

Montalvo Service Group
2012 Yuletide Marketplace and Opening Night Preview Party
At Villa Montalvo

Dear Vendor:

We look forward to receiving your application to participate in the annual **2012 Yuletide events**. This year's Marketplace event will be held on Friday and Saturday, November 16 and 17 from 9:30 AM - 3:00 PM at the historic Villa Montalvo in Saratoga. Last year's event attracted approximately 1,000 to the free Marketplace days. In addition and a required as part of your participation, we will be including a **Yuletide Opening Night Preview Party**, which, will be held on Thursday, November 15 from 5:30 to 8:30 PM with vendors, wine tasting from local wineries, and hors d'oeuvres. We plan to advertise the event widely, and if you are selected as a vendor, recommend you place us on your email, website, and/or in other of your promotions. We plan to utilize the Villa (upstairs and downstairs) with no vendors located outside. With your name badge at the Marketplace events on Friday and Saturday, we will offer vendors coffee, tea, and water and a Bistro will provide food for sale to the public and vendors.

Guidelines and Procedures:

- **Vendor Application, Agreement and Deposit Check:** Please send all materials directly to Darlene Culbertson, Vendor Chair, P. O. Box 1327, Cupertino CA 95015 by June 15, 2012. **All checks must be made payable to the Montalvo Service Group.** Do not send any materials to Montalvo Arts Center. Checks will not be cashed until the Jury has selected you. The Jury will make its final decisions by June 30.
- **Vendor Set-Up:** Vendor set-up shall take place on Thursday Nov. 15th, 10:00AM - 3:00 PM. Items for sale must remain on-site and available until the final event day, Saturday, November 17th at 4:00pm. Packing up and load-out may not commence until that time. Candles and/or open flames of any kind are strictly prohibited.
- **Cashiering and Packaging:** Vendors are responsible for handling all sales and packaging of items. Please bring packing materials in boxes, which are to be stored out of sight under the display table. You will have an 8 ft. table with ample space between vendors. Any table covering, or other display racks and lighting are your sole responsibility. Please indicate on the application if you own and prefer to use your own booth.
- **Vendor Support:** Each vendor may have up to two representatives.
- **Vendor Fees:** As set forth in more detail below, fees include those applicable to table rentals, donation of % of sales revenue, and donation of a representative prize for a drawing. Rental fee is \$120.00 for an 8 foot, 30" wide table payable in advance with application and additional tables available see page four. Vendors must provide MSG with a donation of 15% 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.
- **CA State Franchise Resale Permit and Payment of all Applicable Taxes Required:** All vendors must hold a current valid CA State Franchise Resale Permit and provide a copy of such permit with this application. Vendors must charge and remit any and all applicable state and local sales taxes, and indicate such taxes on all receipts. Receipts or other written documentation must be made available to MSG at the end of the Event, along with a check for 15% of total sales.
- **Space Allocation:** All vendor spaces will be assigned at the sole discretion of MSG. Vendors must provide and use fireproof cloths (no paper linens) for tables and any other necessary equipment and décor (including but not limited to racks and extension cords.) Electrical need requests must be made on the application. Power availability is limited at the Villa. MSG will confirm location and power availability at the time of application acceptance if applicable.
- **Security:** MSG and Montalvo Association shall not be liable in any manner for vendor's property or any items broken, stolen or otherwise missing during the Event including set-up, event time and load-out.
- MSG will contact you after the June 30, 2012 jury meeting to confirm whether or not you have been selected. You may be asked for additional information and if so, request that you provide it as quickly as possible. Final space allocation 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 2012 Yuletide Marketplace and Opening Night Preview Party**. All proceeds will be used for the on-going restoration projects at the historic Villa. Please go to Montalvoarts.org to view the villa and grounds, and obtain driving directions or other information pertaining to the villa.

Sincerely,

Darlene Culbertson
Yuletide Vendor Chairperson,
Montalvo Service Group
Culbertson.d@gmail.com

Montalvo Service Group
Montalvo Yuletide Marketplace and Opening Night Preview Party 2012
Vendor Application
****Must be completed and received by MSG on or before June 15th, 2012***

Name _____ Company Name _____

Required is a copy of your CA State Franchise Resale PERMIT:

CA State Franchise Resale Number#: _____

Address _____

Email: _____ FAX: _____

Telephone: _____ Cell: _____

Website: _____

Please describe in detail items to be sold, including price range and product photos (if not on file with a previous application submission or to update your items, please send a CD-ROM, DVD or jpg photos, or printed photos):

List names of Representatives working at your station (maximum of two representatives at each station permitted):

Please complete the following where applicable:

____ If power is available at my assigned station, please provide one electrical outlet. I will be responsible for providing my own extension cord, gaffer's tape, and/or lights or lamps.

