

# FREMONT 2012 FAIR

## EXHIBITOR APPLICATION

**General Information:** The 2012 Fremont Fair will take place June 16-17 in Seattle, WA.

**Space Assignments:** Booth location will be determined a month before the festival once all accepted applications are processed. Space assignment will depend on the nature of sponsor activation, as well as needs for electricity and water. The Fair will not assign direct competition next to each other and will do its best to give all sponsors the best placement due to their measures of success.

**Permits:** It is the sponsor's responsibility to acquire all needed city and state permits for on-site activation. The Fair will do its best to aid in this process. On-site activation as well as activation layout are a great indicator of permits needed.

**Additional Fees:** There are additional charges for rented tents, tables, chairs, linens, electricity, lighting, water and in some cases waste. Please be forthcoming in your on-site needs so the Fair can best process your application and you are aware of all costs associated with event participation.

**Ground Surface and Weather:** The Fair is an outdoor event with some locations on concrete or grass. There are locations that are not level. Please be sure to indicate whether your on-site activation has specific needs in this case. Regardless of ground surface, we do require that all tents have a 25lb weight on each leg for safety in any windy weather. The Fair will take place rain or shine, please be prepared for all kinds of weather.

**Payment:** Sponsorship payments must be received with the application. All checks can be made payable to Fremont Fair. There is an additional fee charged for credit card payments. If you need different payment options please contact us directly.

**Load In/Load Out:** Load in for the festival will depend on the size, location and specific needs of the sponsor, but could be any where from Thursday through Saturday morning. Load out for the festival will be Sunday night after the Fair closes.

**Cancellation Policy:** The Fremont Fair enacts a Force Majeure Clause where no party shall be liable for any failure to perform its obligations where such failure is a result of Acts of Nature (including fire, flood, earthquake, storm, hurricane, or other natural disaster), Acts of God, Acts of War, dispute strike, lockout or interruption or failure of electricity or telephone service and no other party will have a right to terminate this agreement in such circumstances once this contract is signed by both parties. Sponsor activation is required to follow all rules and regulations set forth by all event, city, state and national law making organizations. Responsibility to perform in compliance is solely owned by the Sponsor and noncompliance does not void above contract or sponsorship fee.

# EXHIBITOR APPLICATION

## CONTACT INFORMATION

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email \_\_\_\_\_ Business License # \_\_\_\_\_

Description of Product \_\_\_\_\_

## EXHIBITOR SPONSORSHIPS

### Expo Sponsor \$1,995

Includes a 10x10 Marketing Space at the Event

### Over Size Expo Sponsor \$4,500

Includes up to a 10x30 or Vehicle Space at the event and a logo and link on fremontfair.org

### Exclusive Expo Sponsor \$6,000

Includes exclusivity in category with first right of refusal for the same category in 2013. Also anywhere between a 10x10 to 10x30 marketing space at the event and a logo and link on fremontfair.org

## ADDITIONAL NEEDS

\_\_\_\_\_ \$150 per 10x10 Tent Canopy

\_\_\_\_\_ \$150 Per 20amp Outlet of Electricity

\_\_\_\_\_ \$75 Sidewalls to Enclose 10x10 Tent

\_\_\_\_\_ \$75 Access to Potable Water

\_\_\_\_\_ \$20 Per 8' Table

\_\_\_\_\_ \$60 Oversize Parking *please specify length of vehicle*

\_\_\_\_\_ \$4 Per Pair of Folding Chairs

\_\_\_\_\_ \$40 Regular Parking Space

## WE WANT TO PROMOTE YOU!

Website: \_\_\_\_\_

Twitter Handle: \_\_\_\_\_

Link to Facebook Page: \_\_\_\_\_

Help promote us by using @FremontFair on Twitter and becoming a fan on Facebook - [www.facebook.com/fremontfair!](http://www.facebook.com/fremontfair!)  
We always like to have current and meaningful conversations on social media so let us know if you have a product launch, a fun event or a great deal and we will let our followers and fans know.

# EXHIBITOR APPLICATION

## ON-SITE ACTIVATION

Please explain your on-site activation \_\_\_\_\_

How many and what type of load in vehicles will you have? \_\_\_\_\_

Is the load in/out contact the same as the main contact, if not please provide their information: \_\_\_\_\_

What is your anticipated amount of set up time needed? \_\_\_\_\_

What are your measures of success for the festival? \_\_\_\_\_

Will you be doing product or promotional giveaways, what are you giving away? \_\_\_\_\_

Will you be sampling food or drinks to festivalgoers, what is it? \_\_\_\_\_

Will you need to ship your product or any supplies to the festival, if so how many palates? \_\_\_\_\_

Will you need to access your vehicle to restock product? \_\_\_\_\_

Will your activation include an enclosed tent? \_\_\_\_\_

How many staff do you expect to work your booth at the festival? \_\_\_\_\_

Will you have a booth at any other Seattle area events, if so which ones? \_\_\_\_\_

## PAYMENT

What is your booth fee? \_\_\_\_\_ What is your total additional needs fee? \_\_\_\_\_

Please enclose payment for the total amount of the booth fee and the additional needs fee. The Fremont Fair accepts checks or money orders made payable to the "Fremont Fair." If you wish to make payment with a credit card there will be an additional fee assessed, please call the office to do so.

## AGREEMENT TO TERMS

By signing below I have agreed to all specified terms in the exhibitor application package. Payment in full for sponsorship will also signify an agreement to terms.

Signature \_\_\_\_\_ Date \_\_\_\_\_