

The 4th Street Festival Society

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Dear Food Vendor:

Welcome to the 23rd Annual **4th Street Lilac Festival Sunday May 27th 2012**. We look forward to having you participate and adding to the unique and fun atmosphere created by this event!

What is Lilac Festival?

The Lilac Festival is a street festival held on 4th Street SW from 13th Ave. to Elbow Drive put on by the Fourth Street Festival Society sponsored by the merchants and business community of the 4th Street BRZ. 4th Street is closed to vehicular traffic to allow pedestrians to wander and enjoy the sites. The festival always takes place on the last Sunday of May. Included in the festival are numerous elements of entertainment including a parade at the start of the event, a family friendly fun zone with crafts, face painting and interactive activities, over 30 bands/musicians performing at stages in the intersections, buskers entertaining throughout the streets, dance and theater performances, as well as comic entertainers and celebrity hosts to name just a few of the happenings. There are over 500 vendors selling their wares including local restaurants and merchants. The event lasts one day only, from 10:00 AM to 6:00 PM.

How many people will attend?

Depending on the weather, approximately 80,000 – 100,000 people attend. Even in not so great conditions like in 2008, our attendance was still 80,000. The 2005 Lilac Festival was the best attended with over 120,000!

What is provided when I rent a booth?

- We provide a banquet-sized table approximately 8 feet by 2 feet
- We do not provide chairs, tents or weather coverings.
- We allow a 10 x 10-foot space. You may bring a 10 x 10-foot tent to cover your table but it may not go out onto the roadway more than 10ft, the back should be up against the sidewalk. With the parade moving along the street and over 80,000 event goers, we ask you please take the space allowance seriously.

How will I know where my table will be located?

During the first week in May, we will send you a map with your location clearly indicated, and details regarding set up.

What if I need more than a water source and electricity?

If you need to rent items such as tents, sinks, fridges, stoves, grills, griddles, etc; you can do it through any of the rental companies in the city. Party Rental Depot, Ideal Rentals, Easy Home, Great Events Rentals and Majestic Tent Events are a few options and are all listed in the yellow pages. The Lilac Festival is able to provide electricity and water in our food court area located at 18th Ave and 4th St. **Extension cords, marine hose and proper matting necessary to operate are the sole responsibility of the vendor.**

Food Vendor Requirements

- Upon Registration **we will be collecting a \$100 security deposit** from all food vendors in case of damage to the area i.e. grease stains, burns, and or garbage removal fees. You can include this in your booth payment and it will be reimbursed following the completion of the festival.
- **You MUST provide weights for your tent** or you will be not allowed set up.
- The vendors are required to remove their own grey water from the event site.
- All 10x10 tents must have proof of fire retardancy via tag or certificate or the City of Calgary Fire Department will not permit you to set up. Call 311 for full details on City of Calgary Fire Department requirements for 10x10 tents

- Food vendors must have matting under the entire area of their 10x10 booth to prevent stains to the street from spillage. Garbage receptacles must be provided at your booth for waste from your products sold

Do I need special permission from the city to sell food?

Yes. The Calgary Health Region gives prior approval to all those who wish to sell food. All types of food, even pre-packaged food, require pre-approval. This includes bottled water, pop, chips etc. Any pre-packaged samples part of a self promotion is included in this category. Furthermore, all food must be prepared in an approved site and requires special handling. A *Special Event & Trade Shows Application Form* must be filled out and should accompany your regular registration form. If you need a form, you can download it from our website at www.lilacfestival.net.

Food forms along with a photocopy of the certificate of completion of the Food Safety course must accompany the registration form to complete your registration. This deadline varies from year to year so please contact Alberta Health Services 403-943-8095 or visit www.calgaryhealthregion.ca to find out the dates

What is the deadline for Calgary Health Region *Special Event Food* forms?

Food forms along with a photocopy of the certificate of completion of the Food Safety course must accompany the registration form to complete your registration. A schedule of the special event food safety courses provided by Alberta Health Region will be available in February. You can visit their website at www.calgaryhealthregion.ca This must be provided to the Lilac Festival office by **no later than Monday April 23rd 2012 as it is required by Alberta Health Region. If at all possible, we prefer to receive your completed food forms and your Lilac Festival registration forms at the same time. Do not send your forms directly to the AHR. They must come to the Lilac Festival office first.**

What happens if it rains that day?

Usually the weather is warm, and more often than not, sunny. Please note however, we do not give refunds due to bad weather. The Lilac Festival goes rain or shine! We have to absorb all costs regardless of the weather.

