



42nd Annual
MORGAN HILL MUSHROOM FESTIVAL
Downtown Morgan Hill Amphitheater
May 27-28, 2023

COMMERCIAL/MARKETPLACE BOOTH APPLICATION

May 27-28, 2023
Downtown Morgan Hill Amphitheater Grounds & Depot Street
Saturday 10am – 7pm & Sunday 10am – 6pm
Outdoor Festival Rain or Shine
40,000 Attendance over 2 days
www.mhmmg.org

Morgan Hill, CA is Silicon Valley's escape. Centrally located between San Francisco and the Monterey Bay, Morgan Hill is one of the most desirable and fastest growing communities in Santa Clara County. People are drawn to the beautiful hillsides surrounding the valley, the peaceful atmosphere and the general quality of life Morgan Hill offers. Morgan Hill's combination of climate, resources, points of interests and ethnic diversity provide a solid economic environment as well as a vital and exciting community in which to live, work and play. Demographics available upon request.

APPLICATION PROCEDURE:

- This application should be filled out if you are promoting a business, selling anything that is retail, buy & sell, mixture of retail/Arts & Crafts or handcrafted by someone other than person selling the festival. **If you are selling prepackaged foods, please fill out the prepackaged vendor application which has different requirements.**
- **If selling merchandise** - completed application must include **2 photos of your items for sale and 1 photo of your booth display**. Applications without photos will not be considered.
- **If Promotional booth (no selling)** - No pictures required
- If you would like your photos returned, please include a self addressed stamped envelope, with enough postage to cover the cost to return your photos. Make sure you keep a copy for your records.
- List all items you will be selling or promoting/giveaways. Giveaways must be approved by management. Items and giveaways not included on the application **will not be allowed to be sold, shown or given away**. Festival management has the right to approve or deny any items for sale or promotion.
- Corner booths are **very limited** and sold out early each year. If you require more than a 10x10 space, it is recommended to sign up for 2 booth spaces. If you are not given a corner booth, you will receive a refund for your corner booth. If you request a corner and do not pay for a corner, you will not receive a corner. Corner booths are considered booths with front of booth and one side open.
- Currently, we accept checks, cashiers checks, money orders, Visa, Mastercard, American Express & Discover for full payment.
- Early-bird registration deadline is April 1. A \$100 fee will be added for applications received after this date. Applications will be accepted until sold out.
- All applications are date stamped and selected on a first come, first served basis. Each booth must have prominent signage identifying company name! Vendors not accepted will have all materials and fees returned. **Cancellations prior to May 1st can receive a refund, minus \$100 processing fee. NO REFUNDS after May 1st!** There is a \$25 fee for returned checks.

SALES PERMIT (ONLY IF SELLING MERCHANDISE):

The vendor is responsible for obtaining a current and valid sales permit prior to the event. Only public education institutions are exempt. This is not negotiable. If you do not have a sellers/temporary sellers permit, please visit <https://www.cdtfa.ca.gov/taxes-and-fees/faqseller.htm> to apply for your permit.

SELECTION:

- Selections are made based on quality, date received, duplication of items, and past participation in our event. Please allow at least 2 weeks after receiving your application to process payment and notify you of your acceptance.
- Because of the amount of jewelry vendor applications received, we do not accept applications for jewelry vendors after the deadline date of April 1st. Jewelry vendor applications will be held and juried at one time the first week of April, unless unique, returning and meets our criteria.
- The Committee's decision is based on the needs of the Morgan Hill Mushroom Festival and is final.
- Vendors will be notified of their acceptance in a timely manner. Those accepted will receive space assignment and set-up information the first week of May. All placement decisions are final. **NO NEGOTIATIONS!**

GENERAL INFORMATION:

- Vendor is provided a 10X10 **SPACE ONLY**. You are required to bring your own display, table, chairs, etc., to fit a 10X10 space. Tables and chairs are not available to borrow or rent from the festival. Please make arrangements to provide your own. You must stay within your assigned area. The Mushroom Festival reserves the right to locate vendor booths according to the needs of the festival.
- **No handing out flyers outside your booth.** All displays, merchandise and staff must stay within your 10x10 space. **Sandwich boards and merchandise outside your booth will NOT be tolerated. Sidewalks must remain open and clear at all times. Multiple warnings will result in eviction without refund.**
- Booth sharing is NOT allowed
- No sodas, bottled beverages and bottled water are allowed to be sold or handed out in vendor booths.
- Electrical service is available only during festival hours and not available in all locations. If you sign up for electrical, you will be given an approved electrical tag to attach to your extension cord. **This will effect booth location. Generators are not allowed in the vendor exhibit areas.**
- Security will be provided from 8pm Friday to 8pm Sunday. Each vendor is responsible for securing their own booth. The Festival is not responsible for any loss or theft incurred by any vendor.
- Access to your booth will be available on Friday at 5pm for set up. **Streets do not close until 5pm.** Vendors are encouraged to put up signs, decorate and move in large items and tables on Friday. If you set up in the wrong booth space **you will be asked to move**. If you are not available to move your booth, Festival management has the right to move your booth and is not responsible for any damage.
- Vendors are responsible for removing their own trash from their area each evening and may not use Festival trash receptacles used by public for its disposal. All boxes must be broken down and disposed of in the dumpsters.
- The Morgan Hill Mushroom Festival has the right to prohibit and/or evict (without refund or assumption of liability for lost sales or expenses) any presentation or person who is in any manner deemed offensive or unprofessional or not following these rules.
- All vendors agree to participate for the entire event and understand that tear down on Sunday before 6pm is not allowed for any reason.
- Morgan Hill can be windy after 4pm, so please be prepared. The vendor will be held liable in the event that their display causes damage to the display or work of another vendor or event site property or if anyone is injured due to your negligence.

