



**ISLAND REGGAE FESTIVAL 2016  
MERCHANT VENDOR PACK**



Dear Vendor,

Rudebwoy 3ntertainment welcomes you to our 5th Annual Island Reggae Festival on Saturday, July 9, 2016, at the Santa Clara County Fairgrounds in San Jose, CA. We are excited to return to the Santa Clara Fairgrounds for a second year. The Fairgrounds allows us more space for a larger event with an expected capacity of 15,000 plus. As in years past, this event remains an ALL AGES FAMILY EVENT from 10:00am until 11:00pm. We will be welcoming back the Foothill Community Health Center (FCHC) in educating our fellow Polynesians and all other interested individuals about Diabetes Awareness. In previous years, our line-up included artists such as: Jboog, Common Kings, Kapena, Anuheia, Fiji, Morgan Heritage, Sammy J, Valu Fa, Kiwini Vaitai, 3 Houses Down, Jimmy Weeks Project, Swis, Rafa, Samu, The Green, Siaoisi, Rebel Souljahz, Jah Maoli, Tenelle, and many other talented artists.

Attendees will be able to experience island culture with live music, island dance performances, cultural art exhibits, carnival rides, cultural food, as well as new and exciting vendors throughout the entire day. There will be a limit to how many merchant vendors are chosen to ensure the success of our vendors.

All merchant vendor applications will be reviewed and notified of acceptance by email and/or phone call no later than June 4, 2016. Vendors that have not been chosen will be put on a waiting list and will be notified immediately once space becomes available.

We welcome you to join and come celebrate with us!

Sincerely,

Maria 'Cecelia' Solia / Vendor Coordinator  
Rudebwoy 3ntertainment  
(408) 401-4371  
[vendors@islandreggaefest.com](mailto:vendors@islandreggaefest.com)  
[www.islandreggaefest.com](http://www.islandreggaefest.com)

RUDEBWOY 3NTERENTAINMENT

**5TH ANNUAL ISLAND REGGAE FESTIVAL**

**2016 Merchant Booth Application**

Saturday, July 9, 2016 – 10AM to 11PM

Santa Clara County Fairgrounds

344 Tully Road, San Jose, CA 95111

*Merchant Vendor Sign-Up Deadline Date: June 1, 2016*

Vendor Name: \_\_\_\_\_

Vendor Website or Facebook Page: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Resale License # \_\_\_\_\_ Business License #: \_\_\_\_\_

QUANTITY	ITEM	COST
	10'x10' Merchant Booth @ \$400 includes 2 Vendor Passes <i>(Fee increase to \$500 after May 1, 2016)</i>	
	10'x20' Merchant Booth @ \$750 includes 4 Vendor Passes	
	10'x10' Informational Booth @ \$250 includes 2 Vendor Passes	
	Security Deposit of \$250 (made out to "Rudebwoy3nt" as a separate check)	
	8' Table @ \$15 each	
	Chairs @ \$5 each	
	Vendor Parking Pass @ \$10 (limit of 1 for one standard space) Vehicles with Detachable Trailers @ \$20 (limited space and not guaranteed)	
	Additional Vendor Passes @ \$50 each (limit of up to 5 additional passes) (NO-ADD ONS once application has been submitted)	
	Pre-Packaged Food Vendors Only: \$99 Health Permit Fee	
TOTAL AMOUNT:		

**\*\*PLEASE NOTE: CANOPIES, EXTENSION CORDS AND LIGHTING WILL NOT BE SUPPLIED BUT ARE HIGHLY RECOMMENDED TO BRING WITH YOU.\*\***

# Terms and Conditions of Participation

## **Date and Hours of Operation**

Island Reggae Festival will be open to the general public on Saturday, July 9, 2016 from 10:00am to 11:00pm.

