

Company Name: _____

Booth #: _____



APPLICATION DEADLINE: August 9, 2010

Lake View Music Fest
Sat., August 28, 2010 12pm-10pm & Sun., August 29, 2010 12pm-10pm

ARTIST/MERCHANT/NOT-FOR-PROFIT

Please note: There is a non-refundable \$15 Application Fee per applicant.

Exhibitor Type: Artist

- 10'x10' Space (\$150)
- 10'x20' Space (\$275)

Merchant

- 10'x10' Space (\$350)
- 10'x20' Space (\$700)

Not-for-Profit

- 10'x10' Space (\$150)
- 10'x20' Space (\$300)

*Please note: Corporations, chain stores, franchises, product brands, field marketing & promotional companies, marketing agencies, public relations firms and all their respective clients, including free giveaways and sampling are considered sponsors, and must contact Tony Abruscato at 773-584-6677.

Have you previously participated in this event? Yes No

Booth Request: _____
(We will do our best to honor any special request, however, desired locations are not guaranteed)

CONTACT INFORMATION

Contact Name: _____ Business Name: _____

Home Address: _____ City: _____ State: _____ Zip: _____

Business Address: _____ City: _____ State: _____ Zip: _____

Home Phone: _____ Business Phone: _____ Fax: _____

On-site Contact Phone: _____ Email: _____

Web site: _____ FEIN/SSN/IL Business Tax #: _____

Please provide a DETAILED description of items to be sold/displayed:

(You MUST also provide 3 (three) images of work, either digital or hard copies for your application to be considered. Digital images should be e-mailed to smalen@chicagoevents.com; hard copies should be mailed to Lake View c/o Special Events Management, 2221 W. 43rd St, Chicago, IL 60609)

Directory Listing:

In 2010 we are providing vendor listings for each event on our web site. We frequently get calls from festival attendees who are looking for a particular vendor they saw at an event. Please let us know below if you would like your company listed and what information we can provide to the public:

- COMPANY NAME EMAIL
- CITY, STATE PHONE
- WEBSITE

ELECTRICITY OPTIONS:

If electricity is required, it MUST be purchased from Special Events Management (SEM). Personal generators are not acceptable.

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YES, I WILL NEED ELECTRICITY (\$100)

NO, I WILL NOT NEED ELECTRICITY

Please list ALL appliances, including lighting and sound, which will require a power source at the above event. If the volts and amps for each appliance are not correctly listed you run the risk of not having the necessary amount of electricity on site to power your booth.

Voltage = the current: 110/120: house current; 220: Freezers, pizza ovens; 480: Heavy equipment

Amps*: 15 amps: Normal household appliances; 20 amps: Heat lamps, electric cookers; 40 amps: Deep fryer, refrigeration
*Amp rating can be found on the back of the appliance near the cord.

Appliance Type	Quantity	Voltage	Amps
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.
6.	6.	6.	6.
7.	7.	7.	7.

FEE SUMMARY & PAYMENT OPTIONS:

Rental Equipment Options:

- 10'x10' Tent (\$160) Qty__ \$ _____
- 10'x20' Tent (\$275) Qty__ \$ _____
- Tent Sides (\$18/side) Qty__ \$ _____
- 8' Table (\$25) Qty__ \$ _____
- Chairs (\$5/chair) Qty__ \$ _____
- 10' Counter (\$18) Qty__ \$ _____
- Sign Poles (\$15/set) Qty__ \$ _____

TOTAL RENTAL FEE DUE: \$ _____

TOTAL FEE CALCULATOR:

Booth Fee \$ _____

Rental Equipment Fee \$ _____

Electricity Fee \$ _____

Application Processing Fee (Non-Refundable) \$ **15**

TOTAL AMOUNT DUE: \$ _____

PAYMENT OPTIONS

(Applications **MUST** be submitted with full payment to be considered)

Please select a payment method:

- Cash** (DO NOT MAIL. All cash transactions made at office location)
- Check or Money Order**

Make check/money order payable to: Lake View Music Fest

Mail to: Lake View Music Fest
c/o Special Events Management
2221 W. 43rd St.
Chicago, IL 60609

- Credit card** (you MUST fill out all the information below)



Name (on card) _____

Billing Address _____

City _____ **State** _____ **Zip** _____

Credit Card # _____

Sec Code (3 digit code on back of card) _____ **Expiration Date:** ____ / ____

Questions?? Please contact Susan Malen at 773-584-6642

2010 REFUND PROCESS

Applications **MUST** be submitted with full payment to be considered. There are **NO EXCEPTIONS** to this rule. All payments (including security deposits) will be processed regardless of your status of acceptance into festival. Submission of an application does NOT automatically guarantee acceptance into the festival. All applications will be reviewed by the festival committee upon submission. You will be notified of your status approximately 15 business days after submission.

