

SILVER CITY MAIN STREET



3605 W. National Avenue ❖ Milwaukee, WI 53215 ❖ 414.645.1700 ❖ www.silvercitymainstreet.org

June 21, 2007

Dear Vendors and Community Organizations:

Welcome to Silver City's Asian Festival, where *East Meets West National*, brought to you by Layton Boulevard West Neighbors. As you may know, Milwaukee has not celebrated Asian Moon Festival in the past couple of years. Because we want to recognize and represent the Asian community, a new committee has been created for that sole purpose. The celebration will take place on September 22, 2007 along National Avenue from 34th Street to 38th Street. We appreciate your interest in joining us and taking advantage of this sale opportunity as we expect many to come and celebrate Milwaukee's Asian heritage.

You will find enclosed a copy of the Vendor/Exhibitor's application and contract agreement for Silver City's Asian Festival. Please complete, sign and return both forms for approval. You will then be sent a copy of the approved contract along with:

- 1). Your exhibit permit
- 2). Map of the festival area with your booth location number.

Application will be returned if sent without signature and appropriate fees.

To ensure your participation, please return forms to:

Silver City Main Street
Attn: Heather Ly
3605 W. National Avenue
Milwaukee, WI 53215

If you have any further questions, please feel free to Heather Ly directly at (414) 698-6973.

Looking forward to a successful year.

Sincerely,

Helen Hermus
Silver City Main Street Manager
(414) 645-1700

Heather Ly
Vendor/Exhibitor Coordinator



A program of *Layton Boulevard West Neighbors*



MARKETPLACE Fees

Silver City Main Street reserves the right to allocate space based on availability of FIRST COME FIRST SERVED BASIS.

- **No more than thirty five (35) merchandises booths will be allowed on the floor.**

- **No more than forty five (45) exhibitors will be allowed on the floor.**

Prices reflect the price of one booth; more than one space may be purchased (for merchants and exhibitors only). We will not be able to hold booth space for you unless the payment is made in full along with your application and signed contract.

Prices for booth space are listed below:

- Merchandise Booth Rental includes:
 - 10' X 8' space
 - 1 table
 - 2 chairs
 - Extra tables are available for \$15 each

- Exhibitor Booths Rental includes:
 - 10' X 8' space
 - 1 table
 - 2 chairs

MARKETPLACE Fee Schedule

Category	Rental Fee Per Booth	Payment Deadline
Merchandisers	\$ 75	7/20/07
Merchandisers (Appl/Payments after 7/20/07)	\$100	8/22/07
Exhibitors (501C3 status) (Non-selling)	\$ 50	8/22/07
Booth with access to electricity	\$150	8/22/07

Vendors will not be allowed to furnish their own generator.

Table covering is not included in booth rental, however it is required. You will receive set up information 2-3 weeks before the festival. Additional booths are not discounted and are assigned based upon registration receipt date. Cultural community groups wishing space at a reduced rate must agree to provide a cultural performance or demonstration. Booth reservations after 7/20/07 are based on availability.

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AGREEMENT BETWEEN LAYTON BOULEVARD WEST NEIGHBORS, INC. AND

Your name or business name

Rules and Regulations

The rules and regulation below have received the approval of local authority. The rules and regulations are applicable to all vendors, exhibitors and all business participants who have purchases or are occupying Layton Boulevard West Neighbors booth space. All participants are asked to follow and respect the following rules and regulations to ensure that Silver City’s Asian Festival celebration will be an enjoyable and safe event for vendors and attendees.

Article 1. GENERAL RULES

- a. **NO REFUND** will be made after September 1, 2007 for booth cancellation.
- b. Vendors/exhibitors will be discharged from the event by local police for failure to follow rules.
- c. Layton Boulevard West Neighbors reserves the right to deny this application if sales and exhibit items do not fall within event guidelines and regulations.
- d. Layton Boulevard West Neighbors reserves the right to inspect Vendor’s premises during the term of this agreement for compliance with these provisions and shall have the right to request and/or cause the removal of any items which Layton Boulevard West Neighbors determines, in its sole discretion, may be a violation of these provisions. In the event that vendor does not immediately cure such violations, Layton Boulevard West Neighbors shall have the right to expel vendor pursuant to Vendor rules and regulations.
- e. Layton Boulevard West Neighbors assumes no responsibility for damage or theft to merchandise, personal belongings and/or loss of profits with no exceptions to any cause.

Article 2. RESTRICTIONS

- a. Vendors are allowed to sell only what has been reported to and approved by the Vendor/Exhibitor Coordinator.
- b. No weapons are allowed to enter the event areas.
- c. Alcohol, illegal drugs, and any items resembling guns or knives are forbidden to be sold at the event.

Article 3. VENDORS/EXHIBITORS RESPONSIBILITIES

- a. Vendors/exhibitors are responsible for garbage or trash they and their customers generate.
- b. Vendors/exhibitors are responsible for keeping their booth area clean at all times while the event is taking place.
- c. Vendor will obtain all licenses and permits that are required by any public authority for sale of any of the Products.

Article 4. BEFORE LEAVING THE FAIR.

- a. Booths must be taken down completely.
- b. Booth area must be free of trash.
- c. Before leaving the festival, vendors must have their booth area checked by a Silver City Asian Festival representative.

I understand the rules and regulations involved in submitting this application, and by signing it, I agree to the terms and rules and regulations of this contract.

Vendor/exhibitor’s signature: _____ Date: _____

Layton Boulevard West Neighbors: _____ Date: _____



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