



It All Spells Great Shopping

Paseo Arts & Holly Fest **December 18-19, 2010**



2010 Artist / Exhibitor Application

Dear Artists, Crafters, and Exhibitors,

The "Paseo Arts & Holly Fest" will be a "Holiday Art Event" featuring juried fine arts, hand-crafted creations entertainment, delectable edibles, and a unique offerings section featuring "Tech the Halls" (presented by Paseo Colorado). This unique setting will feature fantastic decorations and an enchanting atmosphere with displays to serve as a community event for visitors, residents and families. Select Sponsors are welcome but space is very limited. The "Arts & Holly" are more than welcome for this celebration!

The Paseo Arts & Holly Fest be held on December 18-19, 2010 at the Paseo Colorado, on the "Rose Parade Route", CA, and is one of Pasadena's premier shopping destination. With millions of shopper visits annually, we expect a great turnout for this event in a gorgeous, open-air town center setting. Both Lower Level 1 (juried event) and Upper Level 2 will be transformed into an upbeat, happy, fun, & musical holiday atmosphere with fine arts, handcrafted creations, delectable edibles, limited sponsorship and unique offerings.

Please review the attached application and checklist. We are accepting applications now, and the application deadline is December 6, 2010. Spaces will be allocated on a **first-come, first-served basis** and delegated by design for show continuity.

We look forward to welcoming you to an exciting and successful event! If you have any questions, please don't hesitate to contact us via email or telephone, we're happy to assist!

Sincerely,

David Drake, Show Director
Paseo Arts & Holly Fest
877-LaydBack (529-3222)
Fax 909-941-1925



It All Spells Great Shopping

Paseo Arts & Holly Fest December 18-19, 2010



2010 Artist / Exhibitor Application

Paseo Arts & Holly Fest, December 18-19, 2010 Exhibitor Application Page 1 of 3

Application Deadline: 12/6/2010 or until all Categories are Full

This application is for consideration in participation in Paseo Arts & Holly Fest, December 18-19, 2010, at Paseo Colorado(PC) in Pasadena, CA. All entries placed on Lower Level 1 at PC must be juried for artist merit and be created by the artist. Products & applications submitted for Upper Level 2 should be unique as to not directly compete with PC retailer products and offerings. Only limited & select pre-packaged premium food vendors may participate: No on-site prepared food vendors are being accepted at this time.

(Please Print or Fill out forms on your computer and then print and/or email the documents for submission)

Name _____

Business Name (dba) _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ Cell _____ Fax _____

Email _____ Website _____

CA Seller's Permit # _____

You will be required to have a CA Seller's Permit for this event. See Rules & Regs for more info.

Application Checklist:

Photos *(Electronic images via email are acceptable, preferred, and must be submitted to be considered.)*

*You may email images to: **DaveDrakeLBP@gmail.com***

Below are the minimum photo requirements & Checklist. You may submit as many photos as you'd feel necessary for consideration.

____ 1 Photo of your outdoor display _____ Self-Addressed stamped envelope for return of photos *(optional)*

____ 4 Photos of work to be sold at the event _____ 1 Email Address that you check often or daily

***You MUST submit photos of ALL products you will bring to the event. No product may be sold that is not approved by show management prior to the event.*

____ Please this check box that you have read all materials enclosed including **ALL Rules & Regulations**.

Space sizes and options

\$ _____ **\$255 10'x10' Space Rental Fee**

\$ _____ **\$365 10'x15' Space Rental Fee**

\$ _____ **\$455 10'x20' Space Rental Fee**

\$ _____ **\$575 10'x30' Space Rental Fee**

\$ _____ **\$55 Fee for Pre-Packaged Food** *(added to booth fee, Spaces & Corners are limited and not guaranteed.)*

\$ _____ **\$45 Corner Option** *(Corners are limited and not guaranteed. This fee will be refunded should one be unavailable)*

\$ _____ **Total Amount Due** *(add up all of the above that apply)*
Check, Money Order, or Credit Card *(payable to **LaydBack Productions**)*

Credit Card Authorization (If paying your Application/Space Fees by Credit Card please fill out the form below).

Your card and monies will not be charged the space rental fee unless you are accepted to participate in the event, excluding food vendors.

Note: No refunds are available after 60 days previous to event dates. Food vendors are pending until confirmation letter is sent on 12/8/2010.

Card Type: Visa _____ M/C _____ Amex _____ Disc _____ Card#: _____

Name on Card: _____ Card Expiration Date: _____

Card Billing Address: _____

2010 Artist / Exhibitor Application

Exhibitor Application Page 2 of 3

Paseo Arts & Holly Fest, December 18-19, 2010

Please state any Special Requests regarding space size or other requirements for your display:

Describe your work, pricing, and what you will bring to the show:

How many years have you been exhibiting at art & craft shows and festivals? _____
Please list any previous shows where you exhibited the same work you are submitting:

Please tell us about yourself, how you got started, and anything interesting that could help us get you and your products media exposure. Attach additional information as necessary (ie: bio, brochures, collateral materials, etc).

By signing and submitting this application you have read and agreed to all of the above, the Rules & Regulations, and the following:

Images/pictures/video/sound clips, written submissions, and intellectual property materials will be returned with SASE (please include sufficient postage) and by signing this agreement you agree they may be used for promotional purposes.

