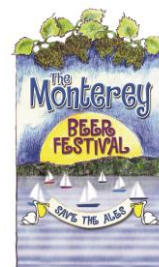




MONTEREY BEER FESTIVAL  
2004 FAIRGROUND ROAD  
MONTEREY, CALIFORNIA 93940  
Phone 831-372-5863 Fax 831-372-8248  
**Saturday, July 8, 2017**



1. All Vendor Applications must be filled out entirely and accompanied by a photo of your booth and the vendor space fee of \$250.
2. Payments may be made in the form of a check until June 24, 2017 after that date cash or credit card payments ONLY will be accepted.
3. All exhibitors are expected to provide a professional presentation. Products and prices are to be displayed clearly. Exhibitors are not permitted to sell or give away items outside of their designated area. Any giveaways must be approved by Festival Management.
4. Lists of all items you intend to sell or display must be submitted with your application, please include brand names if possible and the pricing of your menu items.
5. Each vendor will be given (2) passes for a 10 x 10 space. Additional worker passes may be purchased at the administration office for \$4 each. Festival management will monitor the number of worker passes purchased and may refuse to disburse an inordinate number of passes.
6. All commercial exhibitors are required to be set up and ready to operate by 10:30 a.m. on Saturday June 11, 2016. **Your booth is required to be staffed at all times during the festival.** An unoccupied booth has little value to you or our festival patrons. If a booth is not staffed you may be asked not to participate in the future.
7. All exhibitors are required to supply the Monterey Beer Festival with a current certificate of insurance with general liability coverage in the amount of \$1,000,000. The Monterey County Fair will need to be named as additional insured as outlined in the insurance statement attached to your contract. You may purchase insurance through the administration office for a fee of \$100. If you have insurance through CFSA, please include your insurance number on your application (page #2).

List as the Additional Insured: "That the State of California, the District Agricultural Association, County Fair, the County in which the County Fair is located, Lessor/Sublessor if fair site is leased/subleased, Citrus Fruit Fair, California Exposition and State Fair, or Entities (public or non-profit) operating California designated agricultural fairs, their directors, officers, agents, servants, and employees are made additional insured, but only insofar as the operations under this contract are concerned."

8. If your organization is a non-profit 501-(C) please provide documentation from the Internal Revenue Service including affidavit of tax exemption. This is a mandatory requirement and documentation must be submitted with application.

**We have established these requirements for the benefit of our exhibitors and festival attendees. Our goal is to provide a wide variety of products and services for both the enhancement of our festival and the enjoyment of the festival patrons. Thank you for your inquiry, we hope to see you at the Monterey Beer Festival.**

For Office Use Only	
Accepted:	_____
Account #:	_____
Contract #:	_____
Initial & Date:	_____
	Entered in Master List
	Contract Sent
	Insurance Received
	Contract Received

**Monterey Beer Festival**  
 July 8, 2017  
 Commercial Exhibit Application  
 2004 Fairground Road Monterey, CA 93940  
 Phone 831-372-5863 Fax 831-372-8248  
 www.montereybeerfestival.com  
[heritage@montereycountyfair.com](mailto:heritage@montereycountyfair.com)

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Day Phone: ( ) \_\_\_\_\_ Evening Phone: ( ) \_\_\_\_\_ Fax #: ( ) \_\_\_\_\_

California State Board of Equalization Permit #: \_\_\_\_\_

Federal Tax I.D. #: \_\_\_\_\_ Product Liability Insurance:  
 Private Carrier  CFSA # \_\_\_\_\_

Would you like to purchase CFSA Insurance through the Monterey County Fair for \$35? YES NO

**Space Requirements - \*\*Each booth will be provided a covered and skirted 8 foot table. You may use tents, please keep your product and signs/banners within the 10x10 space.**

\_\_\_ 10' x 10' Lawn - \$250

**Special Requirements:**

**Electrical:** Please complete attached Power Needs Checklist

**Water:** Yes or No

List all items you wish to sell with prices. Please do not put **“same as prior year”**. Everything must be updated. **All vendors must include a recent picture of your selling space.**

Product Description	Sale Price


If you are not selling anything, what do you intend to display? Do you plan to give items away? Do you plan to create a mailing list?

Display Description

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If you have not participated in the Monterey Beer Festival before, **you must submit a picture of your selling space and list at least two references.**

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**Parking**

Each Vendor will be provided with one parking pass that must be displayed in your windshield at all times while coming and going from the grounds. If you need additional parking passes you may purchase them from the administration office prior to the day of the event.

**Please indicate how many ADDITIONAL PARKING PASSES you may need:**

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**Please submit this application as soon as possible and be as thorough as possible**, we receive many more applications than we can accept. Please submit an updated picture of your selling space. Submission of your application does not guarantee your acceptance in the Monterey Beer Festival. If your application is accepted, we will forward a contract. If your application has been accepted and your \$250 space fee has been paid the amount paid becomes non-refundable.

I agree to abide by the rules and regulations stipulated in the agreement should space become available. I understand that this application in no way implies or guarantees that space will be offered. The Monterey Beer Festival reserves the right to refuse any application, or to relocate a concessionaire or commercial exhibitor at any time for the betterment of the festival.

Signature

Date