## **Set-Up, Take Down and Clean-up**

Vendors will be allowed onto Santa Clara County Fairgrounds for set-up on Friday (7/8/16) from 12:00pm to 9:00pm and on Saturday (7/9/16) starting at 6:00am. Vendors are strongly encouraged to put up signs, decorate and move in large appliances and tables on Friday. If you set up in the wrong booth space you will be asked to move. If you are not available to move your booth, Festival management has the right to move your booth and is not responsible for any damage caused by the move. Booths must be set up and ready for business by 9:00am and must remain open for business until 11pm. Vendors are solely responsible for the take-down and cleanup of their assigned space and items at the close of the event.

## **Vehicle Access and Parking**

Vehicles may be driven onto designated areas for unloading and loading purposes only. However, all vehicles must be moved no later than 8:00am. All vehicles must be moved to the designated vendor parking area immediately upon unload and must remain there until the close of the event. You will not be able to load before 11pm and this rule will be strictly enforced for the safety and security of attendees.

Each vendor is allowed one parking pass per booth with advanced purchase of \$5 and cars with detachable trailers are \$10.

## **Fees/Deposits**

All booths must be paid in full within 7 days of approval. A separate refundable security deposit fee of \$250 will also be required. This is a separate check that will remain un-cashed and will be returned to you after your booth and surrounding area have been checked for litter or damage of any kind.

All vendor canopies must be within the purchased amount of space. Any oversized canopies, decorations, hanging racks or tables that extend beyond their purchased space will be billed \$250 for every 10'x10' space or less used. If you do not comply by these rules, your deposit will NOT be returned to you.

## **Booth Information**

The booth fee covers a space of 10'x10' or 10'x20'. You must provide your own canopy (not to exceed 15 feet high), tables, chairs, supplies and materials as needed.

All booths must secure their booths with some form of weight system (i.e. stakes, sandbags, cinder blocks or water containers)

All sale items and stock storage must stay within your booth space. IRF reserves the right to monitor or prohibit the use of any electronic equipment, machinery, or other activity that it determines, in its sole discretion, is distracting from other booths or attendees.

No booth sharing will be allowed. Vendors must keep their booth space neat and tidy. We encourage the use of recyclable/biodegradable products. Trash and recycling receptacles will be provided throughout the event areas.

*Booth spaces will be assigned prior to the week of the event in the order that the applications were submitted.* You are responsible for staffing, assembling, and dismantling your booth, and furnishing any equipment and supplies, unless supplied. We encourage you to decorate your booth keeping in mind the theme of this event. Display items must not interfere with the flow of traffic.

Island Reggae Festival has the right to prohibit and/or evict (without refund or assumption of liability for lost sales or expenses) any presentation or person who is in any manner deemed offensive or unprofessional.

## **Business License/Seller's Permit**

All vendors must provide their valid Seller's Permit number or Temporary Seller's Permit number on their application. For more information contact the Board of Equalization at: <http://www.boe.ca.gov/info/reg.htm>.

## **Informational Booths**

Open to businesses and non-profit organizations who wish to promote their products and/or services to IRF attendees. While promotional items are permitted an encouraged, informational booths will NOT be permitted to sell products or give away food or drinks.

### **Approved Items for Sale**

Only items listed on the application and approved may be sold at Island Reggae Festival. Merchandise that creates excessive trash may not be sold (i.e. poppers, streamers, egg shells or sawdust, etc.). Food items will be reviewed in order to prevent duplication and ensure diversity.

No beverages may be provided for sale or for free to any person attending the event.

This is a family-friendly event, therefore apparel that is drug-related or contains vulgar language will not be allowed to be sold in vendor booths.

Any discrepancies from the approved application may result in product removal per IRF. IRF reserves the right to sell official licensed goods such as event t-shirts, hats, programs and any other promotional items. These may not be sold at any other merchandise booth. IRF reserves the right to sell beverages, bottled water and ice. Any third-party sponsorship items and/or national corporation/franchise items displayed, distributed, promoted, or otherwise presented at the event without the express written consent of IRF is prohibited. Vendors found in violation of these rules are subject to immediate expulsion from the festival grounds with no refund of fees paid without prejudice to IRF and its right to other claims or damage.

### **Eco-Friendly**

Island Reggae Festival is an ECO-FRIENDLY event and asks that you consider the environment when making your Food Packaging & Serving choices! Any non-coated paper products are compostable and acceptable by Festival standards. Recyclable plastic (#1 or #2 plastics) are mandatory.

