



GARDEN GROVE STRAWBERRY FESTIVAL ASSOCIATION  
P.O. BOX 2287, GARDEN GROVE, CALIFORNIA 92842 (714) 638-0981  
[www.strawberryfestival.org](http://www.strawberryfestival.org)

2017 EXHIBIT SPACE LICENSE AGREEMENT

DATES AND OPERATIONAL HOURS:

The 2017 Garden Grove Strawberry Festival will be held at the Village Green of the Garden Grove Civic Center. The board of directors of the Garden Grove Strawberry Festival Association has authorized this year's festival to run from Friday through Monday, Memorial Day Weekend. The festival operating hours shall be as follows:

Fri. May 26, 2017	1:00 p.m. – 10:00 p.m.
Sat. May 27, 2017	10:00 a.m. – 10:00 p.m.
Sun. May 28, 2017	10:00 a.m. – 10:00 p.m.
Mon. May 29, 2017	10:00 a.m. – 8:30 p.m.

NOTE: Above times may be subject to change so please plan accordingly.

Exhibitors must open for business at the time of the festival opening each day, and must remain open until closing. Failure to comply will result in expulsion without refund of fees.

BOOTHS:

The Booth size is 10' x 10', or multiples as available. The booths have a canvas roof, back and side dividers. They are provided with one (1) light and one (1) electrical outlet. The booths have no floors, chairs, tables, or a front security cover(s). Inline booths have 3 walls with an open front. Corner booths have 2 walls with 2 open sides. You must supply security covers for the exposed sides if you plan on leaving your product overnight. Some booths are located on the curb line with a gutter at the back of the booth, others are in the street or in the park. Slight variances will occur due to the location of some booths. Booths are located on asphalt, concrete or on the grass area, plan accordingly. Premium booths are limited. They are generally corner booths or main aisle booths. If you submit for a premium booth and none are available a standard booth WILL be assigned, unless you make a notation on your application that you do not want a standard booth. A refund for the difference will be made during the event.

BOOTH LOCATION:

Booth assignment and the location and arrangement of booths on the grounds is at the sole discretion of the Strawberry Festival Association. NOTE- Because of our festival layout, most of the booths will not be accessible by vehicles due to narrow aisles. It is your responsibility to bring a hand truck or cart to transport your merchandise. We do not provide these or this service.

FLAME PROOFING:

All flammable materials and decorations must be flame proofed according to City and State Fire regulations.

INSURANCE REQUIREMENTS:

1. CERTIFICATE OF INSURANCE with the 2. ADDITIONAL INSURED ENDORSEMENT document. These are separate documents.

The wording below must be used when listing the GGSFA as the certificate holder on your CIO:

Certificate Holder:  
The Garden Grove Strawberry Festival Inc.  
12762 Main St.  
Garden Grove, Ca 92840

The wording below must be used when adding the GGSFA to your Additional Insured Document:

The Garden Grove Strawberry Festival Inc., its Directors, Associates and Volunteers are named as Additional Insureds.

The City of Garden Grove and our Insurance Company requires you to carry liability insurance with at least the following coverage:

GENERAL AGGREGATE-----	\$1,000,000
PRODUCT LIABILITY-----	\$1,000,000
PERSONAL & ADV INJURY-----	\$1,000,000
EACH OCCURRENCE-----	\$1,000,000
FIRE DAMAGE-----	\$50,000
MEDICAL EXPENSES-----	\$5,000

ELECTRICAL POWER:

Each booth is limited to 750 watts of electricity. If additional electrical wattage is needed, it will be provided at an additional charge for expenses incurred (min. \$150.00). All requests for additional wattage must be sent in with your signed rental application; requests received after submission of application shall not be considered. Each exhibitor must take necessary steps to protect any equipment from power surges or outages.

Each booth will have 1 overhead light and 1 electrical outlet provided by the festival. Exhibitors who want additional outlets or lights must supply their own. All strip plugs must be UL approved with a built-in circuit breaker. All extension cords must be heavy duty 3-prong plug. All lights must be 3-prong, UL approved lighting.

**SELLERS - STATE BOARD OF EQUALIZATION - REGULATION COMPLIANCE:**

All exhibitors must comply with applicable laws, ordinances and regulations concerning exhibits. You must have a valid California Resale License Number before we can accept your application. Contact the State Board of Equalization at:

16715 Von Karman Avenue, Suite 200  
Irvine, CA 92606  
949.440.3473

The City of Garden Grove requires a Local Business Permit for the event. Forms to obtain this permit will be enclosed with your vendor packet if you are accepted for the 2017 festival or you may contact Business Licensing at the City of Garden Grove at 714 741 5073. If this is the first time at the event, you will need a sellers permit from the SBOE listing our event address.

**PICTURES:** Pictures of items to be exhibited or sold must be submitted with the application if not submitted in prior years. These items must also be listed on your application. Only items listed on the application shall be exhibited or sold. Any items displayed for sale that are not listed on your application will not be allowed to be sold or displayed. If a GGSFA Board member asks you to remove the items, these items must be removed immediately or you will be asked to leave the festival, with all fees forfeited.

