



The Fourth Street Business Revitalization Zone

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Dear Vendor:

Welcome to the 21st Annual **4th Street Lilac Festival Sunday May 30th, 2010**. We hope you will participate in our event and help add to the eclectic, fun atmosphere !

What is the 4th Street Lilac Festival?

The Lilac Festival is a street festival held on 4th Street SW from 13th Ave. to Elbow Drive put on by the merchants and business community of the 4th Street BRZ (Business Revitalization Zone). 4th Street is closed to vehicular traffic to allow pedestrians to wander and enjoy the sites. It 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 roving throughout the streets, dance and theater performances, a beach volleyball competition, as well as celebrity and comic entertainers and hosts. There are over 600 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 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 are unable to provide chairs or table coverings. Sorry.
- 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.

May I decide where my table will go?

If you were in the Lilac Festival last year, you can expect to be at the same spot this year, in most cases, but this is **NOT** a guarantee! Newcomers to the festival will be placed in the most appropriate places as possible. Also, keep in mind that 4th Street business owners will have priority for booth locations outside of their establishment. **The Lilac Festival reserves the right to place vendors in any location no matter of their location in previous years.**

Garbage?

The vendor is required to clean up a 10x10 foot area around their table and dispose of any garbage into the large waste bins only. The street receptacles are for attendees use. **The Lilac Festival will refuse future participation if vendors do not remove all of their garbage!**

May I sell food?

Alberta Health Services gives prior approval to all those who wish to sell food. All types of food, even pre-packaged food require pre-approval. Furthermore, all food must be prepared in a commercial kitchen and requires special handling *A Special Event & Trade Shows Application Form* must be filled out and should accompany your "FOOD VENDOR" registration form available on our website at www.lilacfestival.net

What is the deadline for the Alberta Health Services *Special Event & Trade Shows Application* form?

These forms along with a photocopy of the certificate of completion of the Food Handling Safety course must accompany the registration form to complete your registration. This must be provided to the 4th St. BRZ office by **no later than Monday April 26th, 2010 as it is required by Alberta Health Services.** A schedule of the special event food handling safety courses provided by Alberta Health Services will be available in February. You can visit their website at www.calgaryhealthregion.ca

May I use a generator?

Generators which run on fuel are not permitted because of the noise and pollution concerns. Alternative power sources may be permitted upon written approval through the 4th Street BRZ office. Please indicate this on the **special request/needs** section of the registration form if required.

What happens if it rains that day?

There were only three years when it rained significantly in our twenty-year history. 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.

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 BRZ"

Mail or drop off your registration to:

**4th St. BRZ/Lilac Festival Office
420 - 1711 4th St. SW.
Calgary, AB T2S 1V8**

You can print additional registration forms from our website at www.lilacfestival.net

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 week of May.

REGISTRATION FORM

Lilac Festival Sunday May 30th, 2010

Please check off appropriate box below:

- Artisan or Home Based Business who does not have an existing retail store OR a Non-Profit Organization
- Existing Retail Business outside of 4th St. BRZ District

Pay schedule:

Artisan	\$250
Non-Artisan	\$500

Number of booths required _____

Total Amount Payable _____

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 & website showing products (if no website 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: Home _____ Work _____ Cell _____ Fax _____

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.

Office Use Only

Deposit # _____

2009 Location # _____

2010 Location # _____

Confirmation Package Given:
YES / NO

Food Form Submitted: YES / NO

Personal Services Form
Submitted: YES / NO

Signature _____

Date _____

EXHIBITOR AGREEMENT
LILAC FESTIVAL RULES AND REGULATIONS
For Sunday May 30th, 2010

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 30th 2010, 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, table covering, skirting and power;
- c) Release 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 (no post-dated cheques) 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 Alberta Health Services as they pertain to the handling of food. **All participants selling food must include a photocopy of the certificate of completion of the Food Handling Safety Course, a completed Special Event & Trade Shows Application Form along with their registration form by no later than Monday April 26th 2010;**
- 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

Important Things For This Years Lilac Festival ?

THE HOURS WILL BE THE SAME AS LAST YEAR! We have settled on 10AM – 6PM and think it works perfectly!

GARBAGE IS THE VENDORS RESPONSIBILITY. You are required to clean the 10-foot radius around your table, remove all garbage and take it to a LARGE GARBAGE BIN (not to use existing street receptacles). You may receive extra garbage bags and a map of all LARGE garbage bins from the Lilac Festival office or at the INFORMATION booth on the event day.

MORE RECYCLING BINS. Please be good to the environment and recycle!

WE RESERVE THE RIGHT TO LIMIT THE AMOUNT OF CERTAIN PRODUCTS SOLD AT THE FESTIVAL. We will be selling our tables on a “first come first served” basis. After we are at capacity we will no longer accept vendors selling similar items even if you are a long time vendor.

YOU MAY OR MAY NOT RECEIVE THE SAME LOCATION AS IN PAST YEARS! In trying to organize the festival so certain types of products are distributed evenly. We may allocate vendors based on products not on previous year’s locations. You may request a certain block and we will do our best to keep you within that block.

TENTING AT YOUR BOOTH. If bringing your own 10x10 tent for your location please ensure that you have the proper documentation with you showing proof that the tent is fire retardant and a minimum of 25 lb weight for each leg or you will not be allowed to set up your tent. There will be inspectors on site the day of the event who will randomly select vendors to ensure that they are complying with these city fire code regulations.

VENDOR PERMITS MUST BE DISPLAYED AT ALL TIMES. We will be issuing vendor permits again this year. They must be visible at all times or you may be subject to a fine or dismissal from the festival.

VENDORS ARE NOT ALLOWED TO START SETTING UP BEFORE DESIGNATED TIME. If you do not comply, you will be asked to leave the event and will not be permitted to return in future years. You **MUST** be at your booth location by no later than 9:00 AM to set-up or your table/location will be released back to the Lilac Festival without a refund.

PROGRAM GUIDE. 2007 was the first year we published a Lilac Festival Program. If you are interested in purchasing an advertisement in it for 2010 you will need to do so by no later than **Monday April 26th 2010**. Please see the details on our website or call our office if you have any questions.

We would like to thank all of our vendors for helping to make our event a growing success over the years!