

# EXHIBITOR INFORMATION

**Bay Area KidFest** continues our holiday tradition in **Downtown Concord** at the **29th 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 on the holiday weekend.



## Exhibitor Details

\* **Exhibitor categories (TOTAL fee for 3 days):**

- **Non-Profit Organization** \$150  
*Information booth for non-profit groups, schools, churches, social services, government agencies*
- **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.*

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

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

\* Producer reserves the right to reject any application without prejudice.

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

\* **Event is OUTDOORS and is held rain or shine.**

\* **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.**

\* **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.*

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

\* **If you can't make it to KidFest, you can still participate through our Goody Bag program.**

Proceeds from Bay Area KidFest will benefit several local non-profit health, sports and educational organizations. Since 2010, Bay Area Festivals, Inc. has donated nearly \$80,000 cash to local non-profits from its festivals and events.

KidFest proudly continues for the 23rd year as a major annual donor event for the Food Bank of Contra Costa and Solano. *KidFest attendees have donated over 100,000 pounds of food to the Food Bank.*

## WHEN

**May 26-28, 2018**

Saturday, Sunday & Monday  
Memorial Day Weekend

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

## WHERE

**Downtown Concord, CA**

Mt. Diablo High School  
2450 Grant St.

## WHO

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

## Apply Today

Full payment or \$200 deposit must accompany application.

## Application Deadline

**May 1, 2018**

*NO REFUNDS WILL BE MADE AFTER APRIL 26, 2018.*

*IF VENDOR CANCELS BEFORE APRIL 26,*

*\$50 OF APPLICATION FEE IS NON-REFUNDABLE.*

## Bay Area KidFest Contact

Jay Bedecarré • Event Producer  
[jay@bayareafamilyfest.com](mailto:jay@bayareafamilyfest.com)

Phone (925) 408-4014 • 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 26-28, 2018 • 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 @ \_\_\_\_\_  
 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**

**Application must be signed & dated**

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

<input type="checkbox"/> Professional Services or Home Improvement Exhibitor 10'x10' Space	_____ @ \$499 = \$ _____
<input type="checkbox"/> Commercial Exhibitor 10'x10' Space	_____ @ \$399 = \$ _____
<input type="checkbox"/> Multi-Level Marketing Business 10'x10' Space	_____ @ \$249 = \$ _____
<input type="checkbox"/> Arts & Crafts Vendor 10'x10' Space	_____ @ \$199 = \$ _____
<input type="checkbox"/> 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 = \$ \_\_\_\_\_***

Check Enclosed or Mailed      **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, vehicles, 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 #/PP _____	Amount \$ _____
<input type="checkbox"/> EM <input type="checkbox"/> SS	Date Received _____	Check #/PP _____	Amount \$ _____