



CityFest 2012 on August 12th will be a celebration



of the city, a celebration of the spirit of Hillcrest, and a celebration of the lighting of the Hillcrest sign. This is a one of a kind festival is free and family friendly and attracts almost one hundred and fifty thousand shoppers.

Food and beverage vendors are a critical part of this event and Hillcrest. Food vendors can showcase their unique offerings to the almost 150,000 people that come to this event. This event is heavily advertised and well supported.



CityFest will be undergoing some exciting changes in 2012 and we hope you can be a part of them.



CityFest 2012  
3737 Fifth Ave. #202  
San Diego, CA 92103



# CITYFEST 2012: Sunday, August 12, 2012 from

## 12 noon to 9 p.m.

In the Heart of Hillcrest, San Diego, California

The Hillcrest Association invites YOU to participate in the 2012 CityFest Street Arts and Crafts Festival. CityFest: Attracts over 15,000 people per hour during peak hours, Offers over 250 booths representing diverse interests and products such as: Arts & Crafts, both handmade and commercial - some restrictions on like-item vendors, Fine Art and Jewelry, has free entertainment by popular performers, a large food court and beer garden. City Fest Funds improvements within the Hillcrest Community.

### Rules and Regulations for application submission.

Your vendor pack will contain a complete list of venue rules and regulations.

#### Applications:

- Complete the application in full or it will be returned unprocessed. Submission of an application does not guarantee acceptance.
- All vendors must submit a detailed description (including photographs) of ALL merchandise or printed material to be sold or distributed. The vendor manager may request additional information or photos before an application is approved.
- Include your CA sellers permit number to comply with BOE legal requirements.
- No refunds for booth fees or rentals will be given.
- DEADLINE FOR PAYMENT OF BOOTH SPACE - Payment in full must be submitted with application.
- WAITING LIST - You may get on the waiting list for day of the festival booth space. Call the Hillcrest Association for further information on the waiting list.
- This application is for Food Vendors ONLY. Corporations, banks, home renovation companies, talent agencies, or any other non-food entity must fill in the CityFest Corporate partner application. Arts & Crafters, please fill out the CityFest Arts & Crafts application.

#### Booths:

- Booth spaces are 10 ft. By 10 ft. Discounts for multiple booths are available.
- Only booth space is provided. No canopies, tents, tables chairs or individual trash cans are included.
- Canopies are recommended - bring your own (must be fire retardant) - or rent one from us. All canopies including their poles must fit inside the 10' x 10' space. Additional space is available for purchase in 10' x 10' increments.
- Permit copies must be posted on your booth with your booth number.
- There is a discount for purchasing a second booth. Please indicate on your application if you want your second booth side by side with the first or back to back.

#### Electricity and Equipment:

Generators ARE NOT allowed. Electrical power is available in a special area for an additional fee. Rental equipment orders and electricity requests must be made by August 1, 2012.

**First Come First Served** - Booth locations are assigned in the order the applications, with payment in full, are received. We reserve the right to determine booth placement to balance our venue and give all vendors the best opportunity we can for maximum sales. We do limit the number of booths for like items, be it merchandise or information, and the Hillcrest Association reserves the right to determine which businesses or activities will be accepted in CityFest 2012. Your vendor package with booth number, location map, rules/regulations, and instructions will be E-MAILED to you approximately 2 weeks before CityFest 2012. For additional information, contact the Hillcrest Association. There will be significant changes to the event in 2012. Previous booth locations can not be guaranteed.

### Cityfest 2012 Food Vendor Application

Contact Name:

Phone: ( )

E-Mail:

Fax: ( )

Company/Organization:

CA Sellers Permit Number:

Mailing Address:

City/State/Zip:

Please indicate your vending code so you won't be situated close to other vendors of your type. Also, describe your product(s):

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> MX ~ Mexican              | <input type="checkbox"/> SF ~ Seafood                     | <input type="checkbox"/> CX ~ Fried Chicken |
| <input type="checkbox"/> HD ~ Hot Dogs             | <input type="checkbox"/> PZ ~ Pizza                       | <input type="checkbox"/> Other ~            |
| <input type="checkbox"/> LM ~ Lemonade/Iced drinks | <input type="checkbox"/> MD ~ Mediterranean (Greek/gyros) |   |
| <input type="checkbox"/> KK ~ Kettlecorn/popcorn   | <input type="checkbox"/> SW ~ Sandwiches/Burgers          |   |
| <input type="checkbox"/> CC ~ Corn on the Cob      | <input type="checkbox"/> AS ~ Asian                       |   |

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Single \$315	Corner \$390	Side by side \$515 (2 booths)	Spread Out (no corners) \$515 (2 booths)	Side-by-side cor- \$590 (2 booths)	ner Endcap \$650 (2 booths)

Rentals (please select as many as needed):

- Power + \$50       Rent one 6' table and 2 chairs + \$50       Rent one 10' / 10' canopy with side + \$200  
 Anyone who signs up after 7/13/12 must add an additional \$50 late fee.

Total Fee: booth fee : \_\_\_\_\_ + rentals: \_\_\_\_\_ + Late Fee \_\_\_\_\_ =

\* all food vendor fees include the use of an HBA rented three compartment sink as required by the County of San Diego.

**ABSOLUTELY NO FOOD VENDOR APPLICATIONS WILL BE ACCEPTED AFTER FRIDAY 7/27/12**

**I agree to the following rules:** Application must be completely filled out and payment attached. Modifying this application may void the contract. Submitting an application does not guarantee vendor space. The Hillcrest Business Association reserves the right to determine those businesses, products and activities admitted as participants in CityFest. Rejected applications and payments will be returned. Special requests may not be honored. The Hillcrest Business Association makes no warrant that this event will be financially successful for any vendor. Handmade items only. Corporations and large companies (as defined by the Hillcrest Business Association) may not use this application. No give-aways or raffles that collect personal information. No soda or water sales. Timelines stated in vendor communications may not be honored. The Hillcrest Business Association reserves the right to modify booth locations and conditions at any time, without notice and despite communications with vendors. This is a contract. Vendor communications in the form of letters, emails, or telephone calls do not modify this contract. Hillcrest Business Association does not provide any equipment of any kind unless it is rented and indicated above.

#### Agreement:

I agree to conform to the above rules and regulations of the event. I further agree that if any changes be occasioned, or loss or damage occurs from articles or persons that may enter, that I make no claim against the City of San Diego, the Hillcrest Business Association, event committee members or other persons associated with the event for any personal injury or property damage arising, occasioned by or caused by any employee, representative or entry of mine. No refunds in case of inclement weather, acts of nature or restrictions by government agencies to cancel the event, over which CityFest has no control.

Registrant's Signature \_\_\_\_\_ Date: \_\_\_\_\_

#### CITY FEST 2012 CREDIT CARD PAYMENT AUTHORIZATION

NAME ON CARD: \_\_\_\_\_ VISA MC AMEX (please circle card type)

CARD NUMBER: \_\_\_\_\_ EXPIRES: \_\_\_\_/\_\_\_\_ security code \_\_\_\_\_

Total Fees charged to card from above: \_\_\_\_\_ I understand a charge will appear on my bill for Hillcrest Business Association

Signature: \_\_\_\_\_