

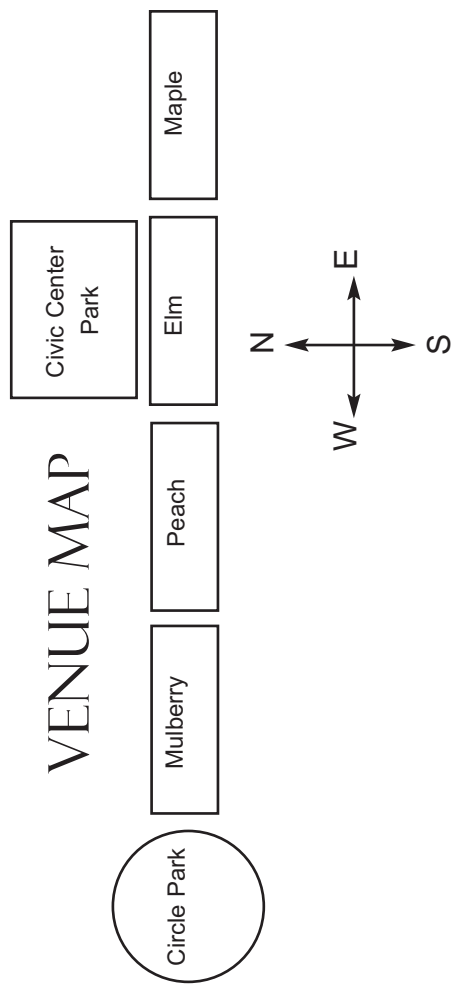
WELCOME

The Alpine Bank Fruita Fall Festival is one of Western Colorado's largest and longest running festivals. This will be the 94th year of the festival. We pride ourselves on vendor retention and the growth of the event. Enclosed in this pamphlet is the information you will need to know for this year's festival. Please become familiar with the information included.

This is a juried show. Over the course of the last three years the festival has moved to the juried format. This allows the festival to control the quality and quantity of the merchandise at the event. In order to be considered for the event, you must submit photos of your booth and products, a menu (for food vendors) and any references you have received from other events. The more the jury has to work with, the better your chances become.

We look forward to seeing you in September!

2010 VENDOR APPLICATION



CONTACT US

Fruita Area Chamber of Commerce
432 E Aspen Avenue
Fruita, Colorado 81521
www.fruitafallfestival.com

Phone: (970) 858-3894
FAX: (970) 858-3121

FOOD VENDORS:

Retail Food Service License Required

After your registration is confirmed, please mail/fax a copy of your proposed menu, current retail food service establishment license and a copy of your most recent inspection to:

Consumer Protection Program
Mesa County Health Department
P.O. Box 20000
Grand Junction, CO 81502-5033
Phone: (970) 248-6961
Fax: (970) 248-6923

For the health and safety of all:

Please make a continuous effort to observe proper food handling procedures. During the festival there will be random inspections.

Food vendors are required to submit a copy of their proposed menu with their application.

BOOTH MAINTENANCE FOR ALL

- Please keep your area neat and clean. Check your booth space periodically, and especially before you leave for the night.

- Food vendors must provide their own garbage cans (30 gal or more). Tightly secured bags are to be placed in the dumpsters provided (not in festival area cans). **YOU MUST REMOVE TRASH FROM AROUND YOUR BOOTH AND PLACE IT IN THE FESTIVAL DUMPSTERS.**

- There is a municipal ordinance (No.9.3.001) that allows the City of Fruita to assess fines and fees for cleaning up around your booth.

SET-UP TIME

Friday, September 24, 2010
7:00 a.m. to 11:30 a.m.

OFFICIAL FESTIVAL HOURS

Friday, September 24
12 p.m. to 10:30 p.m.

Saturday, September 25
9 a.m. to 10:30 p.m.

Sunday, September 26
11:00 a.m. to 4 p.m.

Vendors are not required to stay open all hours of the festival. Some things do better than others during the evening hours.

REQUIRED LICENSES

ALL VENDORS:

The festival will provide all appropriate forms for vendors, once they are accepted into the event.

Colorado Sales Tax License Required

Colorado Department of Revenue
222 South Sixth Street
Grand Junction, CO 81505
(303) 866-5643

City of Fruita Business License Required

License Deadline September 1st

City of Fruita
325 E Aspen Avenue
Fruita, CO 81521

PRSR STD
U.S. POSTAGE
PAID
FRUITA, CO
PERMIT NO. 20

Fruita Area Chamber of Commerce
Fruita Fall Festival
432 E Aspen Avenue
Fruita, CO 81521



2010 APPLICATION FOR VENDOR SPACE

SEPTEMBER 24 THROUGH SEPTEMBER 26, 2009

COMPANY _____

CONTACT NAME(S) _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____ COMPANY WEB SITE _____

Description of Product (List ALL products being sold):

Please indicate 1st, 2nd and 3rd preference on location. You must indicate three separate locations. Electric fee is included in all booth spaces. A 220 volt outlet will require an additional \$40 fee. Please indicate if you need a 220 outlet or ampage over 20.

