

2020 Event Vendor Application



Event Location Details:

The parties to this contract are Mermaid & Mom/Pixie Tribe LLC (hereafter “Host”) and

.....(hereafter “Vendor”).

Whereas, Host is hosting an Event known as California Mermaid Convention to occur at:

Friday July 9th - Vendor Showcase (12:30 PM - 2:45 PM) - This event will take place online during the date listed, participation is voluntary for each vendor.

Vendors will have 5-7 min to showcase their merch, talk about their exclusive specials and con offerings. All participating vendors will be showcased in our Digital Vendor Hall

Saturday, July 10th, 2021 - In Person Swim Meetup - Rusch Park, 7801 Auburn Blvd in Citrus Heights, Ca 95610 (**selling hours: 11 AM to 5 PM**) *ticketed event, max capacity 200*

From bath products, children's toys, apparel, games, tea, costumes, art, trinkets and books; we host a wide range of beautifully crafted items. We support small businesses, *with an emphasis on handmade items.*

We are looking for items with a Mermaid, Ocean, Nautical or Fantasy Theme. If you do not have a large selection of items that fit into our theme, you may not be accepted as a vendor. Please note we are an ALL AGES event. Any merch with adult content or themes must be displayed in a tasteful way, and labeled ‘adult content’ or ‘18+’.

Due to the vision of this event, we are **not** accepting vendor applications from Direct Sales or Multi-level marketing representatives (including, but not limited to, LuLaRoe, Lipsense, Scentsy, Paparazzi, Pampered Chef, Mary Kay, Avon, etc).

Vendors will be showcased in our Digital Vendor Hall on our website during our convention dates (and before and after). Vendors must send in 3 images of their wares for us to display on our website and social media. We will link our page to the vendors' shops with a description of their products and the specials they are running during the convention dates.

Vendors may take part in a Vendor Showcase on **Friday, July 9th at 12:30 PM - 2:45 PM** on a digital meeting platform (Zoom). Each vendor will have an allotted amount of time to talk about their items, and their specials.

Vendors must choose to have one of the following during the convention dates

- Exclusive or Limited Edition merchandise that guests can only buy during convention dates
- Discounts of their choice on certain items, or of their shop as a whole
- We are open to suggestions for special offerings from vendors

Vendors must mail in a physical item of a low price point, for our raffles. Vendor may choose which item to send. **Donation Items due June 1st, 2021**

Application

Name/Type of Business & Products you'll offer: _____

Average price point for your products:

Website/Social Media: _____

Contact Name, Email and Phone Number:

Vending Choice (please circle one):

- Saturday In Person + Online: \$100
- Online Only: \$15

Paypal to hello@californiamermaidcon.com *please add a note with your business name so we know where the payment came from, thank you! Please DO NOT share the fact that you have been approved as a vendor until your payment has been processed and your space confirmed*

Payment Due Date: 5/12/21 and is non refundable

The parties agree as follows:

1. Vendor shall have access to the location agreed upon by the parties no less than **1** hour before the Event's commencement (see selling hours above) for the purpose of setting up Vendor's vending station, goods, and other things necessary and reasonable to vending at the location.
2. Vendor shall not vend any goods or services other than those described herein, in correspondence and in their vendor contract at and during the Event without the Host's written consent.
3. Absolutely no food or drink sales allowed from non-food vendors.
4. Vendor's vending station shall be no larger than spaces detailed in vendor application (varies per day); shall be clean and orderly; and shall comply with all applicable laws and regulations. All in person vendors will be given a 10X10 space and must socially distance from each other according to county and state guidelines
5. Vendor's staff may announce the availability of the goods to be vended only while they are within the confines of the vendor's location.
6. Vendor's staff shall be clothed and groomed in a clean, neat fashion and shall conduct themselves in an orderly fashion. Mermaid themed attire strongly encouraged!
7. No loud music, noise, or sound amplification devices shall be used by vendor's staff at the location.
8. Vendor shall have access to the location for up to 45 minutes after the Event's conclusion to dismantle and remove all things brought to the location by Vendor. Vendor shall leave the location clean of trash and substantially in the condition it was before Vendor occupied it.
9. Vendor hereby agrees to indemnify and hold harmless the Host as well as the venue, Sunrise Parks and Recreation District, against any damages or claims that may arise in connection with Vendor's presence at the Event and Vendor's activities of any kind. Vendor agrees to be solely

