

The Beatles Festival (London)
September 23rd to 25th, 2016
Vendor Application and Handbook.



Dear Vendor,

The Beatles Festival (London) is a non-profit organization, and is proud to present our first annual London Beatles Festival in 2016! In addition to raising funds for the festival, our organization works in partnership with the Brain Injury Association of London and Region.

Our organization is now seeking your participation at the festival, which will take place in downtown London, between September 23rd and 25th, with select vendors open on Friday the 23rd, and all vendor spaces available on September 24th and 25th.

The event is being promoted locally and regionally through radio, print and a large social media campaign, and is supported by Downtown London, London Tourism and Celebrate Ontario.

Please read through the following pages carefully as only fully completed applications with all pertinent documentation can be considered.

Applications for both food and product vendors must be received by August 25th, 2016. Applications for non-profit organizations will be considered on a case-by-case basis, and must be received by September 5th.

Booths with power, and indoor spaces are limited, so apply early to ensure the space you need.

We hope to see you at the festival!

Jane McCormick

Treasurer, The Beatles Festival (London)

Vendor Application & Contract

We hereby contract with The Beatles Festival (London), hereafter referred to as TBFL, to exhibit at the London Beatles Festival 2016 and would like to request the booth space(s) according to the prices listed below. It is understood that the management of TBFL will give every consideration to our location preferences, but that spaces will be assigned on a first-come, first-served basis. TBFL will also try to accommodate vendors with vehicles that do not meet standard booth sizes, and to separate where possible vendors with similar offerings. TBFL also reserves the rights to: limit the number of vendors in total as well as the number of vendors with similar offerings; restrict the type of vendors to those that we deem to fit with our family-oriented festival; and, without refund, remove from the show any vendors that are not in compliance with this agreement. This agreement includes compliance with the 'Vendor Guidelines' attached. **Vendor agrees to provide a certificate of insurance naming The Beatles Festival (London) as additional insured. Insurance certificate must accompany application and payment.** For the on-line version of this form, go to www.thelondonbeatlesfestival.com and click on 'Vendors'.

Company Name (Please Print) _____

Billing Address _____

City _____ **Prov/State** _____ **PC/Zip** _____

Phone _____ **Cell** _____ **Website** _____

Email Address _____

DESCRIPTION

Booth/Trailer dimensions (in feet) _____ x _____ **Power Needed?** (Yes/No) _____

Product to be sold (x) Food _____ Service _____ Other _____

Please give a detailed description of your product or service here:

On Site Contact

Name _____

Cell Number _____

Requirements:

_____ Standard \$250 – 10 x 10	\$ _____
_____ Double \$400 – 10 x 20	\$ _____
_____ Food Truck \$500 – small trucks only, includes power	\$ _____
_____ Indoor \$400 10 x 10 space in a select indoor location, includes power	\$ _____
_____ Power Needed, \$50	\$ _____
	Subtotal \$ _____
	HST (13%) \$ _____
	Total Payable \$ _____

Inquiries about exhibits or vendors that do not meet our standard sizes can be addressed to: vendors@thebeatlesfestival.com.

Payment and proof of insurance must accompany application for application to be finalized.

Please upload this application, signed vendor guidelines, and proof of insurance to:

Or mail to: The Beatles Festival (London)
25 Pollard St., Brantford, ON
N3T 0K1

This application can also be filled on-line by going to www.thelondonbeatlesfestival.com and clicking on 'Vendors'.

Payment will be processed by credit card or cheque upon receipt of application.

2016 Vendor Guidelines

Friday September 23rd to Sunday September 25th

These guidelines are considered part of your vendor agreement with The Beatles Festival (London) and must be initialed and a copy returned as part of your vendor package. Please read the general information, rules and regulations contained within carefully. If you have any questions regarding any aspect of the show exhibit logistics, please contact us by e-mail at vendors@thebeatlesfestival.com.

