

Dear Exhibitor,

Thank you for your interest in the Cap & Town Festival. The Cap & Town Festival will be held on May 14, 2010 in recognition of all Merced area graduates. We anticipate many people, especially families in Downtown on May 14, 2010. To ensure everything runs smoothly, please note the following:

- Vendor/Exhibitor registration fees are made payable to the City of Merced Redevelopment Agency at 678 W. 18<sup>th</sup> St. Merced, CA. 95340.
- Completed Vendor/Exhibitor applications are to be submitted to Merced Visitor Services, 710 W. 16<sup>th</sup> Street, Merced, CA. 95340.
- Set up time is from 3:00 pm to 5:00 pm. Booths must be set up by 5:00 pm.
- Confirmation of location and space number will be sent to you prior to the event.
- Applications will be taken on a first paid, first served basis.
- All Vendors/Exhibitors will be required to bring their own tables, chairs, table coverings, canopies, signage and display material. Booth spaces must be well represented.
- All Exhibitors must include a game or activity component to their booth.
- Vendors/Exhibitors requiring electricity must bring their own extension cords and generators. The City will not provide electricity.
- Booth space is 10'x 10'
- All Vendors/Exhibitors will be required to stay for the entirety of the Cap & Town Festival (5:00 pm – 11:00 pm).
- Downtown businesses and restaurants within the City of Merced Downtown Business Improvement District have participation priority.
- The City of Merced reserves the right to reject any Vendor/Exhibitor and cancel any application without cause.
- The City of Merced reserves the right to locate Vendors/Exhibitors at it sees fit.
- Deadline to turn in application and payment is **May 5, 2010**.
- There are NO REFUNDS for NO SHOWS, rain or shine.

Again, thank you for your interest in being a vendor at the Cap & Town Festival. We look forward to working with you in creating a very memorable downtown experience. Should you have any questions, please call me at (209) 724-8105.

Sincerely,

Karen Baker  
Development Associate, Merced Visitor Services



# Cap & Town 2010

Date: May 14, 2010

Time: 5:00 pm—11:00 pm

## City of Merced Application Form~ EXHIBITOR

Name \_\_\_\_\_

**\*Participation fee is \$ 20.00. There are NO refunds for no shows.**

Address \_\_\_\_\_

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

**\* All exhibitor booths must have a game or activity component.**

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Due to a limited number of vendor spaces, applications will be taken on a first paid, first served basis. All exhibitors will be required to bring their own tables, chairs, table coverings, canopies, signage and display material. Booth spaces must be well represented. Any booth needing electricity must provide their own extension cords and generators. Booth space is 10' x 10'**

**\*All displays must be family appropriate.**

**Confirmation of location and space number will be sent to you prior to the event. Set up time begins at 3:00 pm and all booths must be set up by 5:00 pm on May 14, 2010.**

**Deadline: May 5, 2010**

**\*Businesses within the City of Merced Downtown Business Improvement District have participation priority. The City of Merced reserves the right to reject any vendor and cancel any application without cause. The City of Merced also reserves the right to locate vendors at it sees fit.**

I understand that the City of Merced shall not be liable for the results of any accident, damage theft or any other loss to the Exhibitor, or to any person or article employed by or in the possession of the Exhibitor while on the grounds of the Cap & Town Festival, whether such occurs during the time of preparation, the period of occupancy or at the time of removal from the Cap & Town Festival grounds.

I understand that if I am accepted as a participant in the Cap & Town Festival I agree that photographs or slides of me, and/or my work may be used by the City of Merced for promotional and publicity purposes.

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_ Date \_\_\_\_\_

*Checks and money orders are to be made payable to the City of Merced Redevelopment Agency, 678 W. 18th Street, Merced, CA 95340. Applications are to be delivered in person to: Merced Visitor Services, 710 W. 16th St. Merced, CA. 95340 (209) 724-8105, FAX (209) 723-1780*

## **How to Participate: EXHIBITOR**

**1. Contact Karen Baker at (209) 724-8105 to inform her of your intent to participate and to reserve your space.**

**2. Complete and submit the Cap & Town Festival application form to the address listed below, no later than **May 5, 2010**. Participation fees must be included. (Make check or money order payable to: City of Merced Redevelopment Agency)**

**Please return Cap & Town Festival application form to:**

Merced Visitor Services  
710 W. 16<sup>th</sup> Street  
Merced, CA. 95340  
P: (209) 724-8105  
F: (209) 723-1780  
[bakerk@cityofmerced.org](mailto:bakerk@cityofmerced.org)

**3. All Exhibitors are required to have a game or activity component to their booth.**

### **Additional Information:**

- Make checks payable to "City of Merced Redevelopment Agency"
- Set up time begins at 3:00 pm. Booths must be set up by 5:00 pm.
- The registration fee includes an insurance policy
- There will be security during the festival though no guarantee as to the security of your possessions can be made
- Participants are required to stay for the entire event (5:00 pm – 11:00 pm)
- Confirmation of location and space number will be sent to you prior to the event.

Please contact Karen Baker at (209) 724-8105 or [bakerk@cityofmerced.org](mailto:bakerk@cityofmerced.org) for more information.

\*Applications will be taken on a first paid, first served basis. Businesses within the City of Merced Downtown Business Improvement District have participation priority. The City of Merced reserves the right to reject any vendor and cancel any application without cause.