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Dear Midway/Midway Food Vendor,

We invite you to participate in this year's 44th Annual Pasadena Strawberry Festival.

This year's event is set for May 19th, 20th, 21st, 2017. Our gates open at 3:00 PM till Midnight on Friday the 19th, 10:00 AM till Midnight on Saturday the 20th, and 10:00 AM till 6:00 PM on Sunday the 21st. We will have over 300 Vendors, food, live entertainment on two stages, lots of specialty acts, and much more. Come join us for all the Family Fun & Excitement! We are expecting 56,000 Plus attendees this year.

If you are a Previous Vendor with an Advance Deposit on a space from last year, you have until March 1st, 2017 to pay the remaining balance or you will forfeit your deposit and your space will be sold to the next vendor applicant on the wait list. 2017 Booth/Space agreement along with a picture of your set up with exact measurements & electrical needs are required.

Available booth spaces are very limited, so if you are a new Vendor to the Strawberry Festival, please fill out the 2017 booth lease agreement along with the entire list of products you will be selling. A picture of your booth setup is required, along with exact measurement & electrical needs. **DO NOT SEND ANY MONEY AT THIS TIME.** All applications will be reviewed by the Director over the area you are requesting. All products must be approved by that Director as well. If you are approved, and we have an available space in your type product category, you will be contacted by the office and at that time Full Payment will be required.

If you have any questions, please feel free to contact the Festival Office at 281-991-9500 or lindae@strawberryfest.org

Most of your questions will be answered on our website: www.strawberryfest.org

Sincerely,

Charlie Ellison
DIRECTOR



Pasadena Strawberry Festival Rules and Regulations

FESTIVAL HOURS:

Vendors are required to staff their booths for the entire duration of the event during the following hours :

*Midway & Midway Food Hours: Friday, May 19th, 2017; 3:00PM till Midnight
 Saturday, May 20th, 2017; 10:00AM till Midnight
 Sunday, May 21st, 2017; 10:00AM till 6:00PM

APPLICATIONS:

If you are a Vendor with an Advance Deposit on a space from last year, you have until the deadline of March 1st, 2017 to pay the remaining balance or you will forfeit your deposit and your space will be sold to the next vendor applicant on the wait list.

Available booth space is very limited, so if you are a New Vendor to the Strawberry Festival, please fill out the 2017 booth lease agreement along with the entire list of products you will be selling and a picture of your booth setup is required with exact measurements of set up and electrical needs. **DO NOT SEND ANY MONEY AT THIS TIME.** All applications will be reviewed by the Director over the area you are requesting. All products must be approved by that Director. If you are approved, and we have an available space in your type product category, you will be contacted by the office and at that time Full Payment will be required.

We are a Rain or Shine Event. No refunds will be given for inclement weather. Vendors will not be permitted to load out early unless the festival is canceled due to extreme weather conditions.

DISPLAYS:

*The Festival Director over your area manages and assigns individual booth spaces and reserves the right to make vendor location changes with no advance notice to the Vendor.

Vendors may not change spaces or move their displays without the prior consent of the Director over their area.

*Sales must be confined to specified booth area. Vendors do not have strolling rights.

*Vendors using their own tents or displays must secure them properly. No in-ground staking, such as those that can be driven into the ground with a hammer, is permitted.

Phoenix Design Group (Mike) www.thephoenixdg.com

Fax# 1-800- 615-1512 or call 281-499-0600 for list of prices.

Items include: Tables (draped or bare), chairs, carpet and misc.

