



Watsonville Strawberry Festival at Monterey Bay  
July 31 - August 1, 2010  
**Commercial Vendor Application**

**Location:** Downtown Watsonville

**Vendor Operation Hours:** Saturday, 7/31 and Sunday, 8/1 - 10am-7pm

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

Contact Person: \_\_\_\_\_

Day Phone: (\_\_\_\_) \_\_\_\_\_ Cell: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-mail: \_\_\_\_\_ Resale or SS#: \_\_\_\_\_

Contact Person at Event: \_\_\_\_\_

Phone numbers of contact person at event

Day Phone: (\_\_\_\_) \_\_\_\_\_ Cell: (\_\_\_\_) \_\_\_\_\_

**Commercial vendors are vendors who collect or distribute product or services information, or sell items that are imported, manufactured, mass-produced or mass-marketed.**

Please describe all items and their prices you wish to sell or market. All items are subject to approval.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_

**Commercial Vendor Application Fee Sheet**

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

**Vendor Space Fee**

**If postmarked with payment by June 14, 2010**

x\$ \_\_\_\_\_ \$400.00 **Corner or End Space Fee:** Space fee is based on a 10ft x 10ft booth area.  
 x\$ \_\_\_\_\_ \$350.00 **In-line Space Fee:** Space fee is based on a 10ft x 10ft booth area.

**If postmarked with payment by July 14, 2010**

x\$ \_\_\_\_\_ \$425.00 **Corner or End Space Fee:** Space fee is based on a 10ft x 10ft booth area.  
 x\$ \_\_\_\_\_ \$375.00 **In-line Space Fee:** Space fee is based on a 10ft x 10ft booth area.

x\$ \_\_\_\_\_ **Phone Quote Space Fee:** Should you require any additional space, please phone for additional space fee quote. Contact Doug Mattos at 831-768-3240.

**Electrical Fee (Optional)**

**No Generators Allowed!** The Festival will be open during daylight hours only. All Booths should consider hooking up to our 110-volt electrical power source to operate safely. Booths will need to supply their own power cords, power strips, light fixtures, and bulbs. If you have your own battery powered light source and require no electricity, there will be no electrical fee.

**Warning: Anyone caught with power hooked-up to the festival power grid without paying the electrical fee will be immediately expelled from the festival area! All power must be hooked-up by festival staff.**

x\$ \_\_\_\_\_ \$50 **Electrical Hook-up Fee:** I want to purchase electricity. Please check: \_\_\_ Yes \_\_\_ No

**Electrical Equipment (Required if purchasing electrical power)**

Please list all electrical equipment that requires power. Requirements are listed on equipment. Be sure to indicate the Volts & Amps needed and approximate age of equipment. All electrical equipment used **MUST** be UL approved. This section must be completed and returned. If your plug is not listed, please draw your plug configuration and attach.



**20 Amp  
Standard**



**15 Amp  
Standard**



**20 Amp 3 Pole  
Twist**



**20 Amp 4 Pole  
Twist Center Ground**



**30 Amp 4 Pole  
Twist**

1. Piece of Equipment: \_\_\_\_\_ Volts: \_\_\_\_\_ Watts: \_\_\_\_\_ Phase: \_\_\_\_\_  
 Plug Type (listed above): \_\_\_\_\_ Approximate Age of Equipment: \_\_\_\_\_
2. Piece of Equipment: \_\_\_\_\_ Volts: \_\_\_\_\_ Watts: \_\_\_\_\_ Phase: \_\_\_\_\_  
 Plug Type (listed above): \_\_\_\_\_ Approximate Age of Equipment: \_\_\_\_\_
3. Piece of Equipment: \_\_\_\_\_ Volts: \_\_\_\_\_ Watts: \_\_\_\_\_ Phase: \_\_\_\_\_  
 Plug Type (listed above): \_\_\_\_\_ Approximate Age of Equipment: \_\_\_\_\_
4. Piece of Equipment: \_\_\_\_\_ Volts: \_\_\_\_\_ Watts: \_\_\_\_\_ Phase: \_\_\_\_\_  
 Plug Type (listed above): \_\_\_\_\_ Approximate Age of Equipment: \_\_\_\_\_
5. Piece of Equipment: \_\_\_\_\_ Volts: \_\_\_\_\_ Watts: \_\_\_\_\_ Phase: \_\_\_\_\_  
 Plug Type (listed above): \_\_\_\_\_ Approximate Age of Equipment: \_\_\_\_\_

