

# EXHIBITOR INFORMATION

You want to be part of the Diablo Valley's largest INDOOR holiday shopping extravaganza **Dec. 5-6, 2020** at our **11th annual Super Holiday Boutiques**.

Bay Area Festivals is pleased to present two **free Super Holiday Boutiques**, the perfect opportunity for crafters, commercial businesses, direct sales consultants and service professionals to sell your goods and services to receptive audiences in a **warm, festive INDOOR holiday atmosphere**. Admission and parking are free to the general public.



The Holiday Boutiques - backed by our award-winning marketing - have proven successful year after year for exhibitors. *The number of vendor spaces has been reduced at both venues for 2020 so don't delay applying.* We are offering a **\$2 Holiday Buck promotion** to encourage attendees.

100% of booth space has sold out for the past 6 years, so act today to join the fun.

## Exhibitor Details

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

\* Vendor categories:

- **Gold Vendor** 12' wide x 6' deep Space  
*Fee includes: 2 tables & 2 chairs, electricity and free insertion for 200 Gift Bag inserts (per event)*
- **Crimson Vendor** 6' wide x 6' deep Wall Space
- **Event Vendor** 6' wide x 6' deep Space

Exhibitors must setup within **12' x 6' or 6' x 6'** space. There is small additional space between booths provided for access.

No pop-up tents or roofs on booths allowed. Sorry, but no 10' x 10' tents or frames indoors.

*Boutiques are INDOORS and are held rain or shine.*

Exhibitors pay a flat fee for your space and **keep 100% of sales proceeds. No commission is collected on your sales.** Exhibitors are responsible for paying applicable sales tax.

Producer reserves the right to reject any application without prejudice. Submission of application and payment does not guarantee participation.

**Electricity** Vendors wanting electricity (wall space only) must pay \$10 fee. Vendors provide their own 25' electrical cord.

**Tables and chairs** Crimson and Event Vendors provide their own table(s) and chair(s) or they can rent from us. Only advance pre-paid rental orders are accepted. *No equipment will be available to rent at the event.*

Exhibitors must stay within your rented indoor space. You may only exhibit or sell items listed on your application and approved by Bay Area Festivals. **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 any required permits.*

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

**Gift Bags** are distributed to the 1st 200 families each day. Boutique vendors can participate in Gift Bags for 1 or 2 days. Gift Bag insert can be a product sample, brochure, flier, coupon, postcard or SWAG.

**If you can't make it to the Boutiques as a vendor, you can still reach our audience by participating in our Gift Bag program.** Provide a product sample, brochure, coupon, flier, postcard or SWAG for insertion in the bags 1 or 2 days.

## WHEN & WHERE

### December 5-6, 2020

- Sat., Dec. 5 - 10 a.m. - 2 p.m. • **Pleasant Hill**  
Pleasant Hill Community Center  
320 Civic Dr. off Taylor Blvd.
- Sun., Dec. 6 - 11 a.m. - 3 p.m. • **Concord**  
Centre Concord  
5298 Clayton Rd., 1 block off Ygnacio Valley Rd.

## WHO

Holiday Shoppers of all ages  
**Free Admission & Free Parking**  
2 proven Contra Costa locations

## HOW

### Apply Today

Full payment must accompany application.

### Application Deadline

### October 5, 2020

NO REFUNDS WILL BE MADE AFTER NOV. 5, 2020.

IF VENDOR CANCELS BEFORE NOV. 5,

\$50 OF FEE AND CREDIT CARD FEES ARE NON-REFUNDABLE.

### Super Holiday Boutique 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



# EXHIBITOR APPLICATION

**DECEMBER 5, 2020 • PLEASANT HILL**  
**DECEMBER 6, 2020 • CONCORD**

Business/Organization Name\* \_\_\_\_\_  
 Contact Name(s) \_\_\_\_\_ California Seller's # *If Applicable* \_\_\_\_\_  
 Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Business ( ) \_\_\_\_\_ Mobile ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
 Email \_\_\_\_\_ Required Website \_\_\_\_\_  
 Social Media: Facebook.com/ \_\_\_\_\_ Twitter @ \_\_\_\_\_

**Product(s) or service(s) we exhibit/sell:**  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Our products for sale are:**  
 All handmade items  
 Combination of handmade and commercial items  
 All commercial/manufactured items

**\*Company Name if Direct Marketing/ Multi-Level Marketing:**  
 \_\_\_\_\_

Please send us Boutique promotional postcards. How many? \_\_\_\_\_

**Make check payable to:**  
 Bay Area Festivals, Inc.

**Mail to:** Super Holiday Boutique  
 573 Mt. Olivet Pl.  
 Clayton, CA 94517-1609

**Fax to:** (925) 672-9990

**Email:** jay@bayareafamilyfest.com

**www.SuperHolidayBoutique.com**

**Application must be signed & dated**

I/we acknowledge Bay Area Festivals, Inc., Pleasant Hill Recreation & Park District (Dec. 5) and City of Concord (Dec. 6) are not responsible for loss or damage to our equipment, vehicles, materials and merchandise on the Super Holiday Boutique site. We are responsible for paying applicable sales tax and providing liability insurance.