(BOOTHS DO NOT COME WITH TABLES OR CHAIRS)

For Tent Rental: (Chris Womack) In-Tents 281-993-2233



City of Pasadena Fire Marshal's Office



Johnny Isbell
Mayor

David M. Brannon
Fire Marshal

TENTS REQUIREMENTS

- Means of Egress shall remain unblocked. No guy wire or guy rope shall cross any means of egress at a height of less than 7 ft. Tent stakes adjacent to any means of egress from any tent open to the public shall be railed off, capped, or covered so as not to present a hazard to the public.
- No storage or handling of flammable liquids or gases allowed
- Refueling of equipment with liquids having flash points below 100°F shall not be permitted within the structure.
- The ground enclosed by any tent or temporary membrane structure should for a reasonable distance, but not less than 10 ft outside of such structure(s), be cleared of all flammable or combustible material or vegetation.
- No hay, straw, shavings, or similar combustible materials are allowed.
- No smoking allowed in tents.
- No open flames allowed.
- The electrical system shall be installed, maintained, and operated in a safe and professional manner. No frayed wires or overloaded extension cords are permitted.
- Generators and other internal combustion power sources shall be separated from temporary membrane structures and tents by a minimum of 5 ft and shall be protected from contact by fencing, enclosure, or other approved means.
- All tent fabric shall be flame resistant. Evidence that the tent fabric material is flame resistance shall be provided by a Flammability certificate or other evidence of acceptance by an organization acceptable to the Fire Marshal.

FOOD VENDOR'S CHECK LIST

- Every food vendor who cooks with a generator, electrical hook-up or propane, shall have a 5 lb. Multipurpose ABC or BC Fire Extinguisher readily available. Any use of a fryer will require a Type "K" Extinguisher in addition to the ABC Extinguisher. Fire extinguishers must be inspected and tagged, within the past year, by a Fire Equipment Company registered in the State of Texas.
- Propane cylinders shall be stored in an upright and secured position.
- Exit door and aisles in the tents shall be unobstructed to the vendors at all times.
- No open flames such as candles, lanterns, kerosene or gas fired heaters and cooking equipment are permitted near under combustible materials (i.e., canopies).
- Hot surfaces from cooking and heating appliances, such as grills, hot plates and coffee makers, shall be blocked so that the public is protected from physical contact of these appliances.
- Deep fryers shall have splash covers.
- No frayed wires or overloaded extension cords are permitted.

***All displays will be subject to City Inspections.**

FOOD:

***Temporary Food Permit :** If selling pre-packaged food products, vendor is responsible for contacting the City of Pasadena Health Department 713-475-5529 for permitting requirements or to obtain your Temporary Food Establishment Permit prior to this event.*All Vendors selling any type of food items must secure City of Pasadena Temporary Food Permit prior to the event. Call the above number to secure your permits.

***Certificate Of Liability Insurance:** Required for all food vendors; naming the Pasadena Strawberry Festival / City of Pasadena as additional insured due by May 1st before event

MOVE IN & MOVE OUT:

Food Vendors only move in at the following times: Wednesday---May 17th--3:00PM-9:00PM
Thursday-----May 18th--3:00Pm-9:00PM
Friday-----May 19th--8:00AM-1:00PM

Other Midway Vendors move in on: Thursday-----May 18th--3:00Pm-9:00PM
Friday-----May 19th--8:00AM-1:00PM

ALL Areas move out (& **not before**): Sunday--May 21st--6:00PM
(**NO ONE** may begin disassembly before 6:00PM)

All participating Vendors MUST strictly adhere to move-in move-out schedules.

GENERAL IMPORTANT INFORMATION

- *Vendors are responsible for bringing your own electrical cords and lighting for your displays.
- *Festival Staff reserves the right to alter vendor displays or to require the vendor to alter their display due to safety concerns.
- *Festival staff reserves the right to stop or remove any Vendor, or his or her representative, for performing any act or practice deemed to be offensive, obscene or objectionable from the Festival.
- *No items bearing the words Pasadena Strawberry Festival or its logos will not be allowed
- *No Golf Carts or 4-wheelers of any kind are allowed to be used by anyone except the Strawberry Festival Committees.
- *The Pasadena Strawberry Festival assumes no responsibility for Workmen's Compensation FICA or withholding taxes for any and all employees or agents that work for any vendor in the Strawberry Festival and shall not be responsible for sales tax.
- *Booth space lessee agrees to hold the Pasadena Strawberry Festival/City of Pasadena and its agents harmless from any and all liability whatsoever.
- *No Refunds of any kind will be given back, due to any cancellation beyond our control.
- *Clean Up Deposit is refundable if space is left clean after Festival. Or your may have the option of rolling it over as your Advanced deposit for the next year's Festival.



