



2012 Yuma Lettuce Days Festival

“Voted Best Arizona event”



Thank you for your interest in Yuma Lettuce Days. We are proud to announce that our event was selected as the best “Urban event in the state of Arizona” at the 2011 Governor’s Conference of Tourism.

Our festival attracts over 30,000 visitors and local residents interested in learning about Yuma’s \$3.2 billion agriculture industry. Yuma produces 93% of the nation’s winter produce and the region also grows 70% of the world’s Medjool dates.

This year, we will be charging a nominal fee of \$5 for the 2-day event which will include food tastings, wine & beer tastings, food displays & carving demonstrations, live entertainment, activities for children, “Toss it up” interactive salad station, opportunities for non-profit participation, and Yuma’s Recipe Box-an over the top tasting event. The secured venue will also include a large tent with a cooking display kitchen.

New for this year, we have changed the event to 2 days and have extended the daily hours based on feedback from sponsors and vendors. In addition, we have tripled the number of agriculture tours leaving from the festival and have made new arrangements for parking, including a designated handicapped area and shuttles to/from sites throughout the community.

We thank you for your interest and hope that you will choose to participate as a vendor. Please visit our website at www.yumallettucedays.com for additional information, or email Claudia Arballo at claudia@visityuma.com to further discuss the festival and help you determine if our festival is a good fit for you.

Thank you for your interest!

Yuma Visitors Bureau





2012 Yuma Lettuce Days Festival Exhibitor Information & Regulations

The Yuma Lettuce Days Festival will take place Saturday and Sunday, March 10th and 11th at the Quartermaster Depot State Historic Park in Yuma, Arizona. This year is our 12th Anniversary!

Yuma Lettuce Days show hours are:

- Saturday, 9am-7pm
- Sunday, 9am-5pm

Fees:

- 10' x 10' space \$225.00
- Each additional 10' x 10' space is \$100.00
- 10' x 20' space \$ 325.00
- There is a \$15.00 charge for electricity (Available power is 110 volts/15 amps)

Vendor Benefits:

- 4 Yuma Lettuce Day passes good for the entire weekend
- If your application is approved prior to February 1st, 2011, your company will be listed in our event program

Criteria/Requirements for Exhibitors:

- All exhibitors for Yuma Lettuce Days 2012 must have an agricultural or culinary related product.
- All applications will be reviewed for their relationship with our agricultural/culinary theme. If you have questions as to whether your product relates to the agricultural theme please email Claudia Arballo at Claudia@visityuma.com.
- The selection committee will jury entries as they are received. Acceptance or rejection letters will be mailed approximately 3-5 weeks after your application has been received, in order to allow the committee sufficient time for evaluation. If your application has been approved, you will receive a letter of acceptance and will also be contacted by the Yuma Visitors Bureau prior to festival to facilitate the onsite logistics for your assigned booth set up. If not selected, a notification letter with all fees and photographs will be returned after the jury date.
- Submit **ALL** fees with this application. If selected, fees will be processed once letter of acceptance has been mailed. Assigned booth space, load in/out and set-up information will be announced prior to the festival.
- All vendors are juried. Photographs and an explanation of items being sold are required with application for Returning & New Vendors. Only items depicted for juring purposes will be allowed to be sold from your booth.



