

APRIL 15-17, 2011



POMPANO BEACH

Seafood Festival

27th Annual

ON THE BEACH

VENDOR INFORMATION

(not for food vendors - call for food vending info)

One of Florida's oldest and most popular outdoor events, the Festival offers vending opportunities for a variety of arts and crafts and commercial vendors. It is set right on the beach at Atlantic Blvd. & A1A, with annual attendance in excess of 30,000, great food and top live entertainment.

SEE INFORMATION SHEETS FOR DETAILS

FRIDAY, APRIL 15TH - 5PM - 10PM

SATURDAY, APRIL 16TH - 10AM - 10PM

SUNDAY, APRIL 17TH - 11AM - 8PM

VENDOR RATES (10' x 10')

Pompano Chamber Member - \$325.00

Non-Member - \$375.00

For Information:

P.O. Box 50025

Lighthouse Point, FL 33074

954-570-7785

Fax: 954-570-7786

info@goodeventmanagement.com



The "Hands On" Team For All Events

www.pompanobeachseafoodfestival.com



2011

POMPANO BEACH SEAFOOD FESTIVAL

APRIL 15 – 17, 2011

BOARDWALK VENDOR INFORMATION

Below you will find the general information you need to make your participation in the Pompano Beach Seafood Festival a success. If you have any other questions or concerns please do not hesitate to contact us before or during the festival.

A festival office, located at the south end of the boardwalk, near the maintenance building just north of the food area, will be maintained at all times and we are always available to assist you in any way possible. Please understand that we must all cooperate to make this festival a success. Set up and breakdown can be somewhat hectic. The keyword is "PATIENCE".

HOURS:	SET-UP	Friday	8am - 4:00pm
		Saturday	7:00am - 10:00am
	FESTIVAL HOURS	Friday	5:00pm - 10:00pm
		Saturday	10:00am - 10:00pm
		Sunday	11:00am - 8:00pm
	BREAKDOWN	Sunday	8:00pm - 10:00pm

EVENING HOURS: The Festival will be open both Friday and Saturday evenings until 10:00pm. We will be putting light towers out to illuminate the boardwalk. You will need to bring some type of battery powered lighting for your own booth. While this may be an inconvenience, there is no practical way to provide power to the boardwalk. We normally have excellent crowds at night. It is, however, entirely up to you whether to stay open after dark.

DIRECTIONS TO FESTIVAL: From I-95 or U.S. 1, go east, over the intracoastal to A1A. Take a left and then your first right (2nd Street). You will see barricades and a Sheriff's deputy at the next block. Tell the deputy you are a vendor. They will issue a set-up pass for your vehicle and direct you to the closest parking.

SET-UP: We recognize that the set-up time is very compressed, but it is impossible to make the area available any earlier. You will have from 8am to 4:00pm on Friday to set-up. **At 4:00pm all vehicles must be removed from the grounds** so that we can get cleaned up and ready to open. It may be possible to drop off materials late Thursday afternoon. If you want to stop by and see if we are ready that is fine, however, security is very limited Thursday night.

You will be allowed to pull up along the street to unload your materials. You will either have to roll things down the boardwalk or carry them across the sand to your space. Please be patient and please remove your vehicle as soon as it is unloaded in order to allow others to pull in. This tends to be a very hectic time and we will do everything possible to accommodate you. If you have any serious problems don't hesitate to come to the festival office and we will try to help.

CHECK-IN You must check in at the festival Office to pick up wrist bands and receive any last minute instructions. The Festival Office is Located at the Southwest end of the boardwalk near the City maintenance building. It will only take a minute, but please check in as soon as you get parked. There is no designated vendor parking. There are two municipal lots and a large pay parking lot close by.

ABOUT YOUR SPACE: Each space measures 10' X 10'. There is some additional room to the back of your space. Unless you have space on Atlantic Blvd., you are actually set up in the sand. Booths are set approximately 6' off the wooden boardwalk to provide additional room for your customers. You may want to consider some type of flooring. No tent or covering is provided. Please keep in mind that you will not be on a level surface and that it can be quite windy on the beach.

You will not be able to get your vehicle close to your space. It is possible to wheel materials along the boardwalk to your location, or you can carry things from the street across the sand to your booth.

Vendors on Atlantic Blvd. are set up on the street. You have exactly a 10' X 10' space (there is no additional room behind your booth).