Refund Process:

If the event is faced with inclement weather, Acts of God and/or any situation that threatens the safety of exhibitors and patrons, Special Events Management has the authorization to cancel the event which will not result in the refunding of your fees.

- A \$50 non-refundable administration fee will be applied to any cancelled application.
- Cancellations made July 30, 2010 to August 13, 2010 will forfeit 50% of total fees paid.
- Cancellations made on or after August 14, 2010 (including the day of event) will NOT be entitled to a refund.
- If you are denied for participation in the event, you recoup your application fees minus the \$15 Application Processing fee.
- Vendor will be charged \$30 for a returned check and cancellation of contract may result for charges submitted and returned as insufficient funds.

If due a refund, make check payable to:

- Name of Business
- Contact Name

I hereby acknowledge and accept all terms of this vendor application by which will be considered a legal contract between myself (Vendor) and the Event Producer (Lake View Citizens' Council – sponsoring organization and or agent thereof, SEM) and therefore accept all terms and conditions of this agreement, including all rules and regulations and understand that I am legally bound by this agreement. Vendor acknowledges that SEM is acting as an agent for the Lake View Citizens' Council who owns the event and at no time is SEM empowered to negotiate fees, offer discounts or refunds. Under all circumstances unless stated in the rules and regulations, there are no refunds.

Signature: _____

Date: _____

APPLICATION CHECK-LIST

Your application will **NOT** be processed without the following information:

- Completed festival application
- Payment for space fees, rentals and electricity

IMPORTANT INFORMATION ON BUSINESS HOLDS (With the City of Chicago and/or State of Illinois)

Any standing debt that you have with the City of Chicago (parking tickets, water bills, etc.) both personally and through your business will put a hold on your (Itinerant Merchant) license being issued. All of these debts should be paid as soon as possible prior to the event. You can access debts you have with the City by calling 312-744-6249.