- If selected, vendors must provide an Arizona Tax ID Number and evidence of current liability insurance coverage naming Yuma Visitors Bureau, Yuma Crossing National Heritage Area, and the City of Yuma, Arizona as additional insured. Additionally, food vendors, vendors bringing in jumpers, slides, amusement/attraction rides, or any business selling any form of interactive merchandise, etc, must carry coverage in the amount of 1,000,000 each occurrence.
- All food vendors, including non-profits, are required to have a Class ABC fire extinguisher and must have submitted a completed “**TEMPORARY AND SPECIAL EVENT FOOD SERVICE APPLICATION**” with the Yuma County Health District. Food vendors must comply with all health laws, ordinances, and regulations of Yuma County and City of Yuma, **ADDITIONAL FEES MAY APPLY**. For more information, please contact the Yuma County Health District at (928) 317-4584 and/or the City of Yuma Fire Department at (928) 373-4850.
- All food vendors, including non-profits, must adhere to published “GUIDELINES FOR TEMPORARY AND SPECIAL EVENTS FOOD AND DRINK CONCESSIONS”, as set forth by the Yuma County Health District. A food permit, issued by the Yuma County Health District, must be visibly posted inside the concession booth.
- Exhibitors will set up, staff and conduct all sales in their booth. It is expected that your display will be open and ready one hour before the event and all vehicles **must** be off of the Quarter Master Depot State Historic Park property one hour before event opening. Your display must be open and staffed during **ALL** show hours. No late set-up permitted.
- Exhibitors must provide their own displays; tables, chairs, booth frames, etc., and extension cords will not be provided.
- All booths must be professional in appearance. Minimum requirements must include a 10’ x 10’ canopy, or “pop-up” shade structure. All tables must have a tablecloth and skirting draped to the floor on three sides. Booth must display professional signage, which identifies the business/organization, product (s) and pricing.
- **NO HALOGEN** lights or exterior outside lighting. Electricity is limited and will be assigned on a ‘first come, first serve’ basis according to when deposit and/or payment for said festival/event has occurred; **cost for electricity is \$15.00**.
- Electrical outlets are numbered and you will be assigned a number for your booth. Vendors are not allowed to share electrical outlets; this is a safety compliance issue. Electrical appliances, such as heaters, will not be allowed in the booth.
- Overnight security will be provided, but exhibitors are responsible for securing their own booth – the Festival is not responsible for any loss or damage.
- No booth sharing allowed.
- Vendor spaces will be clearly marked; vendors are required to stay within these markings.
- Vendors will not be allowed to drive into the festival area until the event is over; meaning **AFTER 5:30 PM** last day of the festival.
- All vendors are responsible for cleaning up their booth area during and at the close of the event.
- No leftover food, cooking oils, or grease will be dumped into trashcans or planter areas – dumpsters will be available at a designate location ~check booth placement map.
- Consumption and/or possession of alcoholic beverages by vendors and/or workers is prohibited. Vendors will be held responsible for any violations.
- All items to be sold at booth must be indicated on application. Yuma Visitors Bureau must be notified of any changes at least 48 hours prior to festival/event. “Sale” and “Mark Down”, etc. signs are not allowed. **There are no exceptions**. Should changes in the items to be sold occur without required approval, suspension of the right to set-up a booth for any future events may occur.
- **NO REFUNDS** will be given to vendors who do not show up for the festival/event.

- **CANCELLATIONS/REFUNDS:** Yuma Visitors Bureau will credit vendor account to be used in future shows (upon approval), only if notice is given two weeks prior to said event. Refund checks will be issued under certain circumstances only.
- Yuma Visitors Bureau reserves the right for placement of all booths and product. **Only completed and approved applications, with all required documents and photos** will be considered for booth placement. **ALL BOOTH PLACEMENTS ARE FINAL.**
- The sponsors of this event will not be liable for any liabilities whatsoever for the failure to fulfill conditions under which the event is being produced; due to natural causes, act of God, or any other causes beyond the control of Yuma Visitors Bureau.
- No spaces will be held without pre-payment of a minimum of \$50.00 deposit and **completed and approved application, with all requirements and photos.** Full payment is due three weeks prior to event. No applications will be accepted after one week prior to scheduled festival/event, without Visa, Master Card or certified funds.
- **RV Parking:** RV parking is not available for Yuma Lettuce Days 2012. We would be happy to recommend local RV parks.
- The application deadline is Friday, February 24, 2012. The festival is taking place rain or shine!

TERMS AND AGREEMENT

Taxes – Exhibitors are responsible for any and all taxes and fees associated with their activities at the Festival. This includes, but is not limited to, license fees, and Federal, state and local taxes if any.

Release/Hold Harmless – The Exhibitor hereby agrees to indemnify and hold harmless Yuma Lettuce Days Festival and its officers, directors, employees and agents from any financial liability or obligation incurred by the Exhibitor or from any injury or damage to the person or property of others which any exhibitor causes or contributes to causing while participating in any way in the festival. The Exhibitor, by signing this Agreement, release the Yuma Lettuce Days Festival, its officers, directors and employees from any and all causes of actions, claims and damages of any kind or nature whatsoever arising from any injury, loss, damage, cost, accident, delay, irregularity, or expenses arising out of or in any way connected with the performance or operation of the Yuma Lettuce Days Festival.

Events Beyond Festival’s Control – The Yuma Lettuce Days Festival shall not be responsible for events beyond its control, such as, without limitation, acts of God, acts of war, terrorism, strikes, or governmental restrictions, or for acts or omissions of persons, entities or companies not controlled by it, such as without limitation, police officials, government entities, bus companies railways, and hotels. The Yuma Lettuce Days Festival and its officers, directors, employees and agents are hereby released from all claims arising out of such events, acts, or omissions.

