



9th Annual Gardendale Magnolia Festival Business Expo

Gardendale Civic Center | April 15-17, 2010
www.magnoliafestival.org

January 7, 2010

Dear Previous Business Expo Exhibitor,

It's time to make plans to participate in Gardendale's **9th Annual Gardendale Magnolia Festival**. The Business Expo will be held on Saturday, April 17, 2010 from 10:00 a.m. to 5:00 p.m. at the Gardendale Civic Center. Reserve your booth for the Business Expo now.

The city of Gardendale, Alabama is excited to invite you to participate in the family festivities again this year. The Gardendale Magnolia Festival committee strives to make this a profitable, convenient and enjoyable event that will merit your participation every year. For this reason, the Gardendale Magnolia Festival is always adding new and exciting events to entertain the entire family. This year, **the festival has grown to a 3 day event**. April 15-16 is the Flower Show. We have added an evening of entertainment and family fun on Friday, April 16 5:00 – 9:00 pm on the Gardendale First Baptist Church parking lot (across from civic center). Friday will feature a live entertainment stage, carnival (inflatable's/rides), and food only. **Saturday, April 17** will be a full day, 10:00 –5:00 pm of events including a combined **Business Expo and Arts and Crafts Show**. The Little Miss Magnolia Festival will be held April 10.

This year's festival will also include a classic car show, large children's carnival, silent auction, pooch parade, Kids 'N Art, excellent food vendors and live music and performances all day.

The Gardendale Magnolia Festival is well advertised. It will be featured in *The Birmingham News*, *North Jefferson News*, television ads, billboards and Birmingham Parent Magazine, Alabama Tourism website/calendar/hotel and rest stop tourism racks, as well as professionally printed posters, flyers, etc.

We hope you will fill out the enclosed registration form **and the signed "Waiver & Liability form"** and return to us with payment as soon as possible to: Magnolia Festival, 970 Main Street, Gardendale, AL 35071. Don't forget to attach a picture of your booth set up. Exhibit spaces are reserved on a first paid, first served basis. The festival will again offer both inside and outside booth spaces. Exhibitors will be assigned a 10x10 space (or more, as you designate). Each exhibitor must provide his or her own table, chairs, tent, and signage. Canopy tents are highly recommended for outside and must be secured if on concrete (Street Booths). Electricity is available for an extra charge. Street Booths will be improved this year. **All** Street Booths will line Mt. Olive Road, the street between the new high school and the large church parking lot/car show where traffic must walk past the booths.

We look forward to seeing our returning businesses and welcoming many new ones for what we know will be another successful Gardendale Magnolia Festival. If you need further information, please email me at info@gardendalechamberofcommerce.com

Sincerely,
Kris Marshall
Gardendale Magnolia Festival
Vendor Booth Coordinator



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The Total Family Experience

DEADLINE APRIL 1 (IF SPACE AVAILABLE)

Please check one:

BUSINESS EXPO/NON-PROFIT APPLICATION FORM **RETURNING VENDOR** **NEW VENDOR**

Registration inside civic center. Receive parking pass, layout, booth assignment.

Outside vendors Registration and set up beginning Friday 2:00-7:00 pm (early registration in a.m. by permission only) Outside vendors may continue to set up

Inside vendors (New location! Two rooms facing the entertainment stage and civic center grounds) Registration and set up beginning 2:00-7:00

Company Name: _____

Applicant(s) Name: _____

Mailing Address: _____

City: _____ State _____ Zip _____

E-mail Address(required) _____

Daytime Phone (include area code) _____ Evening Phone _____

(Phone numbers will not be sold or distributed to any third parties. Use of phone numbers are for Festival Organizers only in the event of Festival changes or additional needed information.)

Please list the item(s) you wish to exhibit at the Magnolia Festival in the space provided below:

Photo of booth set up is attached to registration form and items you wish to sell are clearly visible.

2010 Booth Fees - All Exhibit Spaces are 10'x10'

CIVIC CENTER INSIDE (Rooms facing entertainment stage) :
_____ Aisle Booth(s)..... @ \$ 65.00 each.....\$ _____
_____ Corner/End Booth..... @ \$100.00 each\$ _____
_____ Electrical Connection (110v)..... @ \$10.00 each.....\$ _____

(Vendors need to provide their own racks/shelving/lattice work, etc to hang items and separate their booth from the others, if desired. No pipe and draping will be provided. Nothing can be hung/taped to the wall. 10 x 10 spaces will be taped off on the floor.

