

GENERAL VENDOR INFO

- **Date:** July 24 & 25, 2010.
- **Location:** Plaza Park and surrounding streets in downtown Oxnard.
- **Hours:** 11 am to 7 pm both days.
- **Booth space:** 10 X 10 ft unless otherwise indicated on application.
- **Canopies:** Pop-up tents or canopies are required for all vendors and exhibitors.
- **Equipment:** Vendors must bring their own ice, cooking equipment, cash/change, tables, chairs, paper goods, trash cans, fire extinguishers, and other supplies for the operation of an exhibitor booth.
- **Signage:** ONLY Professional quality signs may be posted; no hand-written signs.
- **Decorations:** Exhibitors are encouraged to decorate booths in the salsa theme.
- **Electricity:** Must be requested in advance on the Vendor Application. No additional electricity will be supplied at the event.
- **Site access/Set up:** Vendors will be preassigned site access and set-up times as well as exit times based on vendor category, location, traffic flow and site logistics. All vendor vehicles must be removed from the Festival site by 9:30 a.m. both July 24 & 25.
- **Parking:** Vendors will be directed to designated all-day vendor parking areas.
- **Tear down:** Absolutely no tear down prior to Festival closing at 7 pm both days. Vehicle entry will be directed by Security.
- **Clean up:** Vendors are responsible for clean up of their space and removal of trash during and after the Festival.
- **Security:** Daytime and limited overnight security is contracted by the Festival. However, the Festival will not be held responsible for lost, stolen or damaged merchandise. Vendors who choose to leave items overnight do so at their own risk.

Application Deadline May 15, 2010

Applications received after this date will be accepted ONLY IF space is still available.

Incomplete applications will not be accepted for consideration.

Vendors will be notified on or before May 31, 2010 whether he/she has been accepted into the Festival. All payments will be returned if vendor not accepted.

Oxnard Salsa Festival
presented by:

The Oxnard Downtowners

805.247.0197

For vendor information contact:
Sheila Jenkins, Festival Operations
vendorapps@oxnardsalsafestival.com

www.OxnardSalsaFestival.com



**Southern California's
HOTTEST Summer Festival**

VENDOR RULES & PROCEDURES



**July 24 & 25, 2010
OXNARD, CA**

INSIDE:

- General Vendor Info
- Application Process
- Selection Criteria
- Insurance Requirements
- Food Vendor Info

APPLICATION PROCESS

All interested exhibitors must submit one of the following applications by May 15, 2010:

Food Vendor Application for commercial food vendors, non-profit food vendors, pre-packaged food sellers, and salsa tent exhibitors.

Non-Food Vendor Application for arts and crafts vendors, retail exhibitors, kids' attractions and non-profit information booths. *Corporate and professional service exhibitors permitted* only if official Festival sponsors.

Included with all applications must be a booth photo, insurance certificate or order form, and required fees. Food vendors must also include Health Department application and refundable cleaning deposit. Refer to the Vendor Checklist section of the application for details. Incomplete applications will be returned.

BEVERAGE POLICY

The Festival organizer holds the exclusive rights to sell and distribute ALL carbonated soft drinks, bottled water, iced tea and bottled fruit juices at the Oxnard Salsa Festival. **Only a limited number of specialty beverage vendors will be accepted this year. Food vendors may not sell any beverages.**

INSURANCE

Salsa Festival exhibitors are required to carry a valid General Liability Insurance Policy, naming The Oxnard Downtowners (dba Oxnard Salsa Festival) as additional insured for July 24 & 25, 2010. A Certificate of Insurance must be submitted with your Vendor Application.

Insurance may be purchased through the Festival for \$75. Request for this coverage, along with payment, must be submitted with your Vendor Application.

See enclosed Insurance Request Form.

REFUND POLICY

A vendor may request a refund (less a \$50 processing fee) up until June 15. Absolutely no refunds or credits will be issued after this date.

SELECTION CRITERIA

The Oxnard Salsa Festival is committed to a quality event with an interesting assortment of vendors. Applications will be reviewed for product mix, presentation, past performance, and professionalism.

Returning vendors in good standing with the Festival are encouraged to submit applications EARLY to secure a space. HOWEVER, past participation in the Oxnard Salsa Festival does not guarantee acceptance.

Selection Criteria:

1. Special consideration will be given vendors showcasing salsa themed products.
2. Hand-crafted items made by the applicant receive preference over "buy-and-sell" retail merchandise.
3. The Festival reserves the right to limit the number of vendors selling similar items or services.
4. In cases of duplication priority will be given to local vendors.

Vendors will be notified on or before May 31, 2010 regarding acceptance into the Oxnard Salsa Festival. All payments will be returned if vendor is not accepted.

**Application
Deadline
May 15, 2010**

FOOD VENDOR INFO

Health Department Requirements

All food vendors *and* pre-packaged food sellers are required to hold a Permit to Operate a Temporary Food Facility (TFF) at the Oxnard Salsa Festival issued by the Ventura County Environmental Health Division. Make sure you have current form and fee scale. For information about Health Department requirements:

Ventura County Health Department
www.ventura.org/envhealth
(805) 654-2813

Health Department Applications

Health Dept. Applications and fees (payable to Ventura County) must be submitted along with your Salsa Festival application to the Festival Office.
DO NOT submit fees or application directly to the County of Ventura. Follow fee schedule on TFF Application. Late applications will be subject to late fees.

Inspections & Permits

You and your workers must comply with all Health Department requirements during the event. Inspectors will issue your permit on the opening day of the Festival.

Vendor Sinks

The Festival will provide hot and cold, three – compartment sinks for food vendor use at the Festival. Please advise us if you are bringing your own three – compartment sink.

Cleaning & Damage Deposit

All food vendors, preparing and cooking food on-site, are required to submit a \$100 refundable cleaning & damage deposit with the application. This deposit will be returned post-festival if space is left in same condition in which it was found prior to start of festival weekend.