PLEASE SIGN AND RETURN WITH APPLICATION

(make a copy for yourself to remember the rules and regulations you are signing)

HOLD HARMLESS:

This event is held rain or shine and no space fees or vendor expenses will be refunded should an emergency of any nature arise prior to the opening time or during the event that would prevent or cancel its production. In consideration for being allowed to attend and participate in the 42nd Annual Morgan Hill Mushroom Festival, May 27-28, 2023 vendor agrees to protect, defend and hold harmless Morgan Hill Mushroom Mardi Gras, Inc., Minnich Productions and their respective elective or appointed boards, officers, agents, and contract employees from any and all claims, liabilities, expenses, or damages of any nature, including reasonable attorney's fees, to the extent such claims, liabilities, expenses, or damages arise out of the participation by the Mushroom Mardi Gras, its agents, officers, employees, subcontractors, or independent contractors, at the festival. Morgan Hill Mushroom Festival has the right to alter the festival layout to accommodate the safety of the festival and attendees. In consideration of your acceptance of this entry, I, intending to be legally bound, do hereby for myself and my heirs, executors, and administrators, waive and release any and all rights and claims or damages I may accrue against the persons and organizations affiliated with the Morgan Hill Mushroom Festival for any and all injuries that may be suffered by me at or enroute to and from the event.

I have read and understand the terms & conditions and instructions, as outlined in the Vendor Information and Application and agree to abide by them.

Entrants must sign, signifying acceptance of waiver.

Contact Name (please print) _____

Vendor Business Name: _____

Signature: _____ Date: _____

3230 Cartwright Rd
Reno, NV 89521
info@mhmmg.com



Office: (408) 778-1786
Text: (775) 303-9550
www.mhmmg.org

A Non-Profit Organization

COMMERCIAL/MARKETPLACE APPLICATION

Application Deadline – April 1, 2023

All fees must be submitted with application. Read the terms & conditions carefully and sign the acceptance of waiver, before returning your application. Applications won't be accepted unless all necessary requirements and payment is returned with the completed application.

Last Name: _____ First Name: _____

Vendor Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone () _____ Fax () _____ Cell () _____

Email: _____ Website: _____

(Email address is for Mushroom Mardi Gras use only)

Resale Permit# (if selling merchandise/items): _____ **Resale permit must be valid and current.** All resale numbers will be submitted to the State Board of Equalization as required by law.

BOOTH INFORMATION (If selling retail, include 2 photos of items, 1 photo of booth display. Promotional booths don't need to send photos. Please include a self-addressed stamped envelope if you would like your pictures returned).

Include a list of what you will be selling or promoting in your booth and any giveaways you will be doing

Special Requests (not guaranteed): _____

Returning Vendor? _____ if so, how many years _____

FEES:

10x10 booth space (\$900 for 10x20)	\$475 x _____ spaces =	\$ _____
Non profit 501©3 (\$600 10x20 - promo only)	\$325 x _____ spaces =	\$ _____
Add Corner Booth (Additional fee)	Additional \$275 for profit or \$175 non profit	\$ _____
Electrical (\$75 1 outlet; \$125 2 to 3 outlets)	_____ outlets =	\$ _____
TOTAL		\$ _____

Mail your application with check or CC payment to:
Morgan Hill Mushroom Festival (MHMMG),
3230 Cartwright Rd. Reno, NV 89521

OR

Email application & pictures with CC payment to: info@mhmmg.com



CREDIT CARD APPLICATION

Please fill out the following and return with your vendor application if you would like to use a credit card to pay for your vendor fees.

Name as it appears on Credit Card _____

Vendor Business Name _____

Credit Card Billing Address _____

Credit Card Billing City _____

Credit Card Billing State _____

Credit Card Billing Zip Code _____

Visa Mastercard Discover Amex

Credit Card Number _____

Expiration Date _____

I authorize the Morgan Hill Mushroom Mardi Gras to charge my credit card for:

Amount to be charged \$ _____

Signature: _____

42nd Annual
2023 MORGAN HILL
MUSHROOM FESTIVAL
EXECUTIVE SUMMARY

- DATE & TIME ~** Saturday, May 27 from 10am – 7pm &
Sunday, May 28 from 10:00 a.m. to 6:00 p.m.
- LOCATION ~** Downtown Morgan Hill Amphitheater & Community Center including Dunne Avenue from Railroad Tracks to Monterey and Monterey from Dunne to 5th St. For map reference, use the address 17000 Monterey Road,. Morgan Hill, CA 95037
- ADMISSION ~** \$10 adults. Children Free & FREE Parking
- ATTENDANCE ~** Projected attendance is 40,000 over two days
- EVENT DESCRIPTION ~** Arts & Crafts; Gourmet Food Booths and Specialty Dishes; Mushroom Display & Exhibit; Wine & Beer Gardens and Microbrews; Chef Demonstration Stage; Entertainment including Strolling Musicians & Street Performers, Live Bands; Acoustic Stage; MunchkinLand, featuring rides, games; local business exhibits and community non-profit group displays.
- ADVERTISING ~** Advertising is done through local and regional radio stations, network and cable television stations, print media including magazines and newspapers, as well as posters, signage and postcards. Targeted geographical area includes the Counties of Santa Clara, San Benito, Monterey, Santa Cruz and San Francisco. Promotions are also done through social media and listings on festival websites.
- MISSION ~** The mission of the Morgan Hill Mushroom Mardi Gras DBA Morgan Hill Mushroom Festival (a non-profit 501(c)3 corporation), is to provide a fun and entertaining family festival with an emphasis on promoting the mushroom and educating consumers about the health benefits of mushrooms, all while financially awarding scholarships to high school seniors living within the boundaries of the Morgan Hill Unified School District and monetary donations to local non profit clubs and organizations. The Festival has awarded over \$1.5 million in scholarships and over \$550,000 to local non-profits over the past 40 years and over \$64,000 in mini grants since its inception in 2008.
- CONTACT INFO ~** Sunday Minnich, Executive Director
408.778.1786 Office or (775)303-9550 Text
info@mhmmg.com or www.mhmmg.org

FESTIVAL FEATURES

ARTS & CRAFTS ~

There is a special “Artists Area” located in the Community Center parking lot showcasing over 100 handcrafted artist and crafter vendors who offer a variety of unique, high-quality handmade creations.

GOURMET FOOD ~

The festival star – The Mushroom – can be tasted in soup, stuffed, sandwiched, deep-fried, marinated, over rice and much more. Other highlights include Mansmiths BBQ, Elks Lodge Pyro Chef Shrimp Scampi, Burgers, Bacon wrapped hot dogs, Kabobs, Calamari, Wraps, Sausages and much more!

ENTERTAINMENT ~

Kick up your heels or sit back and relax with live entertainment ranging from Dance party favorites to classic rock, country and blues. Strolling musicians and street performers will also dazzle you with their acts or sit back and enjoy the sounds at the Acoustic Stage.

COOKING DEMOS ~

Enjoy live cooking demonstrations from local and celebrity chefs. Enjoy learning new chef secrets, recipes and tastings of the chefs culinary makings.

MUSHROOM EXPO ~

The Western Association of Mushroom Growers and Sempera Organics will be on hand to educate the public on the health benefits of mushrooms and how mushrooms are grown. Giveaways, handouts and kids activities are all part of the expo experience.

MUNCHKIN LAND ~

Munchkin Land has planned entertainment for kids of all ages. Youngsters will have rides, games, a petting zoo and pony rides. Older kids are more likely to gravitate to the Zipline or Eurobungy trampolines.

WINE & BEER GARDENS ~

Enjoy a variety of local premium wines and microbrews in our Wine Garden and Beer Tents

MARKETPLACE ~

Browse through the many business booths for special giveaways and show specials or shop at the retail vendor booths for a variety of items you can only find at festivals. Over 150 vendors to choose from.



**Voted
2016, 2017 & 2022
Best Festival by
the South County
New SV Media
Readers
&
2019 Best Festival
by Metro's Best of
Silicon Valley**

Morgan Hill Mushroom Mardi Gras Lodging Options



Courtyard by Marriott
18610 Madrone Parkway
Morgan Hill, CA 95037
marriott.com/sjcmh
(408) 782-6034



Comfort Inn
16225 Condit Road
Morgan Hill, CA 95037
comfortinnmorganhill.com
(408) 778-3400



Hampton Inn
16115 Condit Road
Morgan Hill, CA 95037
hamptoninn3.hilton.com
(408) 779-7666



Residence Inn by Marriott
18610 Madrone Parkway
Morgan Hill, CA 95037
marriott.com/sjcmo
(408) 782-6034



Holiday Inn Express
17035 Condit Road
Morgan Hill, CA 95037
hiemorganhill.com
(408) 776-7676



La Quinta Inns & Suites
17043 Condit Road
Morgan Hill, CA 95037
laquintamorganhill-sanjosesouth.com
(669) 888-3700



CORDEVALLE

CordeValle Golf Resort
One CordeValle Dr.
San Martin, CA 95046
cordevallegolf.com
(888) 767-3966

RV Options



Thousand Trails
12895 Uvas Rd
Morgan Hill, CA 95037
www.thousandtrails.com
(800) 546-7222



Coyote Valley RV Resort
9750 Monterey Rd
Morgan Hill, CA 95037
www.coyotevalleyresort.com
(408) 463-8400



Maple Leaf RV Park
15200 Monterey Rd
Morgan Hill, CA 95037
www.mapleleafrvpark.com
(408) 776-1818