ELECTRICITY is not available. Generators may be utilized as long as they are not excessively noisy and comply with all codes.

EXHIBIT MATERIALS LEFT ON BEACH AT NIGHT: You may leave your display materials on the beach overnight on Friday and Saturday, however, a new requirement has been added to our beach permit from the state. In order to comply with Sea Turtles regulations, tent sides must be rolled up at the bottom to leave a 3' clearance. Remember that the festival assumes no liability for any materials lost, stolen, or damaged

SALES TAX: You are required to pay Florida state sales tax. If you do not have a sales tax number, you may stop by the festival office for the applicable reporting form.

RENTAL EQUIPMENT: If you need to rent additional tables or other equipment, you may call Elite Tent at 954/ 987-7908.

VENDOR PARKING: There is no vendor parking. There are municipal lots close by. If they are full, there is free parking with a very convenient shuttle 2 blocks east of the Intracoastal on Atlantic Blvd.

SECURITY is handled by off duty Broward County Sheriff's Deputies. We are, however, not responsible for any loss you may suffer. It is extremely important that you be aware of the need to protect your own equipment, cash and staff. We have never had any serious problems, but the grounds are not fully fenced and closed from a security standpoint.

BREAKDOWN: Breakdown is on Sunday evening beginning at 8:00pm. All materials must be removed from the grounds by 11:00PM. Each year we have a few vendors who take several hours to break down their booths. This can not occur any longer!! City staff is brought in to begin cleaning the area at 11:00pm. This cleanup is very expensive to the festival. Any delay in the city getting into the area with equipment costs us several hundred dollars per hour.

ALL VENDORS MUST BE 100% CLEAR OF THE GROUNDS BY 11:00PM ON SUNDAY, APRIL 17th. THERE ARE NO EXCEPTIONS. ANY VIOLATIONS WILL SERIOUSLY JEOPARDIZE FUTURE PARTICIPATION!!!!

ATLANTIC

A1A

MAIN ENTRANCE

APRIL 15-17, 2011



EXIT

PROUDLY SERVING



BACARDI



- Ticket Gate
- Rum Runner
- Soda
- Beer
- T-Shirt



FOOD COURT

Every kind of seafood imaginable
Fresh Fish, Shellfish, Seafood Pasta,
Cajun dishes, fritters, and so much more
plus plenty of quality non-seafood items

Wristband Check Point

EMS

T-2

Ever April

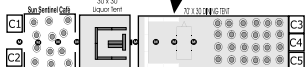
- 1 2 3 4 5 6 7 8 9 10

Emergency Lane

BSO

PORT-O-LETS

Pompano Beach Blvd.



- 11 12 13 14 15 16 17 18 19 20

Open Food Prep Area

Lottery

Dining Tent

WEST

EAST

STAGE



BEACH BAR

DINING TENT

THE BOARDWALK BAZAAR.
Over 120 arts & crafts booths set on the beach in the sand along a temporary wooden boardwalk.

- VISIT POMPANO JACK'S FUN ZONE VISIT**
- GAMES,
 - BOUNCE HOUSE,
 - POWER JUMP
 - BUNGEE JUMP
 - GIANT SLIDE
 - OBSTACLE COURSE
 - ROCK CLIMBING WALL,

T-3

SOUTH

Pompano Jack's Fun Zone

Community Stage

FENCE

ATLANTIC OCEAN

www.pompanobeachseafoodfestival.com



BOARDWALK VENDOR APPLICATION & CONTRACT

NOT FOR FOOD VENDORS - CALL FOR FOOD VENDOR INFO

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APRIL 15-17, 2011

MUST BE FILLED IN COMPLETELY AND SIGNED

COMPANY NAME: _____ TELEPHONE: _____
 ADDRESS: _____ FAX: _____
 CITY: _____ STATE: _____ ZIP: _____
 COMPANY REPRESENTATIVE: _____ DATE: _____
 FLA SALES TAX# (IF APPLICABLE): _____ FED ID# OR Soc. Security.# _____
 E-MAIL: _____ Do you prefer to correspond by E-Mail? Yes ___ No ___

SEE BACK OF CONTRACT FOR TERMS AND CONDITIONS. - ONLY ITEMS APPROVED BELOW BY MANAGEMENT MAY BE SOLD OR DISPLAYED. Management reserves the right to refuse sale or display by vendor of any product, or service for any reason whatsoever. Management reserves the right to make changes in location assignment at any time before or during the festival if, in their sole discretion, it is in the best interest of the FESTIVAL to do so.