*** MIDWAY/MIDWAY FOOD VENDOR ELECTRICAL REQUIREMENTS***

Vendor Name: _____ Vendor Contact # _____

Vendors are responsible for his own cords and adapters to reach the available power source.

Vendors must know their Electrical needs for their trailer or set up prior to the event.

***110 Volts/20 amps (standard):** \$50 per hookup plus \$2 per additional amp required _____

***220 Volts/up to 30 amps:** \$75 per hookup plus \$2 per additional amp required _____

****Vendors requiring 50 amps or more will have Extra Charge on Electric hook ups. You must check with the Midway Director for availability & approval of higher hook ups before arriving at the event. Please contact the Festival Office 281-991-9500.**

(All other requirements MUST bring their own Generator)

HOW TO CALCULATE THE AMOUNT OF POWER YOU WILL NEED:

Reference the electrical ratings label located on each devise that you intend to plug in. The label may state the amount of power (watts) that the devise requires. If the label does not list the watts required, then you will need to multiply the current (amps) by the voltage (volts) to determine the power (watts). **YOU ARE ONLY CONCERED WITH THE (INPUT) POWER.**

[Calculating the power of lights;]

Each light bulb should have a rating stamped on it in watts, i.e. 100W. Simply add all of your light bulbs together. So if you have 4 light fixtures, and each has a 100W bulb, then the total power required for your lights is 400W.

NOTE:

We are not responsible for voltage fluctuation or power failure due to temporary conditions. For your protection you should always install a surge protector on computer equipment and sensitive electronics. We will not be responsible for any damage or loss of equipment as a result of the nature of temporary power. All connected equipment must comply with all Federal, State, and local codes. We reserve the right to disconnect any equipment that does not meet code, or that we deem to be “unsafe”. All connected equipment must be properly labeled indicating the required voltage, current, phase and frequency of the power source. All extension cords must be a minimum of 14/3 with ground. We reserve the right to inspect all equipment and connections to insure compliance with codes and to determine if a code violation or electrical hazard exist. If a problem is identified, you electrical service will be suspended until the problem has been rectified

FESTIVAL Date Application Received _____ Accepted / Rejected
OFFICE New / Return
ONLY Fees Received \$ _____ MO/Check # _____ or Cash SPACE# ASSIGNED _____

2017 Pasadena Strawberry Festival
Midway Non-Food or Midway Food Booth/Space Agreement

Please Print:

Vendor Name:

Contact Name:

Sales Tax# or Social Security#:

Address:

City:

State:

Zip:

(If mailing address s PO Box, then a physical address is also required)

Email:

Phone #:

Food Menu or Types of items to be sold or displayed:

(Fee includes your space, 4 wristbands per space. Also include tables, chairs)

\$ 10.00 Processing Fee (Every Vendor pays)*Required

\$ 100.00 Refundable Clean up Deposit *Require

| | | | |
|----|---------------------------|-------------------------------------|-----------------|
| \$ | Non-Food Vendor: | One Space (20'X10') | \$400.00 |
| | | 2 Adjoining Spaces (40'X10') | \$600.00 |
| | | 3 Adjoining Spaces (40'X10') | \$800.00 |
| \$ | Food Vendors Only: | One Space (20'X10') | \$550.00 |
| | | 2 Adjoining Spaces (40'X10') | \$750.00 |
| | | 3 Adjoining Spaces (40'X10') | \$950.00 |

Electrical: \$ ****(TOTAL AMOUNT OF ELECTRICAL AMPERAGE NEEDED);**

LESS ADVANCE DEPOSIT \$

TOTAL AMOUNT DUE: \$

PAYMENT METHODS ACCEPTED

CASH BUSINESS OR CASHIER CHECK MONEY ORDER VISA MASTER CARD DISCOVER

Credit Card Account #

Exp. Date

CVV#

Cardholders Name:

& Signature

Cardholders Address:

City

State

Zip Code

Make fees payable to & mail contract to: Pasadena Strawberry Festival 7603 Red Bluff Rd. Pasadena, TX 77507