____ I will set up my space Thursday November 15, 2012 from 10 to 3pm.

____ I understand I can only unload to the right side (as you face the Villa) of the Villa by the Side Veranda. I will be notified by MSG with the location for vendor parking and specific time to set up on Thursday.

____ I wish to bring the following additional displays/furniture:

____ I request the following space location in order of preference: (downstairs or upstairs). I understand I will accept the space designated to me by MSG in its sole discretion.

1. _____

2. _____

____ I am interested in buying raffle tickets for the donation drawing. Please contact me when appropriate.

FEES & PAYMENT:

Application fee includes: One - 8 foot rectangular table \$ 120.00
Opening Night Preview Party, Thursday, November 15, 2012
Marketplace Event, Friday and Saturday, November 16 and 17, 2012

Additional tables if needed:

_____ 8 foot rectangular table \$85.00 \$ _____
_____ 6 foot rectangular table – (\$65.00 to make an L shape area) \$ _____
_____ 5 foot rectangular table – (\$55.00 to make an L shape area) \$ _____

_____ Chairs provided upon request at no charge.

I will need _____ spaces and _____ tables.

TOTAL \$ _____

Check enclosed _____
*Make check payable to **Montalvo Service Group***

Please charge my: (Circle one) Visa or MasterCard

Name as printed on card: _____

Card Number: _____ Security Code (three digit number on back): _____

Expiration date: _____ Billing Zip Code: _____

Signature: _____

VENDOR AGREEMENT:

If selected as a Vendor for Montalvo Service Group's **2012 Yuletide Marketplace and Opening Night Preview Party**, in consideration for participation in such event, I hereby agree to the following terms and conditions:

Items for Sale: Vendor shall be fully responsible for the selection and display of the items to be sold, and for any and all arrangements and costs related to the shipping, transport, set-up and removal of such items. Vendor shall be solely responsible for any claims of product defect or other customer dissatisfaction.

Commission: Vendor agrees to pay to MSG at the conclusion of the Yuletide event a commission of fifteen percent (15%) of the retail price on any and all gross sales of the items, which is generated from, or related in any way to, the event.

Required Verification of Vendor's Status as a Seller. Vendor shall verify its status as a seller by providing its resale license number and a copy of such license with this application. In addition, vendors whose businesses are registered outside of the City of Saratoga shall be required to complete and submit to the California Board of Equalization BOE form 530-B, entitled "Local Tax Allocation for Temporary Sales Locations and Certain Auctioneers", and to pay all applicable local sales taxes. This form may be obtained via the BOE website located at www.boe.ca.gov.

Release and Indemnity. In consideration for the opportunity afforded by MSG for Vendor to display and sell items at its Yuletide Marketplace, Vendor agrees to the fullest extent permitted by law to release and discharge, hold harmless, defend, indemnify and protect MSG, Montalvo Arts Center, the members of Montalvo Arts Center's Board of Trustees, all officers, employees, volunteers, and agents of MSG and Montalvo Arts Center from any and all liability for any loss or damage to persons or property resulting from or related to the Yuletide Marketplace event or the use of Montalvo's facilities unless such loss or damage was caused by the sole negligence or willful misconduct of MSG, Montalvo Arts Center or its Trustees, officers, employees, volunteers or agents.

No Agency: The parties are separate and independent entities. Nothing in this application or Agreement shall constitute a partnership nor make either party the agent or representative of the other.

Cancellation: Either party may terminate this Agreement at any time with written notice to the other party. Should Vendor cancel thirty or less days prior to the Marketplace Yuletide events, all rental deposits shall be forfeited to MSG.

I have read and hereby agree to all the terms and conditions set forth above.

Signature:

Date:

Send application, payments, vendor agreement and all other requested materials to be received by June 15, 2012 to:

Darlene Culbertson, Vendor Chairperson
P. O. Box 1327
Cupertino CA 95015
Telephone: 650.888.7657
Email: Culbertson.d@gmail.com