

Third Annual | October 14th, 2017

# Walnut Creek Oktoberfest

Car Dealership Exhibitor Application - Cypress Street WEST / Oktoberfest Autobahn

## General Information

The Third Annual Walnut Creek Oktoberfest is a celebration of the downtown Walnut Creek Businesses and the Community of Walnut Creek. The Walnut Creek Oktoberfest is presented by Walnut Creek Downtown and the Walnut Creek Chamber of Commerce and produced by Labadie Productions. The event will be held on **Saturday, October 14th 2017** from 11am to 6pm, in the center of downtown Walnut Creek. The Festival will run along Locust Street from Mt. Diablo Boulevard to Civic Drive and includes the cross street of Bonanza Street and Cypress Street, home to many excellent restaurants and wonderful community-serving businesses in the heart of Walnut Creek.



Two Music Stages will feature a combination of music for appropriate to this event's theme and appeal to a broad range of age groups. Exhibitor displays will promote the Oktoberfest Theme and our Food Concessionaires will be comprised of Walnut Creek restaurants and area vendors. Alcoholic and non-alcoholic Beverage Concessions will offer the latest in mega hopped IPAs. A Children's Area will be staged on Bonanza Street with a pumpkin patch, rides and activities for the young and young of heart.

As has been the case with the first two, the Third Annual Walnut Creek Oktoberfest will attract new people to the area and promote downtown Walnut Creek (Locust Street) to the attendees. This is a classic event providing many levels of participation for residents, community service groups, sponsors, and you... the Exhibitor. We are very excited about this year's Walnut Creek Oktoberfest and are pleased to have you participate in this event. If you have any questions or comments, give us a call at Labadie Productions: **(831) 704-7435** or email [Lauren.Labadie@gmail.com](mailto:Lauren.Labadie@gmail.com).

The Walnut Creek Oktoberfest takes place on Locust Street from Mt. Diablo Boulevard to Civic Drive and includes the cross street of Bonanza Street in Walnut Creek, with Exhibitor display spaces back to back and along the approximate center of the street.

**Festival Weather:** Walnut Creek is usually warm and potentially windy in the afternoon. Some form of shade protection in your set-up is recommended and all booths must be weighted against potential afternoon breezes.

**Selection: Commercial Exhibitors can sell** Harvest themed arts & crafts made by the Exhibitor, pre-packaged gourmet food, culinary tools & cooking accessories, and limited production Lifestyle products will be considered for this event. Exhibitors with other items will be considered on a case to case basis. Each application will be considered as it arrives and you will receive a response in no less than two weeks after application. Food vendors cooking on site should fill out the food vendor application.

**Photos:** Applicants are required to submit (3) photos, or a link to photos on. Electronic submission is acceptable and preferred. If you are not selected your photos and payment will be returned after jurying.

**Fees/Payment:** Participation fees are based on space size. Please make the checks payable to: **Walnut Creek Downtown**. There is a \$25.00 charge for any returned checks.

**Space Assignment & Final Instructions:** Exhibitors will receive their space assignment and final instructions approximately 2 weeks prior to the festival. Corners are reserved for those who pay the extra fee and you will be notified, if all corners are filled at the time of the review of your application.

**Withdrawal:** Exhibitors may withdraw up until September 1<sup>st</sup> and receive a 100% refund and before September 14<sup>th</sup> to receive a 50% refund. **After September 14<sup>th</sup>, participation fees are not refundable.** All requests for withdrawal must be received in writing or by email.

**Cancellation:** If weather, acts of God, or other circumstances beyond the control of Walnut Creek Downtown, the Walnut Creek Chamber of Commerce, City of Walnut Creek, and Labadie Productions, cause the event to be cancelled, participation fees will not be returned. Walnut Creek Downtown, the Walnut Creek Chamber of Commerce, the City of Walnut Creek and Labadie Productions cannot be held liable by exhibitors for the failure of the event to take place.

## **Special Notes:**

When should you apply? **Apply early** as this event will fill up quickly! Exhibitors are responsible for providing their own insurance and booth structure for the festival. Accepted Exhibitors payment will be deposited/ processed upon acceptance.

Labadie Productions is pleased to be under contract with Walnut Creek Downtown and the Walnut Creek Chamber of Commerce to provide Exhibitor and Food Concession production management services for this year's Festival.

**EXHIBITOR RELEASE & HOLD HARMLESS AGREEMENT**

This agreement is entered into by and between Labadie Productions (Producer), Walnut Creek Downtown and Walnut Creek Chamber of Commerce (Presenting Organizations) and the Exhibitor named below (Exhibitor).

Producer is in the business of providing space at the Walnut Creek Oktoberfest event for the display and sale of arts & crafts, pre-packaged gourmet food, and culinary products. Producer and Presenting Organizations do not participate in the construction, assembly, or placement of the individual Exhibitor's presentation. Producer, on behalf of the Presenting Organizations, provides space only, and facilitates health permitting at the event.

The Exhibitor hereby indemnifies and holds the Producer, its agents, employees and servants and the Presenting Organizations, its agents, employees, and servants harmless from any and all claims, including costs and attorney's fees resulting there from, arising out of said Exhibitor's participation in this event. For the purpose of this agreement, the term "participation" shall include, but not be limited to, the delivery of equipment, merchandise, structures and product to their designated location, the set up and display of any such structure and arts or crafts, and the dismantling and removal of all such items from the area provided by or through the Producer or its agents, employees and servants or the Presenting Organizations or its agents, employees and servants.

\_\_\_\_\_  
**Applicant Name**

\_\_\_\_\_  
**Business Name**

\_\_\_\_\_  
**Business Address** (Street, City, State, Zip)

\_\_\_\_\_  
**Email Address**

\_\_\_\_\_  
**Resale #** (Applications must have valid Resale # to be approved)

\_\_\_\_\_  
**Contact Cell Phone**

\_\_\_\_\_  
**Business Phone**

\_\_\_\_\_  
**Proposed Items for Sale & Prices** (Please attach list of items & photos of Booth layout.)

\_\_\_\_\_  
**On-Site Contact Name & Number**

**Exhibitor Vendor Space & Fee(s):** (check all that apply)

- 20' x 30' \$300 (2 Cars or 1 car/booth) - Special "WCD Dealer" Rate

(Cars/Booths will be located on Cypress Street East between Locust Street and N. California Boulevard.)

**Form of Payment:** (Process fees may be in check form, post-dated checks will not be accepted)

**Please make checks payable to: Walnut Creek Downtown**

**Please mail checks & application to: Labadie Productions P.O. BOX 454, Mount Hermon, CA, 95041**

Credit Card # \_\_\_\_\_ CVV# \_\_\_\_\_ (3 or 4 digit security code) Exp Date \_\_\_\_\_ / \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

I understand that neither Producer or Presenting Organizations are responsible for lost, stolen or damaged equipment, merchandise or accident/injury to me or my staff and do hold harmless any of the above individuals or businesses for any and all liability. I have read the Terms & Conditions and will abide by them. This agreement shall be effective immediately upon execution and shall continue in effect throughout the event period.

\_\_\_\_\_  
**Authorizing Signature**

\_\_\_\_\_  
**Date Signed**

\_\_\_\_\_  
**Print Name**