

Expo Mexico

April 21, 2010

Dear Potential Vendor,

Enclosed in this packet you will find relevant information and a vending application for the 2010 Expo Mexico taking place at the Placita Olvera. The festival will take place on Sunday, August 15, 2010 from 10:00AM to 8:00PM at the historic El Pueblo de Los Angeles Olvera Street.

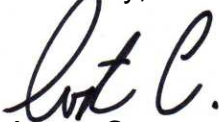
The event organizer reserves the right to review all applications and make vendor decisions based on the need for products and the need to avoid over saturation of other products and services. No independent vendor will be granted exclusivity at the 2010 Expo Mexico. Please read the rules attached and fill out the application completely. Payment is required upon submission of the application and all space is subject to availability.

Once the applications have been reviewed you will be notified of your application status. All deposit fees paid are non-refundable prior to participation in the event.

If you have any questions please contact Anabella Bastida at (213) 417-8382 or via email to Anabella Bastida at abastida@cofem.org

We thank you for your interest in the 2010 Expo Mexico and we look forward to working with you.

Sincerely,



Arturo Carmona
Executive Director

Vendor Rules, Requirements, and Information 2010 Expo Mexico

THE RULES

1. First, vendors must complete a VENDOR INFORMATION SHEET listing all products that they wish to sell. All fees must accompany the application(s). Only items approved at the time of permit issuance can be sold. The event organizer reserves the right to accept or reject all applications. In addition, the event organizer reserves the right to reject any product(s) the vendor may wish to sell. Any application not approved will be returned with all fees. Checks for application fees must be made out to COFEM. In addition, there will be a \$30.00 fee for all checks returned due to non-sufficient funds.
2. Once applications and fees are accepted by the event organizer **no refunds** will be issued. Submitting a signed application indicates vendor acceptance of these rules in their entirety.
3. After approval, you must apply for all licenses and permits with the City of Los Angeles. Each vendor is responsible for obtaining needed permits. Those permits may include a health department license, propane permit from the Fire Department, or permits. Permits will be awarded only to vendors who have been approved by the event organizer and have documentation to that fact. Vendors are required to provide photo-copies of all necessary licenses, permits, state sales tax certificate, and liability insurance before the event takes on a specified date and before any vendor credential is issued.
5. The event organizer will choose all booth locations based on safety, traffic, logistic, and neighborhood concerns. All decisions by the event organizer are final.
6. The laws of the City of Los Angeles will apply to all vendors. Failure to comply with these laws will cause your booth to be closed with no return of fees or deposit.
7. The event organizer presents this event for the general public and reserves all rights as the sole producer of the event.

8. The event organizer has contracted sponsorship agreements that provide for the preferred sales of specific product lines by vendors choosing to sell in that category. All vendors are required to adhere to the sponsorship agreements.

9. Attendance at this event is weather related. The event organizer or authorized representatives make no guarantees, representations, or compensation regarding attendance.

10. Vendors are responsible for trash pick-up and removal from their assigned location and the 10 feet surrounding the area. Residential dumpsters are not available for commercial use. Use of residential dumpsters will cause the vendor to forfeit the deposit amount. Remember, you are a guest in the neighborhood.

11. Any vendor dealing with grease or oil, is required to provide receptacles into which you can safely secure your grease and take it with you to your place of business or an approved disposal location. Leaving or disposing of your grease or oil in any other manner will result in a loss of deposit and a fine for the cost of disposal.

12. Those working in a booth must be at least 18 years of age.

15. **Parking and access to the event area will be tightly restricted.** Vendors will be issued restricted access passes for vehicles and unloading booth supplies. Vendors are allowed to hand cart additional supplies throughout the day. **Only vehicles displaying the proper access pass will be allowed in the event area and only at approved times.** All vehicles must be off the premises by 8:00 AM and will not be allowed back on the premises until after 8:00 PM on August 15th, 2010. Please note that re-entry will be subject to approval for the safety of any persons remaining within the event area.

16. All booths will be set up and ready for operation from 10:00 AM to 7:00 PM on August 15th, 2010.

BY COMPLETING THE ATTACHED APPLICATION, ALL VENDORS ATTEST TO READING THE RULES AND REGULATIONS AND AGREE TO ABIDE BY WHAT IS WRITTEN IN COOPERATION WITH THE EVENT ORGANIZERS.



5 YEARS OF EMPOWERING
IMMIGRANT FAMILIES
Celebrating the Adventure ★ Continuing the Journey

**Expo Mexico 2010
August 15, 2010**

APPLICATION

Company Name: _____

Contact: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Telephone: _____

Fax: _____

E-mail: _____

<u>Event</u>	<u>Booths</u>	<u>Amount</u>
<input type="checkbox"/> Expo Mexico	<input type="checkbox"/> Food	<input type="checkbox"/> \$ 2,500
	<input type="checkbox"/> Expo	<input type="checkbox"/> \$ 1,250
	<input type="checkbox"/> Cultural & Arts	<input type="checkbox"/> \$ 750
	<input type="checkbox"/> Non-Profit	<input type="checkbox"/> \$ 750

PAYMENT METHOD

Only Company Checks, Money Orders, Cashiers Check, or Credit Card will be accepted.