1. Location: Dundas Street between Wellington and Clarence, London Ontario. A site map will be sent closer to the festival showing specific placement and giving instructions for load-in
2. Show Headquarters: 252 Dundas St, Across from London Public Library
3. Dates: Friday September 23rd to Sunday, September 25th, 2016
4. Festival Hours: Friday, September 23rd at 4:30 pm to Sunday September 25th at 10 pm.
5. Set-Up: Select Vendors (by invitation) Friday, September 23rd between 2:00pm and 4:30 pm. All other vendors, Saturday September 24th between 6:00 am and 9:30 am. If you need earlier access for setup, please call us. If Vendor has not checked in by 9:30 am on Saturday, booth space may be reassigned at the discretion of the TBFL.
6. Tear Down Sunday, September 25th at 8:00 pm, select vendors between 8 and 10 pm. Outdoor exhibits or displays may not be removed prior to the closing of the street show on Sunday, September 25th, 2016 at 8:00 p.m. All exhibits or displays must be removed by 11:00 pm on Sunday, or may be removed by TBFL at the expense of the owners.
6. Publicity: Show promotion will be carried out using all available methods of media, including radio, newspaper, posters, and signs.
7. Costs: Booth rental rates are based upon their size and location and range from \$250 - \$600 Cdn per space. Festival management will work with vendors with non-standard booths at TBFL's discretion. Custom sizes and fees are available. Fees and space for non-profit organizations will be dealt with on a case by case basis.
8. Display Sizes: Please note that booth sizes are approximate, and we cannot guarantee that all booths will be exactly as listed. We thank you for your understanding.
9. Electricity: Vendors requiring power will need to provide their own grounded high-capacity extension cords and use municipal power provided. If you need power, please be sure to book early as there are limited powered spaces.
10. Cleaning: Vendors/Exhibitors are responsible for keeping their display areas clean and free of clutter, and for post-show cleaning of their own display areas.
11. Tables and chairs: The festival will not supply chairs or tables, please be sure to bring everything you need.

12. Security: Security will be in place throughout the festival, including during setup, after hours, and during tear-down. Street security for Select Vendors will be supplied on Friday night, but in all other cases vendor security will not be on site until setup on Saturday.

13. Insurance: TBFL is insured against liability and property damage. Vendors are responsible for their own materials and therefore must carry their own appropriate insurance. **Evidence of coverage naming The Beatles Festival (London) as additional insured must be submitted with the application.**

14. Format: The London Beatles Festival plans to be a festival with high standards of excellence and provide a meaningful, positive experience for attendees and participants alike. The quality of the festival will be due, in part to the high standards and professionalism of the participating vendors and exhibitors, so it is imperative that the quality remains high. Your staff and display are a direct reflection of your business. Although we may permit the sale of food to be made at your booth, please be aware that this is NOT the main focus of our show, which is providing a safe and enjoyable experience for the public. Business should be conducted with due consideration for their safety and enjoyment as well as your neighbours. TBFL will handle any complaints.

15. Sound / Noise /Open Flame: All vendors must have an equal opportunity to present their goods and services without interference from neighbouring booths, and all performers must have the opportunity to perform without interruptions and disruptions. Undue sound or noise will not be tolerated, and compliance will be at the discretion of the vendor coordinator and TBFL. Each hot food vendor must provide their own approved fire extinguisher.

16. Food Services: All food service providers must be compliant with all municipal, provincial and federal guidelines regarding the preparation and sale of food stuffs including permits/licensing. Food vendors are expected to comply with all regulations regarding food service.

17. Personnel: All booths must be adequately staffed during all festival hours.

18. Payment for space: Vendor space must be paid in full at time of reservation under the terms of the contract. Under no circumstances is the space to be sublet.

19. Check List: Please ensure the following is included: Completed Application signed dated and with correct contact information, signed and dated Guidelines, Certificate of Insurance, Cheque or Credit Card information. Please send all paper applications with payment and proof of insurance to: THE BEATLES FESTIVAL (LONDON), 25 Pollard St., Brantford, ON N3T 0K1, and **ENSURE CHEQUE IS MADE PAYABLE TO THE BEATLES FESTIVAL (LONDON)**. Upon review by management, successful applicants will have their payment processed and will be contacted via e-mail with a vendor confirmation and package.

I have read and understand the above information: Name _____

Signature _____