RATE: CHAMBER MEMBER: \$325.00 NON-MEMBER \$375.00

LOCATION PREFERENCE: SAME AS LAST YEAR ___ ANY ___ DESIRED LOCATION _____
 NUMBER OF SPACES _____ x \$ _____ SUB TOTAL: \$ _____
 6% FLORIDA SALES TAX: \$ _____
 TOTAL SPACE COST: \$ _____

**FULL PAYMENT
REQUIRED WITH APPLICATION**

NOT FOR FOOD VENDORS - CALL FOR FOOD VENDOR INFO

EACH SPACE MEASURES 10' x 10' DISPLAYS ARE SET ON THE BEACH, NO TENTS OR FURNISHINGS ARE PROVIDED

YOU MUST LIST ALL ITEMS, PRODUCTS OR SERVICES THAT WILL BE DISPLAYED OR SOLD.

SPACES ARE CONFIRMED UPON ACCEPTANCE BY MANAGEMENT & RECEIPT OF SIGNED APPLICATION, PAYMENT AND REQUIRED DOCUMENTATION

TO BE COMPLETED BY SHOW OFFICIAL

SPACE ASSIGNED: _____
 APPROVED ITEMS: _____

 BY: _____
 TITLE: _____ DATE: _____

TO BE COMPLETED BY EXHIBITOR

Application for the above space is submitted in accordance with the terms & conditions on the face and reverse side of this contract. Application must be filled in completely. Changes in space size or assignment may require an adjustment in the total cost as shown on this application. Such changes will be confirmed by invoice.

 AUTHORIZED SIGNATURE
 TITLE: _____ DATE: _____

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*Fill Out & Return with
Credit Card Authorization Form
or Check Made Payable To:*
The Pompano Beach Seafood Festival

Good Event Management
 P.O Box 50025
 Lighthouse Point, FL 33074
 954/570-7785 Fax: 954/570-7786
 E-Mail: goodshows@bellsouth.net

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2011 POMPANO BEACH SEAFOOD FESTIVAL CONTRACT FOR EXHIBIT SPACE

THIS AGREEMENT, entered into on the acceptance date shown on the reverse side by and between the POMPANO BEACH SEAFOOD FESTIVAL CORPORATION (hereinafter referred to as FESTIVAL) and the exhibiting company (hereinafter referred to as VENDOR).

WITNESSETH: For and in consideration of the rental sum identified on the reverse side as ("TOTAL ALL SPACE") including the covenants and agreements herein, and the faithful and timely performance by VENDOR of such agreements covenants, FESTIVAL hereby grants to VENDOR the right to use the confirmed space designated (see reverse side) for the time and period indicated for the installation, display, and removal of approved exhibit material and for no other purpose.

This agreement is made and entered into upon the following terms and conditions which are mutually agreed upon by both parties.

