

**ICONS - Vendor Application**  
Saturday July 24, 2010 - 11 am to 5 pm

Name of Business/Organization \_\_\_\_\_

Applicant's Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

\*Email \_\_\_\_\_ Website \_\_\_\_\_

Type of merchandise, information, or food to be sold or distributed: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**FOOD BOOTH (10 X 10 SPACE FEE)**

Standard Rate \_\_\_\_\_ X \$350 = \_\_\_\_\_

Early Bird Discount \_\_\_\_\_ X \$295 = \_\_\_\_\_  
(postmarked by July 10)

**NON-FOOD BOOTH (10 X 10 SPACE FEE)**

Standard Rate \_\_\_\_\_ X \$250 = \_\_\_\_\_

Early Bird Discount \_\_\_\_\_ X \$195 = \_\_\_\_\_  
(postmarked by July 10)

Please make payable to:

**West Coast Club Life**  
**691 South Nardo Ave Suite E7**  
**San Diego, CA 92075**

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

**DID YOU REMEMBER TO:**

- Include your email address to receive event updates.
- Complete, sign, and enclose the vendor application.
- Include a \$50 cleaning deposit *if you are a food vendor*.
- Payment postmarked by 7/1/10: business or personal checks, cashier's check, or money orders payable to "West Coast Club Life."
- For applications postmarked after 7/1/10: only cashiers checks or money order will be accepted; call (858) 945-2830 about booth availability.

*West Coast Club Life assume no responsibility for any loss, damage, injury, or claim arising out of the participant's acts or omissions in the Horton Plaza. Further, participant shall defend and indemnify West Coast Club Life for the negligence, fault, misconduct, and liabilities caused by the participant should said negligence, fault, and/or misconduct lead to the filing of a claim or legal action. The participant agrees to abide by Information, Rules, & Regulations outlined by West Coast Club Life in the Vendor Application for 2010. Violation of the Information, Rules, & Regulations may result in expulsion from the event.*

## ***Booth Space***

- ◆ Vendor booth spaces are 10 ft. x 10 ft.
- ◆ Only booth space is provided. **You must provide your own canopies, tents, chairs, tables, and trash cans as needed.**
- ◆ **For food vendors**, permits must be available for inspection prior to set up. No sales will be allowed without a valid permit.

## **Event Hours/ Set-Up/ Break-Down**

- ◆ The Event will run from 11 a.m. to 5 p.m. on Saturday, July 24th, 2010. Vendors are required to be open by 11 a.m. and remain open until 5 p.m. (You have the opportunity to load in on Friday, July 23<sup>rd</sup> 9 am to 5 pm) This area is safe with a night patrol and closed secured door.
- ◆ Vendors will be issued complete load-in and load-out instructions two (2) weeks prior to the event.
- ◆ All vendors must have their space cleared and cleaned by 8 p.m.

## **IMPORTANT INFORMATION!**

### **Information, Rules, and Regulations**

ICONS Horton Plaza – July 24th, 2010

### **Sales Information**

- ◆ The Event Committee reserves the right to determine those businesses and activities most suitable for the event. West Coast Club Life reserves the right to refuse vendors. Vendors shall not set restrictions on ICONS regulations.
- ◆ All vendors must submit with their applications a detailed description of **ALL** merchandise and/or printed matter to be sold or distributed by them.
- ◆ The Vendor Coordinator may request additional information, pictures, or samples before the application is approved.

- ◆ Absolutely NO tobacco or alcohol can be sold. NO illegal drugs or drug paraphernalia or depictions of same will be allowed.
- ◆ Absolutely NO racist, sexist, pornographic, or otherwise offensive merchandise or literature will be allowed. Throughout the day, the Vendor Coordinator will conduct inspection of booths. Any items in violation must be removed.

## **Health Permits**

- ◆ Food vendors must provide a list of all foods to be sold, including whether foods are prepackaged or prepared on site.
- ◆ All food vendors are responsible for the appropriate health permits from the County of San Diego. Food vendors who do not obtain their permit more than 14 days prior to the event will pay a late fee. Call (858) 945-2830 for more information.

## **Clean-up**

- ◆ Clean-up of the booth area is the **responsibility of the vendor** including removal of all their own trash.
- ◆ Booth area must be cleaned immediately upon closing booth. Food vendors must pay a \$50 fee that is refundable after the event, provided the booth area has been cleaned by the vendor; all refunds will be mailed.

## **Booth Decor/Amplified Music**

- ◆ The Event Committee asks that all vendors use tables, sandwich boards, easels, etc. to display all goods for sale. No item can be displayed on the ground or in the aisles.
- ◆ Signage and booth decorations are encouraged as long as they are in good taste and don't interfere with neighboring vendors.
- ◆ The Event Committee reserves the right to remove any decor deemed inappropriate for the event.
- ◆ Only vendors marketing music, tapes, or CD's are allowed to use amplified devices (i.e. "boom boxes"). Amplified music should not interfere with neighboring vendors.

## Electricity

◆ Electricity will be available to vendors if reserved in advance. No electricity can be requested on the day of the event. **No generators are allowed.**

## IMPORTANT INFORMATION!

### Information, Rules, and Regulations

ICONS Horton Plaza - July 24th, 2010

### Space Assignments

- ◆ Booth space assignments and notification will be made on a first come, first served basis, according to the date the completed registration form and payment are received. No postdated checks will be accepted.
- ◆ Please include certified check or money order and signed Vendor Application by **July 5th**. A late fee will apply to all payments made after this date, regardless of the application date.
- ◆ **Applications are due by July 5th, 2010. Late applicants must pay a fee of \$75.00. All late payments are non-refundable.**
- ◆ Only cashiers checks or money orders—not personal or business checks—will be accepted.
- ◆ Written cancellations postmarked by July 5th, 2010 will be honored in full, less a \$25 processing fee. **No refunds will be honored if the written request is not received by the July 5th deadline.** Overpayment of booth fees is non-refundable.
- ◆ Booth confirmations and space assignments will be mailed out one (1) week prior to the event.