REGISTRATION INFORMATION

Each space is 10'x10', and we provide an 8' x 2' banquet table. **You may pay for up to 4 spaces.** Please note that your additional spaces will be situated side by side, unless otherwise indicated.

We are not responsible for your rental requirements for the weekend; you can call directly any rental company and ask them for your particular needs, **it is an easy phone call.**

You will not be registered if you send a post-dated cheque. Cheques are required to be deposited upon receiving them in order for you to be registered. A \$30.00 fee for NSF cheques will be imposed.

Please make all cheques payable to “4th Street Festival Society”

Mail your registration to:

**4th Street Festival Society
201 501 18th Avenue SW
Calgary, AB T2S 0C7**

Once you have paid and your payment has been processed by us you are considered registered.

Table allocation takes place on April 15th. You will receive a map indicating your table location and further information regarding the Festival day by the first or second week of May.



REGISTRATION FORM

Lilac Festival Sunday May 27th 2012

Pay schedule:

Food Vendor	\$525
Security Deposit	\$100

Number of booths required _____

Total Amount Payable _____

Office Use Only

Deposit # _____

2011 Location # _____

2012 Location # _____

Receipt Given: YES / NO

Food Form Submitted: YES / NO

Personal Services Form Submitted: YES / NO

Special requests/needs: (ie. table location request – near Kid’s area, stage/entertainment, food vendors or beer gardens). Please remember this is a request and may not be honored, but we will do our best!

Detailed description of goods/products sold (first-time vendors please include photo)

We reserve the right to limit the amount of certain types of products sold at the festival.

Company Name: _____

Exhibitor/Contact Person: _____

Address: _____

City/Province: _____ Postal Code: _____

Phone: _____ Fax _____ Website _____

E-mail: _____

I have read the entire Exhibitor’s Agreement/Lilac Festival Rules and Regulations and agree with the conditions set forth. I recognize that by signing below I have entered a contract with the 4th Street BRZ.

Signature _____

Date _____

EXHIBITOR AGREEMENT
LILAC FESTIVAL RULES AND REGULATIONS
For Sunday May 27th 2012

1. The Producer will:

- a) Produce the 4th St Lilac Festival (street fair) on 4th Street between 13th Avenue SW and Elbow Drive SW to take place on Sunday May 27th 2012, open to the public from 10:00 am through to 6:00 pm;
- b) Provide for the exhibitor's use a 10' x 10' space with one 8' x 2' table (banquet) positioned on the roadway which will be closed to vehicles during this time. The producers reserve the right to designate table assignments and to modify them if deemed necessary;
- c) Produce and distribute promotional material including posters, brochures and provide media with public service announcements.

2. The Exhibitor/Vendor will:

- a) Pay the producer the appropriate sum as defined in the registration form and dependent on date registered for each space and table required;
- b) Provide his/her own chairs, display equipment, tent, sinks, and power;
- c) Release the 4th Street Festival Society its Board of Directors and staff , the 4th Street Business Revitalization Zone its Board of Directors and staff, the City of Calgary and the merchants of 4th Street SW from any liability for any damage, loss, theft, breakage or injury to property or persons;
- d) Complete all necessary forms and provide full payment upon registration to validate this agreement;
- e) Unload and load at the requested times of 8:00 am and 6:00 pm respectively, and shall adhere to parking instructions. Exhibitors **must** be situated at booth location by no later than 9:00 am to set-up. Failure to do so will automatically release booth location back to the producer and no refund will be issued. Exhibitor may not dismantle before 6:00 pm.;
- f) Keep area clean and tidy with extra stock and personal items stores under tables, behind the skirting out of public view;
- g) Agree to abide by the rules and regulations of Calgary Health Region as they pertain to the handling of food. **All participants selling food must include a photocopy of the certificate of completion of the Food Safety Course, a completed Special Event & Trade Shows Application Form along with their registration form by no later than Monday April 23rd 2012;**
- h) Supply their own garbage containers and clear their own trash at the end of the day if they are selling or giving away any food items;
- i) Sign the bottom of the Registration form and consider that form the producer's copy of the Exhibitor's Agreement form. The exhibitor will keep the Exhibitor's agreement (this form) for his/her reference.

3. The agreement will become effective upon receipt of the completed Registration form with full payment, dated at the time of registration.

4. There will be no refunds. The producer will not be liable for refunds or any liabilities whatsoever if the festival is disrupted due to any act of God, strikes, statutes or any case beyond the producer's control. This is an outdoor event, rain or shine and the producer will not be held responsible for shelter, alternate indoor sights or alternated dates in the case of inclement weather.

This document is for your records