**We agree to participate in the \$2 Holiday Buck promotion at Super Holiday Boutiques.**

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



EXHIBITOR FEES	
<input type="checkbox"/> <b>GOLD VENDOR</b> <input type="checkbox"/> Pleasant Hill - Dec. 5 <input type="checkbox"/> Concord - Dec. 6 <i>2 tables &amp; 2 chairs, Gift Bag &amp; electricity included in this fee</i>	
<input type="checkbox"/> <b>12' wide X 6' deep Space</b> \$259 for 1 day = \$ _____ <input type="checkbox"/> <b>12' wide X 6' deep Space</b> \$419 for 2 days = \$ _____	
<b>Gold Vendor Options (Please check all applicable boxes)</b> We will bring our <u>own chairs</u> <input type="checkbox"/> Yes <input type="checkbox"/> No    We will use <u>electricity</u> <input type="checkbox"/> Yes <input type="checkbox"/> No We will bring our <u>own tables</u> <input type="checkbox"/> Yes <input type="checkbox"/> No    We will provide <u>Gift Bag inserts</u> <input type="checkbox"/> Yes <input type="checkbox"/> No We prefer <input type="checkbox"/> End Row Space <input type="checkbox"/> Wall Space <input type="checkbox"/> Middle Row Space <input type="checkbox"/> No Preference	
<b>1 BOUTIQUE ONLY - Tables &amp; chairs NOT included in this fee</b> <b>Check One:</b> <input type="checkbox"/> Pleasant Hill - Dec. 5 <input checked="" type="checkbox"/> OR <input type="checkbox"/> Concord - Dec. 6	
Select one	<input type="checkbox"/> <b>Crimson Vendor</b> @ \$159    \$ _____ <b>6' wide X 6' deep Wall Space</b> <input type="checkbox"/> <b>Event Vendor</b> @ \$139    \$ _____ <b>6' wide X 6' deep Space</b>
Optional	<input type="checkbox"/> Electrical Service (wall space only)    @ \$10    \$ _____ <input type="checkbox"/> 6' Table + 2 Chairs Rental    @ \$17/set    \$ _____ <input type="checkbox"/> <b>1 Gift Bag 200 inserts</b> <input type="checkbox"/> PH <input type="checkbox"/> Concord    @ \$29    \$ _____ <input type="checkbox"/> <b>2 Gift Bags 400 inserts</b> @ \$39    \$ _____
Select one	<input type="checkbox"/> <b>BOTH BOUTIQUES - Tables &amp; chairs NOT included in this fee</b> <input type="checkbox"/> <b>Crimson Vendor</b> @ \$289    \$ _____ <b>6' wide X 6' deep Wall Space</b> <input type="checkbox"/> <b>Event Vendor</b> @ \$259    \$ _____ <b>6' wide X 6' deep Space</b>
Optional	<input type="checkbox"/> Electrical Service (wall space only)    @ \$20    \$ _____ <input type="checkbox"/> 6' Table + 2 Chairs Rental    @ \$34/set    \$ _____ <input type="checkbox"/> <b>2 Gift Bags 400 inserts</b> @ \$39    \$ _____
<b>GIFT BAG (NON-EXHIBITORS)</b> <input type="checkbox"/> <b>1 Boutique 200 inserts</b> <input type="checkbox"/> PH <input type="checkbox"/> Concord    @ \$44    \$ _____ <input type="checkbox"/> <b>2 Boutiques 400 inserts</b> @ \$59    \$ _____	
<input type="checkbox"/> Check Enclosed or Mailed <b>TOTAL DUE = \$</b> _____ <input type="checkbox"/> Credit Card Payment made on website <input type="checkbox"/> Credit Card - Bay Area Festivals will email you an invoice for you to process your credit card payment.	

**For Office Use:**  
 Date Received \_\_\_\_\_ Check #/PP \_\_\_\_\_ Amount \$ \_\_\_\_\_  
 Date Received \_\_\_\_\_ Check #/PP \_\_\_\_\_ Amount \$ \_\_\_\_\_