**MAKE ALL PAYMENTS PAYABLE TO:
COFEM**

- Company Check:
- Money Orders:
- Cashiers Check:
- Deliver Payment:
- Credit Card:

MAIL TO: 125 Paseo de la Plaza, Suite 101
Los Angeles, CA 90012

You can also deliver payment to the COFEM office. Please call Aurora Garcia at (213)417-8383 to make arrangements. For credit card payment please complete the fields below.

Print name as it appears on Credit Card _____

Credit Card #: _____

Expiration Date: _____ Security Code _____

Signature: _____

Please Circle one: Visa MasterCard American Express

Signature: _____ **Date:** _____

OFFICE USE ONLY

Amount Paid: _____ **Date:** _____ **Balance:** _____

Notes



Expo Mexico 2010
VENDOR INFORMATION SHEET

If you need additional applications, please photocopy or contact us at (213) 417-8382. Payment in full and a clean-up deposit must accompany this application for consideration.

No food vendor can sell a combination of food and novelty items due to health regulations and safety concerns.

Business Name _____

Contact Person _____

Business Address _____

City _____ State _____ Zip _____

Daytime Phone (____) _____ Evening Phone (____) _____

Cell Phone (____) _____ E-Mail Address _____

Products You Wish To Sell

Please list the products you wish to sell below.

Please Note: The event organizer would like to offer consumers a diverse selection of products.

We reserve the right to make the final decision regarding which products will be sold in order to reduce an abundance of particular foods and novelties.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____

RENT and LOCATION

Type of Booth/Space fee: Vendors fall into one of the following categories and price fee:

1. **Food Vendor:** any vendor serving food items in the festival. Space fee is \$3000 per 10' x 10' area.
2. **Expo Vendor:** any vendor selling non-consumable items or handing out informational materials to generate lead revenue. This may include but is not limited to beads, hats, clothing, apparel, sunglasses, or other retail merchandise. Space fee is \$1500 per 10' x 10' area
3. **Art Vendor:** any vendor wishing to display or sell art items (non-retail merchandise). This may include but is not limited to paintings, sculpture, or photography. Space fee is \$750 per 10' x 10' area.
4. **Non-profit org:** Space fee is \$750 per 10' x 10' area

Refundable Deposit: \$150.00. This amount will be refunded after the conclusion of the 2010 Expo Mexico if the area your booth occupied and the surrounding area was clean, grease/oil was properly disposed of, you comply with the laws of the City of Los Angeles, comply with all sponsorship agreements, follow all vehicle guidelines, and obey the hours of operation. A violation of any one of these rules will result in a full loss of deposit.

Vending Work sheet

	Space	Quantity	Cost	Total
Food Vendor	10' x 10'		\$2500.00	
Required per booth	Deposit		\$900.00	
Novelty/Info Vendor	10' x 10'		\$1250.00	
Required per booth	Deposit		\$500.00	
Art Vendor	10' x 10'		\$750.00	
Required per booth	Deposit		\$200.00	
Non-profit org	10' x 10'		\$750.00	
Required per org	Deposit		\$200.00	
TOTAL DUE \$			\$	

Safety and Security

Will you be using propane gas? _____ YES _____ NO

(The Los Angeles Fire Department requires that a charged fire extinguisher be placed in every location using heating sources.)

The event organizer will provide the tents, lighting, electricity, one table and two chairs. All equipment, supplies, booth materials, and selling activity must be confined to your allocated space.

Due to the street festival set-up, the rear of your booth will be adjacent to the sidewalk which will not be blocked to pedestrian traffic. It is recommended that you secure product from all sides of your booth, including the rear.

Agreement

This application is only a request to be considered as a concessionaire at the 2010 Expo Mexico and it does not guarantee space. All questions must be answered legibly and completely before consideration can be made. Upon acceptance vendors will receive notification and permit requirements.

I have read and understand the above information included with this application, and I have answered the above questions, truthfully, and to the best of my ability.

Signature

Date



HOLD HARMLESS AGREEMENT

In consideration of all the work done by the concessionaire, he/she hereby indemnifies and holds harmless the City of Los Angeles, COFEM, its Board members, their officers, agents, and their employees from any personal injury, costs, and expenses, occurring to anyone in, or about the area of said concession. The concessionaire is acting as an independent contractor not under the continuing supervision and control of the event organizer or the City of Los Angeles. The concessionaire agrees that the event organizer and the City of Los Angeles shall not, under any circumstances, be liable under or by any reason of the Agreement, directly or indirectly, for any accident, injury, breakage or damage to property or persons whatsoever growing out of any activities relating to the 2010 Expo Mexico activities. Concessionaire agrees to abide by all Federal, State, County, and Municipal laws, ordinances, regulations, guidelines and rules. Concessionaire agrees to be responsible for all employees, agents and contractors of concessionaire. Any concessionaire or employee, agent or contractor of concessionaire who violates any such law, ordinance, regulation, guideline or rule in connection with the operation of the concession, shall forfeit the concession and be disqualified from participating in 2010 Expo Mexico in the future. In this event, concessionaire shall cease all business activities and vacate the premises immediately forfeiting all fees.

This Agreement made and entered into this _____ day of _____ 20_____.

Signature of Vendor _____

Signature of COFEM Representative _____

All Fees Must Be Included With Application

Please return the application by July 30, 2010 to:

125 Paseo de la Plaza, Suite 101

Los Angeles, CA 90012

abastida@cofem.org