



*The Sunnyvale Downtown Association & City of Sunnyvale proudly present...*

# 2010 Sunnyvale Howl'oween Pet Parade & Faire

Saturday October 30th, Downtown Sunnyvale, CA.

## Parade Hours

**Saturday 11a.m. – 12:30p.m.**

## Pet Faire Hours

**Saturday 11:30a.m. – 4:30p.m.**

## Parade & Faire Highlights

**Best Pet Costume:** Judges will be looking for the Top 3 best costumes. Criteria will range from funniest, most creative & scariest costumes.

**Best Human Costume:** Three age groups: 6 & under, 7 – 15 & 16 & over. (see above criteria)

**Best Combo Costume:** The pet and owner's costumes must share a theme, concept or idea. (this category is limited to a minimum of 2 participants and maximum of four participants)

**Best Group Costumes:** The pet and owner's costumes must share a theme, concept or idea. (this category is limited to a minimum of four participants and maximum is unlimited amount of participants)

**Best Float:** All floats must be "foot power" floats.

**Pet Talent Show:** Pet owners showcase their Pet's talents in an "American Pet Idol" atmosphere.

**Pet Lover Village:** Organizations & companies share information and products that bring health and happiness for you and your pet.

**Kissing Booth:** For just 1 dollar step right up and get a kiss from the pooch of your dreams! Proceeds to benefit local pet non-profit.

**Dog Treat Stacking Contest:** Human contestants of all ages will have 30 seconds to see who can create the tallest tower of dog treats.

# VENDOR REGISTRATION FORM

## Sunnyvale Howl'oween Pet Parade & Pet Faire

### Saturday, October 30th, 2010

*Please write clearly and carefully.*

\* **Business Name** \_\_\_\_\_ **Contact** \_\_\_\_\_  
**Address** \_\_\_\_\_ **City** \_\_\_\_\_  
**State** \_\_\_\_\_ **Zip** \_\_\_\_\_ **Telephone: Day** (\_\_\_\_\_) \_\_\_\_\_  
**Evening** (\_\_\_\_\_) \_\_\_\_\_ **Fax** (\_\_\_\_\_) \_\_\_\_\_  
 \* **Email** \_\_\_\_\_ \* **Web site** \_\_\_\_\_

Mandatory CA Sellers Permit (Re-Sale #) \_\_\_\_\_

Non-Profit 501 C3 # \_\_\_\_\_

Please list all goods and / or services (including brand & name of country item is from) to be sold / presented in your booth. Please write clearly.

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### Booth Selection, Accessories and Fees

#### Vendor Product & Services

##### Spaces 10' wide x 10' deep

- Non-Profit Space (501 C3 #required)  
\$100
- Arts & Crafts (retail) Space  
Note: Arts & Crafts vendors must sell products that are pet themed  
\$200.00
- Business Vendor/Exhibitor Space  
\$200.00

##### Food Vendor (no beverages to be sold unless approved by producer)

- Food Space 10' – 20' wide x 15' deep (retail-prepared on-site)  
\$ 250.00
- Propane Booth? Space is Limited (5 Gallon Only)

*All accessories must be ordered by October 8th, 2010*

**Electricity is available but limited to certain areas.**

*You must bring your own extension cord. 25' is suggested.*

- 120 volts / 30 amps \$90
- 120V power no charge – included (Food booths only)

#### Booth Fee Calculations

\$ \_\_\_\_\_ TOTAL – Space/Booth fee

\$ \_\_\_\_\_ Total booth/accessories and extras

\$ \_\_\_\_\_ TOTAL FEES

#### Booth/Accessories and Extras

Qty. \_\_\_\_ Total \$ \_\_\_\_\_ Canopy \$75 ea.  
 Qty. \_\_\_\_ Total \$ \_\_\_\_\_ Food Booth \$125 ea.  
 Qty. \_\_\_\_ Total \$ \_\_\_\_\_ 8' Table \$35 ea.  
 Qty. \_\_\_\_ Total \$ \_\_\_\_\_ Chairs \$5 ea.

**BOOTH CONTRACT**

**Application Processing**

All vendor/exhibitor booth applications processed by jury. Vendors and exhibitors shall have products that compliment the Howl'oween Pet Parade and Pet Faire. All booth/space applicants must submit booth fees, product & booth photos or working website with photos with completed application. Food vendors - MUST include a proposed menu.

