



2010 BATTLE CREEK CEREAL FESTIVAL

VENDOR APPLICATION

SATURDAY, JUNE 12, 2010

APPLICATION DEADLINE: MAY 30, 2010

Section 1: Applicant Information (Please print or type clearly)

Organization/Business Name:		Contact Person:	
Mailing Address:	City:	State:	Zip Code:
Phone: ()	Alt. Phone: ()	Fax: ()	
Website Address:		Email Address:	
Applicant Type? Non-Profit _____ For Profit _____ Note: Non-profits are NOT required to pay the \$50 vendor fee. Please attach proof of non-profit status to your application.			

Section 2: Activities/Product Information

Number of Spaces Needed (\$50 per booth space): 1 _____ 2 _____ 3 _____ 4 _____	Sales Tax License # _____ All vendors are responsible for collection of the 6% Michigan Sales Tax and for acquiring a sales tax license.
Please list all booth activities and/or products to be sold. All activities must be listed below. Attach extra sheet, if necessary. 1. 2. 3. 4. 5.	

Section 3: Payment Information

Payment type: Make payable to 2010 Cereal Festival/BCCF Check _____ Money Order _____
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_____ I agree that my name and any photographs of me or my work and or booth may be used for publicity purposes.

By signing this application I expressly release the 2010 Cereal Festival and Festival Advisory Board, their agents as well as the owners of the sites, of and from any and all liability for any damage, injury or loss to any person or goods which may arise from the rental and occupation of exhibit space. I agree to hold the 2010 Cereal Festival and Festival Advisory Board and the owners of the Festival sites harmless of any loss or damage by reason thereof. I also agree to comply with all State and local regulations in the operation of my booth. I agree to and have read the BATTLE CREEK CEREAL FESTIVAL VENDOR POLICIES & PROCEDURES. The 2010 Cereal Festival and Festival Advisory Board reserves the right to terminate this agreement at any time if you choose not to abide by the vendor policies & procedures (mentioned above) and to make changes to this agreement as needed.

Signature: _____ Date: _____

Please mail applications to: **or**
 2010 Cereal Festival
 c/o Deborah Owens, Festival Manager
 42 South Mason Avenue
 Battle Creek, MI 49037

Drop off applications at:
 77 East Michigan Avenue – Ste. 80
 Battle Creek, MI 49014

For questions, please contact us at:
 269.420.4031 or 269.441.9124
www.bcfestivals.com

Make checks payable to:
 Battle Creek Cereal Festival/BCCF



2010 BATTLE CREEK CEREAL FESTIVAL VENDOR POLICIES & PROCEDURES

FESTIVAL INFORMATION:

The World's Longest Breakfast Table will take place on Saturday, June 12, 2010, from 8:00 a.m. to 12:00 p.m. Breakfast will be served from 8:00 a.m. to 10:00 a.m. Festival activities will take place throughout the morning until 12 p.m., with additional activities in the afternoon concluding with evening entertainment in Mill Race Park. The vendor area will be located in the Riverwalk Parking Lot (between the Riverwalk Center and the WMU Kendall Center). The vendors will operate during the morning event between the hours of 8:00 a.m. – 12:00 p.m. The event is held rain or shine!

APPLICATION DEADLINE & VENDOR FEES:

All applications must be submitted by May 30, 2010. The vendor fee for a 10'x10' space is \$50. Non-profit organizations are **NOT** required to pay the \$50 vendor fee. Non-profits must attach proof of non-profit status to your application. All applicants must include a check or money order for payment of the total vendor fee. Please make checks or money order payable to the Battle Creek Cereal Festival/BCCF. No refunds will be honored.

RESTRICTIONS:

Due to health department restrictions, no food vendors are allowed. Vendors are not allowed to "rove" with their merchandise at any time. The Festival Committee reserves the right to restrict any activities that interfere with public access and/or festival programming.

SET-UP & TAKE DOWN:

Vendors may set-up at any time before 8:00 a.m. on June 12th. However, set-up must be completed by 8:00 a.m. Vendors will be allowed to drop items off but must remove vehicles from the Vendor area prior to 8:00 a.m. Access will be allowed at the Jackson Street entrance only. All equipment used in operating a booth during the event will be the responsibility of the vendor, including canopies, tables, chairs, lighting, and any other booth furnishings. All vendor locations will be assigned at the discretion of the Festival administration. Booth sizes are 10' x 10'. Vendors must stay within the booth space; this includes side awnings, walkways, etc. Vendors may close their booths beginning at 12:00 p.m. All booths should be closed and items removed by 1 p.m. Please make sure all trash and booth items are removed!

SIGNAGE:

The appearance of each vendor booth is critical to the overall atmosphere of the Festival and the audience's perception of the event. We highly encourage creative booth designs. You are responsible for any signage, banners, etc. to identify your booth.

SELECTION PROCESS:

A selection committee will review each vendor application based on the following criteria: 1) quality and type of product sold/displayed, 2) ability to participate and 3) space availability at the event and operational requirements. Past participation does not guarantee acceptance. The Battle Creek Cereal Festival reserves the right to refuse any application or withdraw acceptance, in which case the vendor fee will be returned in full. Space is limited and restrictions will be placed on the types of merchandise permitted.

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Battle Creek, MI 49014

Make checks payable to:
Battle Creek Cereal Festival/BCCF

To be complete, applications must include:
____ Application Form
____ Booth Fee Payment
 (waived for non-profits)
____ Proof of Non-profit status
 (non-profits only)