Order of Preference	\$ _____	Circle Park**	Order of Preference	\$ _____	Mulberry**
		12x12: \$360.00			12 x12: \$300.00
		12x24: \$630.00			12x24: \$510.00
	\$ _____	Civic Center Park**		\$ _____	Peach**
		12x12: \$220.00			12x12: \$300.00
		12x24: \$360.00			12x24: \$510.00
				\$ _____	Elm**
					12x12: \$300.00
					12x24: \$510.00

Electric \$ _____ Booth Space

\$ _____ Additional Electric if required (\$40 for 220-volt outlet)

\$ _____ Amount Paid

_____ Yes, I need 220 volt outlet.

_____ Ampage required \$ _____ **Remaining Balance**

I hereby apply for booth rental at the Fruita Fall Festival. I have read this brochure in its entirety and understand the provisions for vendors. I not only understand, but agree to comply with all conditions set forth. I understand that **no booths will be held without a \$100 deposit** and my full payment is required upon acceptance into the festival. A \$50 office fee will be charged for any cancellations made prior to August 1, 2010. After August 1, 2010 no refunds will be made. I agree to abide by the rules and regulations of the Festival and understand that I will be removed from the festival without a refund if any of the rules and regulations are violated or if any behavior is deemed inappropriate. I release and hold harmless The Fruita Fall Festival and any associated entities from any and all liability, including, but not limited to theft, personal injury, acts of war or acts of God. I understand that this application does not guarantee a space in the show and that my money will be deposited and then be refunded if I am not selected, or if I am put on a waiting list. I understand that acceptance to any show does not guarantee me sales.

Owner Signature _____ Date _____

CREDIT CARD INFORMATION FOR FRUITA FALL FESTIVAL

_____ VISA _____ MASTERCARD

CARD NUMBER: _____ EXPIRATION DATE: _____/_____/_____

NAME AS IT APPEARS ON CARD: _____ CHARGE AMOUNT: _____ VCODE: _____

I authorize the Fruita Fall Festival to charge the above to my credit card.

SIGNATURE _____ DATE _____

venue, by 11:30 a.m. on Friday. No vehicles will be permitted on the venue after that time during the open hours of the festival. **ABSOLUTELY NO TENT STAKING.** Vendors failing to comply with these guidelines will be subject to immediate removal from the festival without a refund.

NO CAMPING is allowed on the venue. We will provide a list of local hotels and camp grounds for your convenience.

ELECTRICITY A 110-volt outlet is included in booth fee. A 220-volt outlet requires an additional \$40 fee. Unauthorized hookups and the use of portable generators will be cause for immediate removal from the festival without a refund.

LIMITED SPACE AVAILABLE and booths are filled on a first come, first serve basis. Returning vendors are given priority up to April 1st.

BOOTH SPACES are assigned by committee. You may request a booth, but are not guaranteed any one booth. The committee does its best to ensure you receive the same booth as the previous year, if it is requested.

A JURY of Fruita representatives will approve new and returning vendors. Vendors from the 2009 show have already been juried.

ALL VENDORS ARE ELIGIBLE to apply to the festival. No flea market or swap meet items will be allowed.

CIRCLE PARK
 Circle Park is the busiest area of the venue. This is where the festival has traditionally always been. This area is filled primarily with food vendors on the street and arts and crafts vendors on the park lawn. This is also where one of the beer gardens is located. Electricity is available in this section.

MULBERRY
 This is an area of circulation between the two stages. Mostly arts and crafts vendors with a few food vendors. There is minimal access to electricity in this section.

PEACH
 This is an area of circulation between the two stages. Mostly arts and crafts vendors. There is minimal access to electricity in this section.

ELM
 Food vendors make up the north side of the road and arts and crafts are along the south side. There is only access to electricity on the north side of the street.

CIVIC CENTER PARK
 This is the area with the second stage. This is primarily an arts and crafts section. There is access to electricity in this area.

EXCLUSIONS apply to the following items with no exceptions: guns (including toys), knives, bullets, brass knuckles, tear gas, paramilitary gear, pomographic or sexually explicit material, drug paraphernalia, darts or street weapons (including potato guns), and foul smelling novelties (including stink bombs).

ITEMS DEEMED INAPPROPRIATE by the Fall Festival Officials or the Fruita Police will be removed from your booth, or you will be removed from the festival without a refund.

PETS ARE NOT ALLOWED on the venue during the festival. This is for your safety and the safety of others. (City Ordinance #2004-29)

THERE IS A LIMIT on the number of any one product sold at the festival. For example: Only three vendors will be allowed to sell lemonade. The vendor committee reserves the right to allow special exceptions.

SPECIAL REQUESTS must be submitted in writing to the Fall Festival committee.

PRODUCTS AUTHORIZED TO SELL
 Vendors are only authorized to sell products listed on their application and approved by the vendor committee at time of application and committee review. The vendor committee will notify vendors in writing of any exclusions from the product list. Any other products vendors wish to sell must be submitted in writing at least 14 days prior to the start of the festival and approved by the vendor committee.

VEHICLES will not be allowed on the grassy areas of the venue at any time and are not allowed on the venue during any open hours.

SECURITY is provided for the festival, but you are ultimately responsible for the safety of your products.

SET UP TIME is from 7:00 a.m. to 11:30 a.m. on Friday. Please do not arrive early. Booth set-up must be within marked boundaries and completed, with all vehicles removed from the

VEHICLES will not be allowed on the grassy areas of the venue at any time and are not allowed on the venue during any open hours.

SECURITY is provided for the festival, but you are ultimately responsible for the safety of your products.

SET UP TIME is from 7:00 a.m. to 11:30 a.m. on Friday. Please do not arrive early. Booth set-up must be within marked boundaries and completed, with all vehicles removed from the