If accepted the undersigned acknowledges receipt of the rules and regulations and agrees that he or she will comply with the rules. Failure to comply fully with all rules and regulations will result in forfeiture of right to participate in future PC Arts & Holly Fest events/activities and/or immediate removal from the event site. All participants shall indemnify, defend and hold harmless the city of Pasadena, Diversified Developer's Realty (DDR) Commercial Management, Paseo Colorado, Layd Back Productions, its officers, officials, agents and employees from and against any and all claims, demands, lawsuits, penalties or liabilities by any name and of any kind or nature whatsoever, which the City of Pasadena, DDR Commercial Management, Paseo Colorado, LaydBack Productions, its officers, officials, agents and employees may sustain or incur or which may be imposed upon them or any of them for injury due to death of any person or damage to any property as a result of or arising out of the participant's acts of omission in connection with the Paseo Colorado, Paseo Arts & Holly Fest.

The undersigned certifies that he/she is responsible person referred to in the rules and that he/she is authorized to execute the permit and release and waiver forms on behalf of the group. The undersigned has read the release and waiver clause in the permit and hereby agrees to be bound by its terms.

Exhibitors selling or taking any monies at the event must contact the BOE and have a current Seller's Permit:

Show Location address: **Paseo Colorado, 280 Colorado Blvd., Pasadena, CA 91101**

More offices and #s can be found at <http://www.boe.ca.gov/info/phone.htm>

State Board Contact: California State Board of Equalization, Main Toll Free: 800-400-7115,
3737 Main St., Ste. 1000, Riverside, CA 92501-3395 951-680-6400 FAX 951-680-6796, www.boe.ca.gov

Signature _____ Date _____

Print name _____

Submit all Applications to the below address. Applications are time-stamped upon receipt and processed on a first-come, first-served basis. **Please make sure you have the proper postage.** If you have any questions regarding this application, please contact us via the following:

Send to:LaydBack Productions, PO Box 2601, Rancho Cucamonga, CA 91729 (562)372-4229 (909)941-1925 FAX
Website: www.PaseoHollyFest.com **Email:** DaveDrakeLBP@gmail.com

- 1) **Show hours are Saturday 10am-6pm, and Sunday 11am-6:00pm. Barricades will not open until 6pm for Sunday Move-out.**
- 2) Once a vendor has been approved and a space has been allocated, the vendor must participate, submit all permits, and collect **9.75%** Los Angeles County Sales Tax on all items sold. Cancellation Policy: There will be no refunds or credit given for any reason although special circumstances may be considered 60 days prior to the event.
- 3) **Waiting Lists:** If you have been put on our waiting list, no fees will be deposited until you are accepted to the event.
- 4) The event will take place rain or shine and any determinations for show closure due to inclement will be made by the show management.
- 5) We provide the space only. No tents, canopies, etc. are provided. No space may be sold, sublet, or transferred. Each entry may encompass only one medium, and spaces may not be shared.
- 6) All exhibitors must be appropriately dressed with professional attire and conduct themselves in a professional manner at all times. If you have a problem please contact one of our friendly event staff members.
- 7) Electricity will not be provided, although is available under limited circumstances. Please state all info. on application for special requests.
- 8) All booths and equipment used must be clean and orderly at all times and no equipment, trash, etc. will be stored in, around, or behind booths and visible to the public. *This is a very nice, clean, and beautifully marketed place to show and you will see why this is so important when you see the location. We photograph/document booths & trash left at each event and will bill you \$100 minimum for disposal services, so please clean up.*
- 9) No alcoholic beverages are to be consumed on the premises during the show hours of operation.
- 10) Security is strict and will be 24hrs, 7 days a week. Due to the upscale nature of the high end retailers and merchandise at this facility, there are cameras well positioned throughout the entire venue and parking lots. There is also a police sub-station on the premises, and there will be additional security on Saturday night. The security of your inventory and equipment is ultimately your sole responsibility, and you agree that we assume no risk or liability for the contents of your booth.
- 11) No large/tall banners, signage, etc. will be allowed to be displayed outside or above 10 feet on an exhibitor's booth and all signage must be presented professionally and approved by show management at the show. Determinations will be made at show management's discretion.
- 12) **Show management reserves the right to designate binding policy determinations at any time necessary on a case by case basis for the betterment of the show.**
- 13) Exhibitors must stay within the confines of their space and will not be allowed to place merchandise or chairs outside their booth parameters or obstruct fire lanes/gardens/pedestrian paths, etc.
- 14) No radios will be allowed but Musicians are exempt unless their music is deemed excessively loud by the show management.
- 15) Business licenses, CA sellers permits, health permits (food vendors), and business insurance are the responsibility of each exhibitor. Please see contact information below.

Location: Paseo Colorado, 280 Colorado Blvd., Pasadena, CA 91101

California State Board of Equalization, Main Toll Free: 800-400-7115, 3737 Main St., Ste. 1000, Riverside, CA 92501-3395
951-680-6400 FAX 951-680-6796, www.boe.ca.gov More offices and #s can be found at <http://www.boe.ca.gov/info/phone.htm>

Health Permit (Pre-Packaged Food Vendors): COUNTY OF LOS ANGELES DEPARTMENT OF HEALTH SERVICES
PUBLIC HEALTH, ENVIRONMENTAL HEALTH, WEST DISTRICT OFFICE, 6053 Bristol Parkway, 2nd P Floor,
Culver City, CA 90230, (310) 665-8450 and also located at 5050 Commerce Drive, Baldwin Park, CA 91706 (626)
430-5200 Fax (626) 813-3000 Hotline: (888) 700-9995
Email: ehmail@ph.lacounty.gov web address: <http://www.lapublichealth.org/eh/food.htm>

If you have any questions regarding these rules and regulations, please contact us via the following:

LaydBack Productions, PO Box 2601, Rancho Cucamonga, CA 91729 (562)372-4229 (909)941-1925 FAX
Website: www.PaseoHollyFest.com Email: DaveDrakeLBP@gmail.com