

EXHIBITOR INFORMATION

We are very pleased to announce a **special added attraction** to our **Silver Anniversary Bay Area KidFest**, one of the Bay Area's premier and largest family events since 1990.

On **Sunday, May 24**, we are presenting our **inaugural Bay Area PetFest** from 10 a.m. – 6 p.m. as part of KidFest. We have a large grass area adjacent to our main stage that will host different special daily events on the Memorial Day Weekend.

PetFest will be for **all things animals** with dog, cat and small animal adoptions, food, fashion and grooming

products, goods and services for your pet and much more pet-related information.

We have annual **audience of 6,000-7,500** on the Sunday of KidFest and expect **PetFest will increase those numbers!**

Attendees May 24 will enjoy all the regular KidFest attractions including the traveling **Aussie Kingdom** educational program plus PetFest!

We will have an aggressive marketing campaign specifically for PetFest, supplementing our comprehensive KidFest advertising and promotion.



Exhibitor Details

* **PetFest Exhibitor categories (10'x10' booth space):**

- **Non-Profit Organization \$99**
Information booth for non-profit groups, camps, schools, churches, social services, government
- **Arts & Crafts Vendor \$149**
- **Commercial Exhibitor \$249**
- **Pet Adoption Groups:** Fee based on amount of space needed. Call (925) 408-4014 for rates.
- **Exhibitors wishing to have booth space for entire 3 days of KidFest May 23-25** should email jay@bayareafamilyfest.com

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.

Event is held rain or shine.

No food, candy or drinks may be sold or sampled in your booth without written permission of Bay Area Festivals.

Electricity is limited. *If you require electrical service you must note rental fee on your application* and provide your own 100' electrical cord.

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 PetFest and KidFest site.

WHEN

May 24, 2015

Sunday of Memorial Day Weekend
10 a.m. to 6 p.m.

WHERE

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

WHO

Families with children 2 to 12
6,000 - 7,500 Estimated Audience
(Regular attendance for Sunday of KidFest)

Apply Today

Full payment must accompany application.

Application Deadline

May 15, 2015

NO REFUNDS WILL BE MADE AFTER APRIL 24, 2015.
\$50 OF APPLICATION FEE NON-REFUNDABLE

Bay Area PetFest Contact

Jay Bedecarré • Event Producer
jay@bayareafamilyfest.com • (925) 408-4014
www.BayAreaPetFest.com • Fax (925) 672-9990

Bay Area Festivals, Inc.

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



EXHIBITOR APPLICATION

MAY 24, 2015 • 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 _____

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.

Describe power source: _____

☐ We need to rent power for the following: _____

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

• Mail to:
Bay Area PetFest
573 Mt. Olivet Pl.
Clayton, CA 94517-1609

• Fax to: (925) 672-9990

• Email: jay@bayareafamilyfest.com

• www.BayAreaPetFest.com

All fees and charges are total for PetFest on May 24

☐ Commercial Exhibitor

10'x10' Space _____ @ \$249 = \$ _____

☐ Arts & Crafts Vendor

10'x10' Space _____ @ \$149 = \$ _____

☐ Non-Profit Organization

10'x10' Space _____ @ \$99 = \$ _____

☐ Pet Adoption Group

\$ _____

Call (925) 408-4014 for rates based on space needed

Optional Rentals & Services

Electrical Service _____ @ \$50 = \$ _____

Canopy Rental (10'x10' Pop-Up) _____ @ \$125 = \$ _____

6' Table Rental _____ @ \$20 ea. = \$ _____

Folding Chair Rental _____ @ \$7.50 ea. = \$ _____

Goody Bag 500 Inserts (May 24 only) _____ @ \$39 = \$ _____

Goody Bag 1,500 Inserts (May 23-25) _____ @ \$99 = \$ _____

Only applicable for food sales in PetFest area booth.

Contra Costa Health Permit* _____ @ \$118 = \$ _____

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

☐ Annual permit attached. ☐ Veterans DD-214 attached.

☐ Check ☐ Credit Card **TOTAL ENCLOSED** = \$ _____



Name as displayed on card _____

Circle one



Credit Card# _____



Exp Date _____ CSC/CVV/CVC/CID _____ 3 or 4 digit code

Exhibitors wanting booth space for entire 3 days of KidFest May 23-25 should

email jay@bayareafamilyfest.com or visit www.BayAreaPetFest.com for application form.

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

Exhibitor Signature: _____ Date: _____

For Office Use: Date Received _____ Check # _____ Code _____ Amount \$ _____

Date Received _____ Check # _____ Code _____ Amount \$ _____