### **Security**

IRF will provide one security guard overnight but it is your responsibility to tightly enclose your booth to protect your specific items. Leaving any items overnight in your booth is done so at your own risk and IRF will not be not responsible for any loss or theft incurred by any vendor.

### **Confirmation Policy**

Application submission does not guarantee approval of your booth. All booth applications will be reviewed and notified of their acceptance by email or phone. Those who are not accepted will be added to a waiting list and notified once space becomes available.

### **Cancellation Policy**

No refunds will be given in case of inclement weather, acts of nature, forfeiture, failure to obtain required permits (see below for more information), or by restrictions of government agencies to amend or cancel the event, over which Island Reggae Festival has no control.

If you cancel your involvement with the event after your application is accepted, and you have provided notice by email prior to June 1, 2016, then your application fees will be returned, less a \$50.00 cancellation fee. Cancellations after June 1, 2016 will result in the forfeiture of the entire fee and must be in writing and postmarked by June 1, 2016.

**Participants Agreement** (Please read and check appropriate boxes below):

- ☐ I have read the application and the "Terms and Conditions of Participation" and agree to all conditions for participation in Island Reggae Festival 2016. I further agree that RUDEBWOY, and its event committee and sponsors will not be liable to me for any damages or losses incurred, including damages to your products, equipment, or damages arising from lost sales or profits.

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

Please Print Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

# ISLAND REGGAE FESTIVAL 2016

## VENDOR WAIVER OF LIABILITY

In consideration of the acceptance of the right to participate vendors, participants, by execution of this form release and discharge Island Reggae Festival, the Santa Clara County Fairgrounds and their trustees, Rudebwoy 3ntertainment, and their officers, directors, agents, representatives, volunteers and all others associated with the Island Reggae Festival of and from any and all known damages, injuries, losses, judgments and/or claims from any cause whatsoever that may be suffered by vendor, his person or property. Further, each vendor agrees to indemnify all of the foregoing entities, firms, persons, and bodies from any and all liability occasioned or resulting from the conduct of vendors or any participants or employees, assisting or cooperating with vendors and under the direction or control of vendors.

Island Reggae Festival assumes no responsibility for accidents, to any person, property, or loss of damages by theft, fire, water, wind, storm, acts of a third party, or for any other causes; all concessionaires, exhibitors, and their agents agree to abide by all rules of the Island Reggae Festival and to indemnify Island Reggae Festival and its, directors, agents, and volunteers thereto.

The violation of any of the above mentioned conditions by the holder of a vendor permit, or by his, her, or its agents or employees shall annul the permit and Island Reggae Festival shall have the right to exclude the offender from the grounds and to take charge of the occupied space. All fees paid by the offending vendor shall be forfeited to the Island Reggae Festival.

By signing this release the vendor acknowledges and understands that no insurance is available for coverage to the vendor unless otherwise provided by private insurance obtained by the vendor.

**I agree to abide by all rules of and regulations of Island Reggae Festival, including the terms as stated in the preceding paragraphs:**

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

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

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Vendor/Business Name: \_\_\_\_\_

**\*\*\* FEES WILL BE DUE WITHIN 7 DAYS OF BOOTH APPROVAL  
FROM ISLAND REGGAE FESTIVAL AND MUST BE PAID IN FULL\*\*\***

Checklist:

- ☐ Signed and Completed Application
- ☐ Copy of Reseller's Permit
- ☐ Copy of Business License
- ☐ Waiver of Liability Form

Upon Approval of Booth:

- ☐ A Cashier's Check or Money Order for the appropriate booth fees (NO PERSONAL CHECKS ALLOWED)
- ☐ A Personal Check of \$250 for Security Deposit

**PLEASE MAKE CHECKS PAYABLE TO:**

"Rudebwoy 3ntertainment"

**Mailing Address:**

Rudebwoy 3ntertainment  
Attn: Island Reggae Festival  
3288 Napa Drive  
San Jose, CA 95148