

**Montalvo Service Group**  
**2009 Yuletide Marketplace**  
**At Villa Montalvo**

Dear Yuletide Vendor:

We look forward to receiving your application to participate in the **Marketplace** at the **2009 Annual Yuletide**. This year's event will be held on Friday, Saturday, and Sunday, November 20, 21, and 22 at the historic Villa Montalvo in Saratoga. Marketplace hours are: Friday 10:00AM-1:00PM; Saturday & Sunday 10:00AM-4:00PM., which includes the "Champagne High Tea" event on both days. In addition, you may display your items at the "Gala", which is held on Friday night 6:30-9:30PM. We anticipate up to 200 attendees at the Gala, up to 100 attendees at each champagne tea (these three events are by pre-sold tickets). We also anticipate as many as 300-500 people will attend one of the three free Marketplace days.

**Guidelines and Procedures:**

- Vendor Application and deposit check: please send to Sue Fettchenhauer, 1610 Elwood, Los Gatos, CA 95032, by 8:00 p.m., September 18, 2009. Please make check payable to MSG. Please do not delay your application by sending to Montalvo Arts Center.
- Vendor Set Up: Friday, November 20, 7:00AM-9:30AM. Arrangements may be made with Chairman for Thursday Nov. 19<sup>th</sup> from 10:00AM-2:00PM, if necessary. Vendor sale items must remain on-site and available to guests until the final event day, Sunday, November 22 at 4:00pm. Packing up and load-out may not start until event ends at 4:00pm, Sunday, November 22. Candles and open flame of any kind are not allowed in the Marketplace.
- Cashiering and Packaging: Vendors are responsible for handling the sales and packaging of their merchandise. Please bring packing materials in boxes to be kept under your display table (out of sight).
- Vendor station: each vendor may have one (1) representative for each 5-6' station. Please fill out vendor application if you wish to bring a second representative.
- Vendor Fees: Fees include table rentals, commission of sales revenue and donation of a prize for a giveaway. Rental fee for rectangular tables are \$55.00 (5 ft.), \$65.00 (6 ft.) and \$75.00 (8 ft.), payable in advance with the application. (All tables are 30" wide) All vendors will pay MSG a commission of 10% of sales, payable to MSG at the end of event. In addition, one gift item (minimum value, \$25) from each vendor for MSG's donation drawing during the event.

***(All vendors should have a CA State Franchise Resale Permit. You must charge CA sales tax and show on all receipts. You need to be able to show MSG your receipts (or proof of) at end of Event.)***

- Table location: All tables will be in the Side Veranda (enclosed) or the Library. Vendors are to bring fireproof cloths (no paper linens) for their tables and any other necessary equipment & décor (such as racks and extension cords.) Electrical needs should be requested on the application (# outlets, amps, number & type of items). We have limited power in the Villa and will do our very best to accommodate your power requests. We will confirm your location and if power is available to you when your application is accepted and confirmed.

Montalvo Security staff will be on-duty Friday and Saturday evenings after Event closes for the day. Montalvo Service Group and the Montalvo Association shall not be liable for any items broken, stolen or missing during the Event including set-up, event time and load-out.

Montalvo Service Group will make every reasonable effort, but cannot guarantee, to accommodate each vendor's specific needs for their Marketplace station. The Yuletide/MSG staff will contact you and confirm if we are able to accept your application for this year (there may be a waiting list.) If you are asked for additional information, please respond as quickly as possible. Please do not request a specific table location; these will be assigned by MSG **Yuletide** staff to create the most festive shopping experience and to comply with all fire and safety regulations. We will confirm all layouts and available power outlets at a later date.

Thank you for your enthusiastic interest in participating in MSG's **Yuletide Marketplace**. A large portion of all proceeds will be used for the on-going restoration and maintenance projects at the historic Villa.

Sincerely,

Loretta Carter  
Yuletide Chairman, MSG

Sue Fettchenhauer  
Marketplace Chairman, MSG  
[sfsoprano@sbcglobal.net](mailto:sfsoprano@sbcglobal.net)  
cell: 408/455-3357

**Montalvo Service Group**  
**Montalvo Yuletide Marketplace 2009**  
**Yuletide Vendor Application**  
***Must be completed and returned by September 18, 2009***

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Name \_\_\_\_\_ Company Name \_\_\_\_\_

CA State Franchise Resale PERMIT NUMBER IS REQUIRED:  
NUMBER#: \_\_\_\_\_

Address \_\_\_\_\_

EMAIL: \_\_\_\_\_ FAX: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell \_\_\_\_\_

Website: \_\_\_\_\_

Please describe in detail items to be sold, including price range and product photos  
(please send a CD-Rom, DVD or jpg photos, or printed photos, if possible):

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Representative working at your station: \_\_\_\_\_ . At this  
time we must limit each station to one representative. If you require two and will have a  
station of 10-12' in length, please request here: \_\_\_\_\_ .

Describe equipment (tables, electrical power, etc.) for your station. Describe power needs  
(# of outlets, total amps needed per outlet, etc.): All vendors supply extension cord(s) and  
gaffers tape (no duct tape allowed). At this time we request that vendors do not bring in  
any tables, chairs, shelving, and vertical stands without advance permission from MSG  
Chair. Please describe any furnishing or large display items you wish to bring below.

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**VENDOR PARTICIPATION AGREEMENT:**

I understand that Montalvo Service Group, a non-profit organization, shall not be liable for product defect, customer dissatisfaction, lost or stolen products, injury, damage or any other liability that may arise during Yuletide Celebration events (including set up days, event and tear-down days).

- I agree to donate 10% of my gross sales to Montalvo Service Group at the end of the Yuletide event. I will donate a prize for the giveaway, minimum value \$25. I will submit a tally gross sales sheet to the Treasurer each day.
- I have a CA resale license number and will submit a copy with this application.
- All cancellations must be submitted in writing. A cancellation request received after close of business on Oct. 16, 2009 will not be eligible for a refund. If I cancel (in writing) 30 or fewer days before Yuletide, I agree to forfeit all rental deposits.
- I have read and agreed to the above information

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Montalvo Service Group Yuletide Marketplace Application 2009  
(Due by September 18<sup>th</sup>, 2009)**

Co. Name: \_\_\_\_\_  
 Name \_\_\_\_\_  
 Street: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone: \_\_\_\_\_ cell \_\_\_\_\_

**FEES & PAYMENT:**

(All tables are 30" wide)

5 foot rectangular t table (- \$55) \$ \_\_\_\_\_  
 6 foot rectangular table - (\$65) \$ \_\_\_\_\_  
 8 foot rectangular table - (\$75) \$ \_\_\_\_\_

Chair will be provided upon request.

**TOTAL \$** \_\_\_\_\_

Check enclosed \_\_\_\_\_  
*Make check payable to Montalvo Service Group (Yuletide)*

Please charge my: (Circle one)

Visa \_\_\_\_\_ or MasterCard \_\_\_\_\_

Name on card: \_\_\_\_\_  
 Card #: \_\_\_\_\_ Security Code (three digit number on back) \_\_\_\_\_  
 Expiration date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_  
 Signature: \_\_\_\_\_

**Send application, information and all materials to:**

Sue Fettchenhauer, Marketplace Chair  
 1610 Elwood Drive  
 Los Gatos CA 95032  
 Phone: (408) 455-3357  
 Email: sfsoprano@sbcglobal.net

