

# EXHIBITOR INFORMATION

**Bay Area KidFest** continues our holiday tradition **in Downtown Concord** at the **28th Memorial Day Weekend** festival. We have all the popular features that have made KidFest one of the Bay Area's premier family events for over a quarter century including multiple entertainment offerings, free activities and games plus food booths and 100 exhibitors. An aggressive marketing and promotional campaign promises enthusiastic crowds for 3 days.



## Exhibitor Details

### \* Exhibitor categories (total fee for 3 days):

- **Non-Profit Organization** \$150  
*Information booth for non-profit groups, camps, schools, churches, social services, government*
- **Arts & Crafts Vendor** \$199
- **Multi-Level Marketing Business** \$249  
*Multi-level marketing businesses like Avon, Arbonne, Scentsy, Tupperware, Mary Kay*
- **Commercial Exhibitor** \$399
- **Professional Services or Home Improvement Exhibitor** \$499  
*Medical, financial, dental, insurance, real estate, solar, doors, windows, baths, kitchens, etc.*

**Booths cannot be shared by two businesses without written permission of Bay Area Festivals.**

We limit the number of exhibitors in any single category. Priority of acceptance will be based on receipt of your payment.

Exhibitors pay a flat fee for your 10'x10' space. *No commission is collected on sales.* Exhibitors can reserve multiple spaces either together or in separate areas of KidFest.

**Exhibitors must stay within your rented space.** You may only exhibit or sell items listed on your application. **Walkabout solicitation or "barking" is not permitted.**

**Sampling:** Companies interested in KidFest sampling opportunities should email us at [info@bayareafamilyfest.com](mailto:info@bayareafamilyfest.com).

*Event is held rain or shine.*

**No food or drinks may be sold or sampled in your booth without written permission of Bay Area Festivals and securing necessary permits.**

Electricity is limited. *If you want electrical service you must note rental fee on your application and provide a 100' electrical cord. Absolutely no noisy, loud generators allowed!*

Canopies, tables and chairs may be rented for your space. Only advance pre-paid rental orders are accepted. **No equipment will be available to rent at the event.**

Bay Area Festivals, Mt. Diablo Unified School District and City of Concord are not responsible for loss or damage to exhibitor's equipment, materials or merchandise on the KidFest site.

Proceeds from 28th Bay Area KidFest will benefit several local non-profit health, sports and educational organizations. In the past seven years Bay Area Festivals, Inc. has donated nearly \$80,000 cash to local non-profits from its festivals and events.

KidFest proudly also continues for the 22nd year as one of the major annual donor events for the Food Bank of Contra Costa and Solano.

## WHEN

**May 27-29, 2017**

**Saturday, Sunday & Monday  
Memorial Day Weekend**

10 a.m. to 6 p.m. Sat & Sun (10-5 Mon)

## WHERE

**Mt. Diablo High School  
2450 Grant St.  
Downtown Concord, CA**

## WHO

**Families with children 12 & younger  
22,500+ Estimated Audience**

## Apply Today

**Full payment or \$200 deposit must accompany application.**

**Deadline Extended  
May 20, 2017**

**NO REFUNDS WILL BE MADE AFTER APRIL 27, 2017.  
IF VENDOR CANCELS BEFORE APRIL 27,  
\$50 OF APPLICATION FEE IS NON-REFUNDABLE.**

## Bay Area KidFest Contact

Jay Bedecarré • Event Producer  
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[www.KidFestConcord.com](http://www.KidFestConcord.com) • Fax (925) 672-9990

## Bay Area Festivals, Inc.

573 Mt. Olivet Pl. • Clayton, CA 94517-1609

**[www.KidFestConcord.com](http://www.KidFestConcord.com)**

# EXHIBITOR APPLICATION

MAY 27-29, 2017 • MEMORIAL DAY WEEKEND  
 DOWNTOWN CONCORD, CA

Business/Organization Name\* \_\_\_\_\_

Contact Name(s) \_\_\_\_\_ California Seller's # \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business ( ) \_\_\_\_\_ Mobile ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

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

Social Media: Facebook.com/ \_\_\_\_\_ Twitter @ \_\_\_\_\_

The product(s) or service(s) we wish to exhibit/sell: \_\_\_\_\_

\*Direct Marketing/Home-Based Business?

Company Name: \_\_\_\_\_

#### Booth

- We are bringing a canopy or booth.  
 We need to rent 10' x 10' canopy(ies).

#### We Prefer

- Corner Booth Space  
 Middle Booth (booths on each side)

#### Electrical Needs

- We do not use electricity.  
 We will provide our own power. *Absolutely no noisy, loud generators allowed.*

Describe power source: \_\_\_\_\_

- We need to rent power for: \_\_\_\_\_

• **Make check payable to:**

Bay Area Festivals, Inc.

• **Mail to:**

Bay Area KidFest  
 573 Mt. Olivet Pl.  
 Clayton, CA 94517-1609

• **Fax to:** (925) 672-9990

• **Email:** jay@bayareafamilyfest.com

• **www.KidFestConcord.com**

#### All fees and charges are TOTAL for 3-day festival

- Professional Services or Home Improvement Exhibitor  
 10'x10' Space \_\_\_\_\_ @ \$499 = \$ \_\_\_\_\_
- Commercial Exhibitor  
 10'x10' Space \_\_\_\_\_ @ \$399 = \$ \_\_\_\_\_
- Multi-Level Marketing Business  
 10'x10' Space \_\_\_\_\_ @ \$249 = \$ \_\_\_\_\_
- Arts & Crafts Vendor  
 10'x10' Space \_\_\_\_\_ @ \$199 = \$ \_\_\_\_\_
- Non-Profit Organization  
 10'x10' Space \_\_\_\_\_ @ \$150 = \$ \_\_\_\_\_

#### Optional Rentals

- Electrical Service \_\_\_\_\_ @ \$100 = \$ \_\_\_\_\_  
 Canopy Rental (10'x10' Pop-Up) \_\_\_\_\_ @ \$110 = \$ \_\_\_\_\_  
 6' Table Rental \_\_\_\_\_ @ \$15 ea. = \$ \_\_\_\_\_  
 Folding Chair Rental \_\_\_\_\_ @ \$5 ea. = \$ \_\_\_\_\_  
 Goody Bag 1500 Inserts \_\_\_\_\_ @ \$99 = \$ \_\_\_\_\_

#### Only applicable for food sales in Exhibitor Booth.

Contra Costa Health Permit\* \_\_\_\_\_ @ \$124 = \$ \_\_\_\_\_

\*Only required if food sold or sampled. Permit fee subject to change.

- Annual permit attached.  Veterans DD-214 attached.

**TOTAL DUE = \$ \_\_\_\_\_**

Deposit Enclosed: \$ \_\_\_\_\_

Balance Due = \$ \_\_\_\_\_

I/we acknowledge Bay Area Festivals, Mt. Diablo Unified School District and City of Concord are not responsible for loss or damage to our equipment, materials or merchandise on the KidFest site. We are responsible for paying applicable sales tax and providing liability insurance.

Exhibitor Signature: \_\_\_\_\_ Date: \_\_\_\_\_



For Office Use:

Date Received \_\_\_\_\_ Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_

Date Received \_\_\_\_\_ Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_