**Equipment Rental (Optional)**

x\$ \_\_\_\_\_ \$7.00 Per Folding Chair – Quantity ( \_\_\_\_\_ x \$7.00 = \_\_\_\_\_ )  
 x\$ \_\_\_\_\_ \$15.00 Per 6ft Rectangular Table – Quantity ( \_\_\_\_\_ x \$15.00 = \_\_\_\_\_ )  
 x\$ \_\_\_\_\_ \$150.00 Per 10'x10' Canopy Tent – Quantity ( \_\_\_\_\_ x \$150.00 = \_\_\_\_\_ )  
 Tent Rental includes delivery, set-up and strike of each 10'x10' canopy. (No walls)  
 x\$ \_\_\_\_\_ **Total Fees Due**

Form "A" - Commercial Vendor Indemnification

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

**INDEMNIFICATION: PLEASE READ AND SIGN.** The undersigned, in consideration of participation in this event, agrees to indemnify and hold harmless the City of Watsonville and the Festival, and release the City of Watsonville, its elected officials, officers, employees, volunteers, and agents from any and all liability for any injury to person or property arising out of, or in any way connected with participation in this event, including any injury caused by the simple negligence of the City of Watsonville, its officers, employees, volunteers, and/or agents. The staff will screen requests to avoid any duplication that is not in the best interest of the event. Space assignment will be made by staff. Vendors will be responsible for set up and clean up of booth area. Access to electricity & water is only available through prearrangement with staff. This event has a no refund for cancellation policy.

**LIABILITY:** Vendor shall be solely responsible for any and all injuries to persons or damages of property or any other injury, claim, damage or loss of whatever nature, arising directly or indirectly from activities at the Festival. Vendor shall INDEMNIFY, SAVE, AND HOLD HARMLESS the Event, the City of Watsonville, its elected officials, officers, employees, volunteers, and/or agents, and sponsors and their employees, agents and volunteers from and against all liability, loss, damages, claims, costs and expenses (including attorney fees) arising out of injury to person or damages to property or any other injury, claim, damage, loss, cost or expense arising from activities at the Festival.

**GENERAL RULES:** Vendors will be expected to supply everything necessary for their operation including: lights, power strips cords, tables & chairs. Vendors caught using the festival's tables & chairs in their booth area may be expelled from the festival grounds. If you should need to rent, tables, tents, or chairs they are available by advance order only in the EQUIPMENT RENTAL SECTION on Page 2 of the vendor application. Anyone caught with electrical power hooked up to the festival power grid without paying the electrical fee will be expelled immediately from the festival grounds! All power must be hooked up by festival staff. Vendors will be expected to supply everything necessary for their operation including gray water tanks, tables, utensils, garbage cans, and tarps on the ground to catch grease spills. The festival will be held regardless of weather unless staff determines that weather conditions could be harmful to festival participants. In any and all cases, there will be **NO REFUNDS, NO GUARANTEES.**

*I have read the above and voluntarily sign this release and waiver of all liability and indemnity agreement. As a participant in the Festival, I understand the following regulations and agree to comply with them. The City of Watsonville and its staff reserves the right to deny any requests for any reason.*

Hand Written Signature Required: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

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**Before July 1, 2009, all payments may be by credit card, business/personal check, cashiers check or money order. \*\*\*After July 1, 2009, all payments must be paid by credit card, cashiers check or money order.\*\*\***

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

Card Expiration Date: \_\_\_\_\_ Credit Card Type: Visa \_\_\_\_\_ MC \_\_\_\_\_

Credit Card #: \_\_\_\_\_ CVC# (On back of card): \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

I hereby authorize the City of Watsonville to charge my credit card in the amount of \$ \_\_\_\_\_

Hand Written Signature Required: \_\_\_\_\_ Date: \_\_\_\_\_

Please Enclose:

1. Photo of booth/display and the various items for sale
2. Completed application
3. Festival fee payment in the amount of \$ \_\_\_\_\_ **Make checks payable to City of Watsonville**  
A \$30 processing fee will be applied to accounts for checks/credit cards that are returned unpaid.

**Mail to:**  
Doug Mattos  
City of Watsonville  
P.O. Box 50000  
Watsonville, CA 95077

**Further Information/Contact:**  
Doug Mattos  
(831) 768-3240  
(831) 728-9036 FAX  
dmattos@ci.watsonville.ca.us

**Website: www.mbsf.com**