2010 RULES & REGULATIONS

1. **Contract Cancellation:** Special Events Management (hereinafter referred to as "SEM") reserves the right to cancel a vendor contract at any time for the good of the festival, by its sole discretion or by the direction of its clients. Any cancellations by management will be refunded if vendor has followed the rules and regulations. Cancellation or suspension because of lack of proper city licensing or failure to meet or maintain guidelines will not be eligible for refunds.
2. **Account Holds:** SEM and the Lakeview Citizens' Council are not responsible for denial of a license by the City of Chicago (and State of Illinois Liquor Control Commission – for Alcohol Vendors only) due to any hold placed on business accounts associated with the vendor. Each vendor is responsible for resolving any standing holds with the City of Chicago and/or State of Illinois prior to submitting their application. Please note: Most business are not aware of a hold until their application is submitted and SEM is contacted by the City and/or State. It is essential that you call each government agency regardless of your assumed standing. Please call the City of Chicago Department of Business Affairs & Consumer Safety at 312-744-6249, and the State of Illinois Liquor Control Commission (Alcohol Vendors only) at 312-793-3380.
3. **Exclusivity:** We do not provide guaranteed exclusivity to any vendor.
4. **Booth Placement:** We reserve the right to relocate a vendor when necessary even after a space has been assigned.
5. **Water:** Running water is **not** provided on site by SEM. You must supply your own fresh water.
6. **Electricity:** No personal or small portable generators are permitted on grounds of the event for use within your booth. All electricity on site is portable and provided by a third party vendor designated by SEM who is licensed and insured. Any service disruptions and/or blackouts will not result in a rebate or refund of any kind.
7. **Music:** The festival limits the playing of recorded or live music in your booth. All music must be pre-approved by the Lakeview Citizens' Council and SEM. All talent booking must be done solely by SEM. Unless granted permission by SEM, no live performances are allowed in your booth space.
8. **Laws:** Drilling in the street is not permitted. Violators will be subject to a fine of \$200 and/or space cancellation by Special Events Management. You are directly responsible for any city violated ordinances and fines.
9. **Set-up and Tear-down:** Each vendor is responsible for setup, take down and clean up of his/her stand. Vehicles are allowed on the street only for setup prior to the event and tear down once the festival closes. You will be notified when it is safe to bring your vehicle on the street. Unless otherwise noted, parking is not provided to any vendor. Load-in/set-up times are provided in the confirmation letter sent to you prior to the event. You must remove your vehicle immediately after unloading your merchandise. You are allotted 2 (two) hours from the closing time of the event break-down and vacate your booth space. Please bring the necessary assistance/manpower to ensure this. For every 30 minutes you exceed this time frame (event closing time), \$50.00 will be charged to your credit card.
10. **No Show Policy:** Artists or vendors who have not checked-in and/or called the Festival Emergency Number (number will be available in confirmation materials) by 8:00 AM Saturday, August 28th will be considered a "no-show." No Show artists/vendors will not be eligible for refunds and assigned space(s) will be forfeited to a wait-list.
11. **Trash Disposal:** Each space must be left clean throughout the event and each night. Trash receptacles and bags will not be provided. Each vendor must provide necessary trash receptacles and bags for garbage inside the booth. Trash (in bags) will be picked up from the booths. All garbage left unbagged will be subject to a fine of a \$100 minimum loss of your security deposit, and/or space cancellation.
-Sidewalks must be left unobstructed at all times.
12. **Business Conduct:** Vendors and their employees must maintain the highest degree of professionalism in their booths and on the event grounds at all times.
13. **Indemnification:** The Lakeview Citizens' Council, The City of Chicago and Special Events Management, employees, related festival providers of goods and services, or any participating sponsor will NOT be responsible for any injury, loss, or damage that may occur to the vendor, or to the vendor's employees or property from any cause whatsoever prior to, during or subsequent to the period covered by the vending contract; and the vendor signing this contract expressly releases all of the foresaid from, and agrees to indemnify each of them against any and all claims from such loss, damage or injury from participation in the event.
14. **Booth Space:** Vendors must use all space that they are granted. No space may stand vacant. Only three feet of space as an entry way into your place of business is permitted.
15. **Event Hours:** Vendors must remain open during festival hours. Failure to comply with this rule will result in the loss of your security deposit.
16. **Third Party Vendors:** Re-selling booth spaces to third-party exhibitors is strictly prohibited.

ADDITIONAL REQUIREMENTS FOR FOOD/BEVERAGE VENDORS:

1. **Tents:** All tents, booths or canopies used for cooking must be made from fire retardant material and must be weighted down properly. Certificate of approval by approved testing laboratory certifying fire retardant shall be required and posted within the tent on-site during the duration of the event.
2. **Security Deposit:** A cleanup deposit of \$200 is required for all food/beverage vendors. All grease, etc. must be disposed of properly - not left in the street or poured down a sewer! A staff member of Special Events Management will review the space each night with the vendor. If a vendor is not present, Special Events Management reserves the right to determine the cleanliness of the space.
3. **Propane:** The City of Chicago requires all propane tanks to be chained together and attached to stationary material (such as a post). Special Events Management reserves the right to terminate any food sales until propane tanks are properly maintained.
4. **Fire Extinguisher:** Every vending space used for cooking must have an approved fire extinguisher. These extinguishers must be carbon dioxide or multi-purpose dry chemical, a minimum of twenty pounds.
5. **Food/Beverage Sponsors:** Each year various food and beverage sponsors support this event. Special Events Management reserves the right to dictate which products will be served. Vendor will be notified as sponsors commit to this event. No non-sponsored beverages may be served or sold. Violations will result in cancellation of contract and loss of space and all fees paid.
6. **Summer Festival Food Vendor Sanitation Certificate:** A person who has completed the Summer Festival Sanitation training for the current year must be present at the booth, with their original certificate.
7. **Items for Sale:** Menu items are not allowed to be changed once the application has been filed.
8. **Signage:** Food and beverage vendors must put pricing on all signage. Uniform pricing for water, soda and other beverages is determined by Special Events Management and the Lakeview Citizens' Council. Vendors will be notified with pricing prior to the event.