*Application and booth fee deadline October 8, 2010. Booth fees are non-refundable after October 8, 2010.*

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**Booth Location Preference**

Request: **First Choice, Second Choice Third Choice**

Area \_\_\_\_\_

**Placement Considerations / Requests**

\_\_\_\_\_

**If your application is approved you will receive placement confirmation by email. Please make sure we have your current email on file. Print the confirmation to bring with you to exhibitor registration.**

**Booth Payment and Fees**

- Cancellations prior to October 8, will incur a \$50 cancellation fee. Booth fees will not be refunded for cancellations after October 8, 200.
- Booth Fees due in full upon submission of application
- Make checks payable to SDA.

**TOTAL FEES DUE \$** \_\_\_\_\_

**TOTAL AMOUNT ENCLOSED \$** \_\_\_\_\_

**BALANCE DUE (Requires Arrangement)**

**\$** \_\_\_\_\_

MC VISA Check Money Order (Circle)

**Credit Card # and Expiration Date**

\_\_\_\_\_

**Exact Name on Credit Card**

\_\_\_\_\_

**Billing Address**

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

\_\_\_\_\_  
**Signature**

**Applications by mail to:**  
Sunnyvale Downtown Association, Attention: Pet Parade  
PO Box 70785, Sunnyvale, CA. 94086  
Or email PDF to: [sda94086@yahoo.com](mailto:sda94086@yahoo.com)  
(408) 516-7217  
(Photos must follow by mail)

## BOOTH/EXHIBITOR CONTRACT

1. Exhibitor understands that all applications are on a first-come first-served basis. A new application must be submitted for each year. Previous vendors are not guaranteed acceptance into upcoming events.
2. Vendor must be completely ready & set up by 10:00am. All vehicles must be removed from loading area by 9am.
3. Exhibitor agrees to abide by all applicable laws, ordinances and regulations pertaining to health, fire prevention, public safety, business licenses, sales tax permits and applicable liability insurance, including liability insurance for food booths.
4. The exhibitor agrees to indemnify and hold harmless Sunnyvale Downtown Association, its officers, Sunnyvale Howl'oween Pet Parade & Pet Faire, its agents and employees, and the City of Sunnyvale from any and all claims, causes of action suits, damages, theft, injuries and losses to any person or goods arising out of or connected in any way with the renting of space in the Event. Exhibitor agrees that this release is intended to be a full and final compromise and release of any claims, demands, actions, and causes of action, known or unknown, and in consideration of this contract, Exhibitor expressly waives the provision of Section 1542 of the California Civil Code, which reads as follows: "A general release does not extend to claims which the creditor does not know or suspect to exist in his favor at the time of executing the release, which, if known by him, must have materially, affected his settlement with the debtor."
5. The producers will not be liable for refunds or any other liabilities whatsoever for the disruption of the event due to reasons of enclosure in which the event is to be produced, being before or during the event, destroyed by fire or other calamity, or by any Act of God (including but not limited to weather), public enemy, strikes, statutes, terrorists, ordinances or any other cause. Producer has the option to cancel the Event by October 1, 2010 and will return booth fees to the exhibitors. Producer reserves the right to alter the booth layout plan at any time.
6. Exhibitor agrees to maintain dignity and integrity of the Event and will not perform any acts of a harmful nature. The Event reserves the sole right to ask any Exhibitor or its employees to leave the Event whom they feel are not acting in the best interest of the Event.
7. No products may be handed out free to the public during the Event (example: promotional material) without prior authorization. Vendor may NOT sell beverages of any kind - Vendor may NOT sell food items that have not been pre-approved by SDA and/or not listed on this application.
8. We reserve the right to deny sale of items that have not been listed on the application. Any exhibitor exposed selling items not listed on the application may be asked to leave the Event with out a refund.
9. It is the responsibility of the exhibitor to read the Exhibitor Acceptance Letter and to understand its contents.
10. Exhibitor understands that a \$50 administration fee will be retained for any cancellations prior to October 8, 2010. Booth fees will not be refunded after October 8, 2010.
11. Music inside booth is okay, but sound level is subject to the discretion of SDA Event Staff (ES).
12. Exhibitors agree to permit photographs and video to be taken of their booths and their work at the Sunnyvale Pet Parade & Pet Faire, to be used for the purposes of promoting and advertising the event. All photographs / video footage remain the property of the Sunnyvale Downtown Association (SDA). The photographer /videographer will be identified as video / photographer for SDA.
13. This agreement constitutes the entire contract between the SDA and the Exhibitor. No changes shall be valid unless agreed to by both parties in writing. Should the Event seek legal action to enforce this contract, Exhibitor agrees to pay all fees and costs that the Event incurs, whether or not legal action is instituted. Venue for such action is hereby agreed to be in Santa Clara County, California.

***I understand and agree with all conditions of this Contract.***

Exhibitor/Vendor Signature \_\_\_\_\_

Date \_\_\_\_\_