responsible for all liability, claims, loss, loss of life, damages, cost & expenses, including attorney's fees arising out of or resulting from any injury to persons or damage to property which arise out of their use of the Sunrise Parks and Recreation District's facilities or involvement in the event. Vendor agrees to defend, indemnify, and hold harmless the Host, The Sunrise Parks and Recreation District and their respective officers, agents, employees, and volunteers against any and all such claims, demands, causes of action, suites and expenses arising out of or resulting from its use of Sunrise Parks and Recreation District's facilities or involvement in the event.

10. No refunds for paid booth spaces will be given for any reason.

11. Failure to pay vendor fees by the due date will result in forfeiture of vendor space.
12. Vendor must follow the code of conduct and all hold harmless agreements as outlined on www.californiamermaidcon.com. Failure to follow the code of conduct will result in immediate ejection from the event, no refunds will be given.
13. All state laws and City and County ordinances must be adhered to.
14. At no time can any of your vendor display/items block exits, doors, walkways or fire extinguishers.
15. Absolutely NO loose glitter, oil based lubricants, or GLASS of any kind allowed at Saturday's in person event.
16. Masks must be worn at all times in agreement with local and state COVID regulations.

Please note the following rules, regulations, restrictions and recommendations:

- You must provide your own table. Tables too large to fit within the confines of your space will not be accepted. Space is very limited. Power and water access are not readily available. Plan accordingly. 2 chairs will be provided for each space.
- Sacramento is very hot in July, and we recommend bringing a Pop Up or shade structure. Pop-up tent cannot exceed 10'X10'. You may set up however you please within your 10'X10' pop-up space. It is advised to bring zip ties to anchor your pop-up as winds can be strong.
- Vendors must be completely loaded in and ready to sell by 10:45 AM on Saturday
Vendors must be completely cleaned up and loaded out by 5:45 PM on Saturday
- Your booth must be staffed and open for all hours of the event(s). Due to limited capacity on SATURDAY Each vendor will be allowed 2 passes to the indoor con. Additional tickets to convention events must be purchased.

- Saturday's venue offers Free parking, but we ask that the vendors load in then move to vendor parking (details to be provided).
- Wifi is not always readily available onsite, plan accordingly.
- You must keep your booth clean, organized and pleasant to look at for the duration of the event(s).
- All Vendors must donate an item to our raffle baskets. All donated items must be mailed to convention organizers by **June 1st, 2021**. Items will be added to Raffle Baskets and may be shared on social media.
- You must haul out all your own trash. Do not place any trash in rubbish bins around the event site.
- You must leave 2' of space between each vendor booth per the Fire Marshal. This space will be measured out for you. It is important that your setup does not exceed your booth size on Saturday.
- All sales must be from your assigned booth. No roaming sales.
- No bullhorns, megaphones, flashing lights, strobes, or sound amplification is allowed.
- All attendees, including vendors, will be held to the standards detailed in the California Mermaid Convention's Code of Conduct found at www.californiamermaidcon.com
- It is advisable that vendors offer some items under \$20.
- Staff / Volunteers will be onsite to answer any questions, but will not be able to assist with load in/load out. Plan accordingly.

E-mail Vendor Packet Checklist (please email the following to hello@californiamermaidcon.com)

- Email Completed Vendor Contract (this form)
- Vendor fee paid via paypal (hello@californiamermaidcon.com), please include your vendor/shop name in the payment notes. **Payment due May 12th, 2021**
- Email a short paragraph describing your work and its connection to the mermaid theme, and any specials you will be running during the convention. **Due with completed Vendor Form**
- Email 3 photos of your wares to be featured on our website and social media. **Due with completed Vendor Form**
- Mail Donated Raffle Basket item (please include business cards) to:
Rachel Smith
5223 Karm Way
Sacramento, CA 95842
Donated items due June 1st, 2021