

The logo for the 2010 Santa Monica Festival. It features a stylized sunburst or flower-like graphic at the top. Below the graphic, the year "2010" is written in a small font. To the right of "2010", the words "santamonica" and "festival" are written in a large, bold, sans-serif font. "santamonica" is in a smaller size than "festival".

2010 santamonica
festival

Saturday, May 8, 2010
Eco Zone Booth Application

Dear Environmental Organization,

The 2010 Santa Monica Festival will take place on **Saturday, May 8th from 11:00 am to 6:00 pm at Clover Park**. The City of Santa Monica Cultural Affairs Division, Office of Sustainability and the Environment and Community Arts Resources (CARS), are pleased to invite you to participate in this exciting event.

The Eco Zone - a forum for environmental organizations such as yours to come together and share their goals and activities with the community at large - will once again be one of the highlights of the day. In addition, the Festival will present music and dance performances on two stages, hands-on workshops and demonstrations, a Town Square, an international Marketplace and the Global Café. The Festival is Southern California's first large-scale, zero waste, green powered event. With an ever-expanding profile in Santa Monica and Los Angeles, we predict between 9,000 and 15,000 participants at this free, all-day event.

Below you will find a **Booth Application and Condition Sheet**. Please select whether you would like an entire 10 x 10 booth for \$125.00 or to share a booth with another organization for \$75.00.

Booth fees have increased minimally in some cases to create a standardized and equitable pricing system and to compensate for losses incurred as a result of the economic recession.

Kindly review the condition sheet and **return the completed form to the CARS office by Friday, March 5, 2010**. *Booth space is extremely limited.*

We encourage you to include an interactive feature that festival-goers can participate in to effectively learn the organization's mission.

If you have any questions, please do not hesitate to contact me at 213/365-0605 or via email at gigi@carsla.net

Sincerely,

Gigi de Pourtales Davis
Booth Coordinator
Santa Monica Festival 2010

**IF YOU HAVE ANY QUESTIONS PLEASE CONTACT
GIGI DE POURTALES DAVIS AT COMMUNITY ARTS RESOURCES.
PHONE: 213/365-0605 FAX: 213/365-0702
EMAIL:GIGI@CARSLA.NET**



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Eco Zone Booth Application**

*INSTRUCTIONS: PLEASE COMPLETE THE APPLICATION FORM
READ ALL INFORMATION CAREFULLY AND COMPLETELY*

- Read and sign the Agreement below
- **Full payment MUST accompany your application (two checks, one for the booth fee and any additional chairs/tables and a second check for the \$25 security deposit)**
- Make checks payable to CARS (Community Arts Resources)
- Mail your completed application to:

**Gigi de Pourtales Davis
Community Arts Resources (CARS)
3780 Wilshire Boulevard, Suite 920
Los Angeles, CA 9009
Ph. 213/365-0605 Fax: 213/365-0702
gigi@carsla.net**

Contact Name: _____

Company Name/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Cell: _____

Email: _____ Website: _____

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Additional Information

This must be completed in detail or it will be returned to you.

- NO FOOD SALES OR DISTRIBUTION PERMITTED
- Please list any display equipment (screens, shelves, racks, etc) you may be bringing.
- Please list everything you wish to sell and/or distribute. Anything not listed here will not be permitted at the festival.
- Please describe the interactive activity that will take place in your booth so that we can include it in our press to attract more participants to your booth.

Signage (as it should appear the day of the festival) LIMIT 30 CHARACTERS

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√ INDICATE YOUR PREFERENCES BY CHECKING THE APPROPRIATE BOX(ES)
PLEASE NOTE: F

PLEASE NOTE: Community booth fee includes a 10' x 10' booth (8' high), an 8' table and 2 chairs and a 4' x 2' sign. Shared booth fee includes a shared 10'x10' booth (8' high), a 6' table, 2 chairs and a 4' x 2' sign.

Check 1:

	10 x 10 Booth Rental Fee \$125.00
	Shared Booth Rental Fee \$75.00
<i>*Sales permitted only if merchandise directly pertains to, and proceeds benefit non-profit organization</i>	

	Cost of additional tables and chairs		
	_____ Folding Chair	\$5/each	Add: \$ _____
	_____ 6' Table	\$7/each	Add: \$ _____
	_____ 8' Table	\$9/each	Add: \$ _____
		Total:	\$ _____

Check 2:

4	Cleaning/Security Deposit	\$25.00
PLEASE ATTACH A SEPARATE \$25 CHECK		
<i>Required for all booth categories</i>		
<i>Refundable contingent upon the terms of the Rental Conditions</i>		

All items to be sold must be approved prior to the festival date by the festival producers.

PLEASE MAKE BOTH CHECKS PAYABLE TO CARS.

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Eco Zone Booth Application**

TERMS & CONDITIONS

ENVIRONMENTAL ORGANIZATION RESPONSIBILITIES

- You are responsible for bringing all equipment (display cases, racks, shelves, etc. indicated and approved on the application) beyond what is provided by the Festival.
- Displays, decorations and items to be sold should not extend beyond the dimensions of the booth.
- Electricity will not be provided.
- **All booths must be set-up by 9:30 AM.** Failure to appear one hour before the official start of the event may result in forfeiture of your booth.
- **Load-in time is between 9:00 – 9:30 AM.** Everyone must load-in during this time and all vehicles must be parked in a designated lot by 9:45 AM.
- The Santa Monica Festival and its producers are not responsible for your booth belongings and will not supervise your booth in your absence. **EVERYONE is responsible for bringing ample assistance.**
- Vendors are required to bring their own dolly or cart if needed. **The Festival CANNOT provide dollies or carts for you.**
- Be prepared for wind and large crowds by securing items within the booth space.

CONDITIONS FOR RETURN OF CLEANING DEPOSIT

- **Remain open until the close of the Festival (6:00 PM)**
- Clean table(s) and remove all waste to appropriate recycling receptacles. Recycled items such as boxes must be torn down and taken to bins in parking lot.
- Leave table(s) and chairs in booth area.
- Remove all personal equipment, **extra materials**, decorations etc.
- **Check out with Eco Zone Booth Supervisor before departing the Festival grounds.**

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TERMS & CONDITIONS CONTINUED

HOLD HARMLESS AND CANCELLATION CLAUSE

The Santa Monica Festival and its producers shall remain harmless against and from any and all claims arising from the vendor's use of the Festival premises or the conduct of the vendor's business or from any activity, work or things done. Notwithstanding anything else said or written, Santa Monica Festival 2010 may cancel the event or any portion of the event, or change the nature of the event or date and timing thereof, at any time for any reason, such as inclement weather conditions, financial constraints, civil commotion, acts of God. In the event of such cancellation, Santa Monica Festival 2010 will, at its sole discretion, refund a sum equal to or no more than 50% of the rental fee set forth; the booth fee is otherwise non-refundable. Any party to any agreement with Santa Monica Festival 2010 relating to the event hereby acknowledges and agrees that under no circumstances will the Santa Monica Festival 2010 and its producers be held responsible for any consequential or indirect damages that may result from a cancellation or modification of the event.

Booth Agreement

All applicants must sign the agreement below.
We will not accept any unsigned applications.

The undersigned has read and agreed to the conditions of booth rental for the Santa Monica Festival 2010 and understands that the matters set forth do not constitute a binding contract until written notification has been issued by the Festival producer (CARS).

Signature of organization representative: _____

Name (PLEASE PRINT): _____

Date: _____

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