CIVIC CENTER OUTSIDE: (first come first served-limited space this year) **We will post on the website when these spots are full. Do not call to inquire, please.**

_____ Aisle Booth(s) @ \$ 65.00 each.....\$ _____
_____ Corner/End Booth(s)..... @ \$100.00 each\$ _____
_____ Electrical Connection (110V)..... @ \$ 20.00 each.....\$ _____

STREET: All street booths will be on Mt. Olive Rd (by the car show) and Main Street (in front of church by carnival)

_____ Aisle..... @ \$ 55.00 each.....\$ _____
_____ Corner/End(Only 4 available)..... @ \$100.00 each.....\$ _____
_____ Electrical Connection (110V)..... @ \$ 20.00 each.....\$ _____
_____ Non-profit-(Street booth only) @ \$ 30.00 each.....\$ _____

(Vendor to furnish own heavy-duty 100 ft. extension cords. Electricity spots limited)

Late Fee after March 24 (if space available) \$10.00\$ _____
*** Total Enclosed**\$ _____

*Make checks payable to the "Gardendale Magnolia Festival" and write Business Expo on the MEMO line & return to: Gardendale Magnolia Festival, P.O. Box 26, Gardendale, AL 35071, Kris Marshall 205-631-9195.

(NO CASH) FEES DUE WITH APPLICATION.

Acceptance of Rules:

I/we the applicant(s) have read the "2010 Terms & Conditions" and "RELEASE and WAIVER of LIABILITY and INDEMNITY AGREEMENT" listed separately and agree to abide by said conditions.

Exhibitor's Signature

Date

Application Check No. _____	FOR OFFICE USE ONLY		Date Received _____
STATUS: <input type="checkbox"/> Accept	<input type="checkbox"/> Pending	<input type="checkbox"/> Declined	<input type="checkbox"/> Confirmation Sent/Emailed _____



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DEADLINE APRIL 1 (IF SPACE AVAILABLE)

BUSINESS EXPO 2010 TERMS AND CONDITIONS

Please read carefully. We've made several changes and improvements.

ACCEPTANCE POLICY - The Magnolia Festival Committee reserves the right to reject, in whole or in part, and at any time, any exhibit or product of any individual, which in its opinion is questionable or objectionable to Exhibitors or others by returning the space fee paid by the exhibitor. The Magnolia Festival will not be liable for paying any travel expenses, lost revenue or any other liability whatsoever beyond the space fee paid by the exhibitor as a result of enforcing this provision.

LOCATION OF EXHIBITS—Gardendale Civic Center (inside and outside) and Bauer Lane (Street). All space assignments are made on a first come, first paid basis. Some adjustments may be made so as not to place similar goods vendors side by side. Adjustments may also be made to accommodate locations of electrical outlets. If the Magnolia Festival deems it to be in the best interest of the Festival, the Magnolia Festival committee may assign the Exhibitor an alternate space prior to or during the Festival. The decision of the Magnolia Festival committee is final. **Street booths can only be set up between 6:00 am and 9:00 am.** on Saturday due to traffic flow.

DEFAULT IN OCCUPANCY - In the event Exhibitor fails for any reason to install its exhibit in its assigned space by 9:00 am, the Gardendale Magnolia Festival has the right, at its sole discretion, to retain all sums previously paid by Exhibitor.

SET UP TIMES REGISTRATION:

Inside Booths: Registration and set up may begin Friday, April 16th... 2 pm - 8 pm, Saturday, April 17th...6 am - 9 am

Outside Spaces: Registration and set up may begin Friday, April 16th... 2 pm - 8 pm, Saturday, April 17th.....6 am - 9

Ask about special permission to set up Friday earlier than 2pm outside.

