booth location, loading and unloading locations, etc.

Acceptance Notification: Notifications of acceptance will be sent as soon as your application has been through the jury process, beginning in mid-May.

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)

Mail these items to:

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