Compliance with Festival Requirements – All exhibitors must conform to the rules and requirements of the Festival as described in this application and/or as supplied, amended or supplemented at the Festival event. Failure to comply with the rules and requirements of the Festival, **Including failure to open or close a booth on time**, could be cause for expulsion from the Festival. Any such expulsion decision is made at the sole discretion of the Yuma Lettuce Days Festival. Any questions regarding the rules and regulations should be made o the Committee at the time of the prior to the Festival event. All applicants/exhibitors agree to hold the Yuma Lettuce Days Festival and its officers, directors, employees and agents harmless from any loss whatsoever as a result of any expulsion from the festival.

Your authorized signature is required on your returned application form confirming you have read and reviewed the 2012 Rules & Regulations and agree to abide by the criteria and requirements for Exhibitor.

Yuma Visitors Bureau, 202 S. 1st Ave. Ste. 202 Yuma, AZ 85364,

Phone: 928.376.0100 Website: www.yumalettucedays.com

Please retain a copy for your records.





2012 Yuma Lettuce Days Festival Exhibitor Application & Contract

Entry deadline is Friday, February 24, 2012. However, only applications approved prior to February 1st, 2012 will be entered in the Yuma Lettuce Days event program.

NEW THIS YEAR: Submit ALL fees with this application. Photographs and a description of items being sold are required and must be provided with the application. Vendors must provide evidence of current liability insurance coverage naming Yuma Visitors Bureau, Yuma Crossing National Heritage Area, and the City of Yuma as an additional insured. Once you have submitted your application, it will be reviewed by the Yuma Lettuce Days Selection Committee; all applications will be juried as they are received. You will receive notice of your selection status within 3-5 weeks after your application has been received. If your application has been approved, you will receive a letter of acceptance. If not selected, a notification letter with all fees and photographs will be returned.

Entry Deadline: Friday, February 24, 2012

Please make checks payable to **Yuma Visitors Bureau** or complete credit card information on back of this form. (A bounced check charge of \$25 will apply.)

Please mail application to:

Yuma Visitors Bureau 202 S. 1st Ave. Ste. 202 Yuma, AZ 85364
Office 928.376.0100 Fax 928.376.0133
or email to claudia@visityuma.com

Please check the appropriate boxes that are applicable:

\$225.00 (10'x 10')

\$100.00 each additional (10'x 10')

\$325.00 (10'x 20')

\$15.00 for electricity

Memo: _____

Name: _____

Business Name: _____

Type of Product: _____

Description: _____

_____ Price Range: _____

Address: _____

City: _____ State: _____ Zip: _____

Fee Check List 10'x10' = \$225 10'x20' = \$325 Additional 10'x10' = \$100 Electricity = \$15



Phone: _____ Cell Phone: _____ Fax: _____

Email: _____

Resale Permit #/Tax ID #: _____

Please submit two references:

Festival/Event name: _____

Contact: _____ Phone Number: _____

Festival/Event name: _____

Contact: _____ Phone Number: _____

SEE BELOW FOR CREDIT CARD INFORMATION/TERMS/AGREEMENT/SIGNATURES

Please check the appropriate boxes that are applicable: Payment Method: Check Credit Card

(We accept Visa & MasterCard only.) Credit Card: Visa MasterCard

Name on Card: _____ Zip Code: _____

Number: _____ Exp. Date: _____

Total Amount: _____ Signature: _____

This is the full and final agreement of the parties, no other agreements shall be honored by the Yuma Visitors Bureau. I have read and reviewed the **above terms and regulations** and I agree to all of the above. I represent and warrant that I have the authority to sign and bind the person(s) and/or entity named in this application.

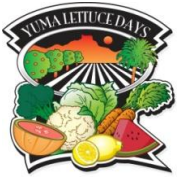
Authorized Signature: _____ Date: _____

I have read and reviewed the 2012 Rules & Regulations and agree to abide by the criteria and requirements for exhibitors.

Authorized Signature: _____ Date: _____

Mail to: Yuma Visitors Bureau, 202 S. 1st Ave. Ste. 202 Yuma, AZ 85364
Phone: 928.376.0100 Fax: 928.376.0133 Website: www.yumalettucedays.com
Please sign and retain a copy for your records.





VENDOR BOOTH LAYOUT

In order to properly assign your booth space, you must submit EITHER a photo of your booth layout OR a detailed sketch including dimensions, displays, audio, visual, etc.

A large, empty rectangular box with a thin black border, intended for the vendor to submit a photo or sketch of their booth layout. The box occupies most of the page's vertical space.