The Magnolia Festival, Civic Center, & City of Gardendale will not be held responsible for any items left overnight in an outside space. **ALL EXHIBITS MUST BE COMPLETELY SETUP BY 9:00 a.m., -Saturday, April 17th. NO exhibit will pack up before 5:00 p.m. on the festival day.** Booths that ignore this rule will not be invited back next year. Booths must be packed up and vacated by 7:00p.m. No water is available unless worked out with Magnolia Festival committee in advance. The exhibitor is responsible for their own table, chairs and any signage.

EXHIBIT AREA - Nothing shall be nailed, stapled or otherwise affixed to inside walls, sidewalks or streets of the Festival area. Exhibitor's booth must conform to the size restrictions of the Festival and not interfere with walkways or adjacent booths in any way. All exhibits are to be in keeping with the overall family-oriented theme of the Festival. Tents are highly recommended outside for protection against elements and overall look of festival. Alcohol is not allowed on Festival grounds. Exhibitor's booth must be open and staffed during entire Festival hours. No items will be sold the Magnolia Festival committee deems dangerous or unsuitable for a family atmosphere. Any item(s) that the exhibitor does not voluntarily remove after notification, will be confiscated and returned at the end of the festival.

FIRE, SAFETY & HEALTH REGULATIONS - Exhibitor agrees to comply with all fire codes and safety regulations. Exhibitors may request electrical power for an additional fee (*See attached registration form*). All extension cords used at the Festival must be supplied by the exhibitor and be the heavy duty three-wire type. Exhibitor should bring at least 100' in length for electrical hookup. Minor First Aid will be available at the Festival.

GENERAL - **No food or beverages will be sold by non food vendors or given away without the Magnolia Festival committee's approval.** Our food vendors suffer when food/drink is given away or sold.

Voice or music amplification systems are not allowed without prior approval.

TAXES - All exhibitors are solely responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the festival. Exhibitor understands that they are responsible for paying their own City, County & State taxes. Envelopes will be provided at registration from each governmental agency to submit the

appropriate taxes. The City of Gardendale will not require any special licenses for this one-day event, however, city taxes are not exempt. County and State collectors may come around at end of festival to collect. Please do not give any tax money to any festival staff. **We will have addresses on the envelopes this year for you to mail them in at your convenience.**

Outside: If you have a street booth, be prepared to weight your tent poles down in case of wind. Most street spaces are concrete.

This is a Rain or Shine Event and No Refunds Will Be Given for Weather Conditions.

Please keep these terms and conditions for reference.



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RELEASE and WAIVER of LIABILITY and INDEMNITY AGREEMENT

This agreement is made (*month/date*) _____, 2010 between
(*print your name here*) _____, herein
referred to as "Independent Contractor" and the Magnolia Festival. IN CONSIDERATION FOR
PARTICIPATION in the MAGNOLIA FESTIVAL, the undersigned hereby agrees to the following:

1. Independent Contractor releases and forever discharges the MAGNOLIA FESTIVAL, its board of directors, agents, employees (including volunteers) and the City of Gardendale from all liability due to loss or damage and any claim or demand therefore, on account of injury or property damage sustained by any individual or entity resulting from the Independent Contractor's use of or participation in the MAGNOLIA FESTIVAL.
2. Independent Contractor agrees to indemnify and hold harmless the MAGNOLIA FESTIVAL, it's board of directors, agents and employees (including volunteers) and the City of Gardendale from any loss, liability, damage or cost, including attorney fees, arising out of Independent Contractors participation in the MAGNOLIA FESTIVAL, whether caused or not by the negligence or willful act of the Independent Contractor or any other persons or entity.
3. Independent Contractor hereby assumes full responsibility for the risk of bodily injury, death or property damage relating from or arising out of Independent Contractors participation in the MAGNOLIA FESTIVAL.
4. The undersigned further expressly agrees that the forgoing RELEASE and WAIVER of LIABILITY and INDEMNITY AGREEMENT is intended to be as broad and inclusive as permitted by the laws of the State of Alabama. If any provision of this Agreement is held by a Court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions shall nevertheless continue in full force and effect without being impaired or invalidated in any way.
5. Independent Contractor has read and understands the RELEASE and WAIVER of LIABILITY and INDEMNITY AGREEMENT, is authorized to and voluntarily signs the same.

Signature of Independent Contractor

Date

Signature of Independent Contractor

Date