**ITEMS EXHIBITED, SOLD OR GIVEN AWAY:**

No items may be exhibited, sold or given away without prior approval of the Strawberry Festival Association. No items may be exhibited, sold or given away which may be detrimental or offensive to the Strawberry Festival Association. It is agreed between parties, Strawberry Festival Association and exhibitor, that the decision of the Strawberry Festival Association as to what items are detrimental or offensive is final. Upon notice from the Strawberry Festival Association, exhibitors shall agree to immediately discontinue the exhibiting or selling of such items. Alcohol is not allowed in vendor booths, or on festival grounds.

The following items are prohibited from sale unless special permission from the Vendor Booth Director has been given.

Food – only pre-packaged food specifically approved by the Vendor Booth Director may be sold—NO SAMPLES may be given out at any time due to Health Department regulations, unless a permit has been issued by the Health Dept.

Fireworks, Poppers and similar items, items damaging other vendors products.

Knives, Guns, Swords, or any weapons. Potato guns, slingshots etc., any device that shoots a projectile.

Sunglasses and silver jewelry – For competitive reasons we must restrict the number of vendors selling these items.

Any item to be given away by an exhibitor must have prior approval of the Strawberry Festival Association. All business, including distribution of flyers and business cards, must be done within your booth space. Anyone conducting business outside their designated booth space will be asked to leave the festival without refund of fees.

**REFUNDS:**

No refunds will be made after opening day. There will be no refunds if exhibitors cannot operate due to temporary power failures, weather, insurrections, earthquakes, or any act of God. Exhibitors agree that they waive any right to a refund or for any cause of action for loss of income or profit.

**DISHONORED CHECKS:**

Checks submitted for payment which do not clear the bank shall automatically cancel the exhibitor booth reservation. Reinstatement, if allowed, at the sole discretion of the Strawberry Festival Association shall require a cashier's check, cash, or money order which equals the rental fee plus \$35.00 to cover the Strawberry Festivals Association's expense. Reinstatement is at the sole option of the Strawberry Festival Association. CHECKS WILL NOT BE ACCEPTED AFTER MAY 1, 2017.

**EXHIBITORS:**

Exhibitors shall not interfere with other exhibitors and shall confine their activities to their own space. Exhibitors will not block aisles or the frontage of adjoining booths. Microphones and speaking systems of any nature, other than a normal voice, shall not be allowed unless approved and operated by approval of the Strawberry Festival Association. An exhibitor agrees to immediately remove any item, device or exhibit that violates the Strawberry Festival Association's requirements set forth in these terms and conditions, or any existing law.

**BOOTH PERSONNEL:**

During festival operating hours all booths must be open and have a minimum of (1) adult (18 or over) manning the booth to serve festival customers. Failure to comply shall automatically forfeit the exhibitor's right to their space.

**ASSIGNMENT - SUBLETTING:**

The parties agree that the Association is attempting to have a quality festival, and desire to ensure that the exhibitors have a successful festival as well. To do this the Association must approve the exhibitor and those items which will be sold or displayed at the festival. To insure the Association's control over the items sold or displayed, the exhibitor agrees not to assign or sublet all or any portion of the space leased by the exhibitor under this agreement. An exhibitor agrees that any attempt to assign or sublet shall be cause for revocation of exhibitor's license to occupy the space and that exhibitor shall forfeit any sums paid by exhibitor to the Association.

**SECURITY:**

Security will patrol periodically within the booth areas during non-festival hours. The patrols will start Friday night and continue until festival closing Monday night. The Strawberry Festival Association advises all exhibitors that they should not leave any property on the grounds overnight when they are not there in attendance and the Festival shall not be responsible for any loss or damage to exhibitor's property. Exhibitors choosing to keep merchandise in their booths overnight do so at their own risk, and must supply their own front panel wrap for their booth. NOTE: There will be no security Thursday night before opening day. There will be Police Officers at the Police Command Vehicle from Thursday afternoon until closing.

**SET UP:**

If the vendor tents are completely set up, with electricity, the vendor booths will be available to occupy after 5:00 p.m. on Thursday, May 25, 2017 until 10:00 p.m. Work in the booths will cease at 10:00p.m., as we are adjacent to a residential area. Please be considerate to our neighbors. All exhibits must be in place by 10:00 a.m. Friday, May 27. Exhibits not set up and ready for business by the designated time will be canceled and the rental fees forfeited. No vehicles will be allowed on the grounds after 10:00 a.m. Friday, May 27, 2017. THERE WILL BE NO EXCEPTIONS.

**BREAK DOWN:**

All exhibits or displays must be removed from the Village Green area by midnight, Monday, May 29, 2017. Lights and electrical connections will be terminated by 10:00 pm. The booths shall be left in the same condition, as when exhibitors occupied them and must be left free of any trash, boxes, displays, or other objects; the booth shall be broom clean. Ask if you need a trash bag. No portion of exhibitor's exhibits or displays shall be removed prior to the close of the festival, Monday, May 30, 2017 at 8:30 p.m. Any exhibitor who does not clean up after himself or herself shall not be asked to return the following year. A \$50.00 refundable cleaning deposit may be required.

**PARKING:**

Exhibitors may either park on the street or pay an additional fee to park in a designated parking lot. A parking pass is available for sale at the event. Contact the Vendor Director or the GGSFA courtesy Desk at the event to purchase the pass, the cost is \$20.00 for the four-day pass. This pass is for standard vehicles, trailers are not included with this pass.

KEEP THIS LETTER FOR FUTURE REFERENCE.