- 1) All decisions regarding space assignment, nature and style of display, management before, during, and after FESTIVAL hours; interpretation and enforcement of rules and regulations including such amendments and further rules and regulations as may be considered necessary for the proper conduct of FESTIVAL and all other matters pertaining to the FESTIVAL shall be made by the Board of Trustees of the FESTIVAL or their duly appointed representatives.
- 2) Neither the FESTIVAL, Greater Pompano Beach Chamber of Commerce, The City of Pompano Beach, the Pompano Beach Fishing Rodeo, the John Good Company, Inc., or their representatives shall be liable or responsible for any injury to VENDOR or their employees or their guests or visitors while within the confines of their space or spaces contracted for by VENDOR; nor shall said parties be responsible for the loss of any goods from any cause whatsoever while in the same or in transit to or from the FESTIVAL, while they are in the display area. VENDOR agrees to indemnify and hold harmless the FESTIVAL, the Greater Pompano Beach Chamber of Commerce, The City of Pompano Beach, the Pompano Beach Fishing Rodeo, the John Good Company, Inc., or their representatives from any and all claims whatsoever for personal injury to himself, employees or others arising out of or from the use of or occupancy in the spaces contracted. A certificate of insurance naming the FESTIVAL as an additional insured must be supplied to the FESTIVAL upon request.
- 3.) Neither the FESTIVAL, Greater Pompano Beach Chamber of Commerce, The City of Pompano Beach, the Pompano Beach Fishing Rodeo, the John Good Company, Inc., or their duly appointed representatives shall have any liability whatsoever for any adverse affect on the FESTIVAL or the VENDOR from any occurrence, including but not limited to fires, strikes, governmental intervention, weather or other acts of God or forces of nature, defaults of suppliers or vendors, or any other occurrence beyond the reasonable control of FESTIVAL. It is further agreed that any decision by FESTIVAL regarding the conduct or cancellation of the FESTIVAL as a result of such occurrence shall not create any liability on the part of FESTIVAL, the Greater Pompano Beach Chamber of Commerce, The City of Pompano Beach, the Pompano Beach Fishing Rodeo, the John Good Company, or their duly appointed representatives to the VENDOR except that if the VENDORS space has not been made available to the VENDOR a refund of any fees paid will be made after a pro rata share of FESTIVAL expenses is deducted. It is further agreed that FESTIVAL shall have sole discretion to change or adjust the hours or days of the FESTIVAL, or the times that the VENDOR is allowed access to the FESTIVAL. Such change in hours shall not be considered a breach of this agreement or constitute grounds for any refunds to be made by FESTIVAL to the VENDOR.
- 4) All applicable electrical, fire, and health department regulations and all city, county, and state and federal laws must be complied with. Vendors can expect authorized inspectors to be on hand to enforce applicable laws and regulations. VENDORS are solely responsible for all applicable inspection fees .
- 5) VENDOR may not sub-lease, assign or apportion their space. No more than one firm may exhibit in a single space. VENDOR shall conduct business only within the confines of their space. Space shall be manned during all FESTIVAL hours.
- 6.) It is the sole responsibility of the VENDOR to complete this agreement in full including the section provided for listing products and services that will be a part of the display. FESTIVAL reserves the right to refuse any products or services that are not listed , or which in the sole discretion of FESTIVAL are not considered in the best interest of the FESTIVAL for any reason whatsoever.
- 7.) VENDOR agrees to set up all displays and products within the time limits set by the FESTIVAL. If VENDOR fails to move in within the prescribed time and VENDORS space is no longer available, FESTIVAL shall not be liable for any refund of payments, and VENDOR agrees that any unpaid balance on this space will still be paid in full by VENDOR.
- 8.) VENDOR agrees to remove all products, display materials, trailers, vehicles, or other possessions of VENDOR within the time allowed for breakdown. Any such materials left by VENDOR will be disposed of or removed and placed in storage at the VENDORS sole expense.
- 9) Space payments are not refundable once space is confirmed by the FESTIVAL.
- 10) **FOOD VENDORS:** FOOD VENDORS must have in force a general liability insurance policy as a food service establishment with a minimum limit of \$500,000.00. **FOOD VENDOR MUST SUBMIT TO FESTIVAL A CERTIFICATE OF INSURANCE NAMING THE FESTIVAL AS AN ADDITIONAL INSURED WITH THIS APPLICATION.** Only food items approved on reverse may be served. FESTIVAL reserves the right to give space assignment priority to established area restaurants. FESTIVAL also reserves the right to change location assignments of food vendor at any time.



CREDIT CARD AUTHORIZATION

EXHIBITING COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ FAX _____ E-MAIL _____

VISA MASTERCARD AMERICAN EXPRESS

NAME AS IT APPEARS ON CARD: _____

ACCOUNT NUMBER: _____ EXPIRATION DATE: _____

BILLING ADDRESS IF DIFFERENT FROM ABOVE 3 or 4 Digit Security Number: _____

ADDRESS: _____

CITY, STATE ZIP _____

CHARGE MY CREDIT CARD AS FOLLOWS:

BOARDWALK VENDOR SPACE: \$ _____

FOOD VENDOR SPACE: \$ _____

OTHER (_____): \$ _____

SIGNATURE: _____

DATE: _____

FAX TO: 954-570-7786

RETURN TO **POMPAÑO BEACH SEAFOD FESTIVAL, INC.**

P.O Box 50025 Lighthouse Point, FL 33074

954/570-7785 Fax: 954/570-7786

E-Mail: goodshows@bellsouth.net