Fax#: 281-991-8880

****MUST BE SIGNED****

**WAIVER AND RELEASE OF LIABILITY AND
AGREEMENT TO INDEMNIFY AND HOLD HARMLESS**

In consideration of entry into and participation in the activities associated with the PASADENA STRAWBERRY FESTIVAL and in recognition of the risk of injury while participating in FESTIVAL activities and as consideration for the right to participate in the activities, I hereby for myself, my heirs, executors, administrators, assigns, or personal representatives knowingly and voluntarily enter into this WAIVER and RELEASE OF LIABILITY and hereby WAIVE any and all rights, claims, or causes of action of any kind whatsoever arising out of my participation and do hereby RELEASE and forever discharge THE PASADENA STRAWBERRY FESTIVAL and their affiliates, managers, members, agents, attorneys, employees, volunteers, heirs, representatives, predecessors, successors and assigns, the event site and its agents, attorneys, employees, volunteers, heirs, representatives, predecessors, successors and assigns and all sponsors and/or beneficiaries of the FESTIVAL from any and all liability, claims, demands, damages, actions or causes of action of every kind and character now existing or which hereinafter may arise as a result of my participation regardless of cause or whether any injury is caused by the sole, joint, comparative, or concurrent negligence or gross negligence or fault of the FESTIVAL, the negligence or fault of myself or third parties, the conditions of the event site or any other cause.

Further and for the consideration herein described, I agree to INDEMNIFY and HOLD HARMLESS the FESTIVAL against any and all claims, demands, damages, suits or actions of any kind whatsoever for liability, damages, compensation or otherwise brought by me or anyone on my behalf, including attorneys fees, if litigation arises on account of claims made by me or anyone on my behalf caused by negligence, gross negligence, negligence per se, strict liability and/or liability under the Deceptive Trade Practices Act or other fault regardless of cause or whether caused by the sole, joint, comparative, or concurrent negligence, gross negligence or fault of the FESTIVAL, my own fault or the fault of third parties, the conditions of the event site or any other cause. To INDEMNIFY means to assume the liability in a situation, thereby relieving the other party of responsibility.

I recognize that various photographs, video recordings and/or other media will be taken during the FESTIVAL's activities. I agree to grant the FESTIVAL full permission to use any photographs, video recordings, or other media of the FESTIVAL activities that contain my likeness for the purpose of promoting the FESTIVAL or its SPONSORS in any manner deemed appropriate by the FESTIVAL. I further agree to RELEASE and INDEMNIFY the FESTIVAL for any claims of NEGLIGENCE, GROSS NEGLIGENCE, NEGLIGENCE PER SE, STRICT LIABILITY or LIABILITY under the DECEPTIVE TRADE PRACTICES ACT or other fault for claims made that relate to any usage of photographs and/or interviews, including but not limited to damages, losses, costs of defense, attorney's fees and whether caused by the sole, joint, comparative or concurrent negligence, gross negligence or fault of the FESTIVAL or myself or third parties, the conditions of the event site or any other cause.

I hereby declare that I have read and fully understand this Agreement in its entirety and that, by signing (or clicking) below, I assent to the terms and conditions contain this Agreement.

Signature

Date

2017 RV PARKING RENTAL REQUEST FORM

**There is a limited number of RV Parking Spaces. You will need to make your reservations & payment prior to May 1, 2017.
(ALL INFORMATION MUST BE FILLED IN)**

NAME _____ VENDOR NAME: _____
ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____
CELL: _____ EMAIL: _____

DATES STAYING: _____ CHECK IN _____ CHECK OUT _____
(Check-In dates begin Wednesday before Festival May 18th)

(FOR VENDORS ONLY); \$35.00 X _____ NIGHTS = \$ _____ + \$10 Process Fee = \$ _____
(NON-VENDOR REQUEST;) \$50.00 X _____ NIGHTS = \$ _____ + \$10 Process Fee = \$ _____
(Only Available when Vendors are all in)

TYPE OF TRAILER: TENT POPUP MOTER HOME 5TH WHEEL BUMPER & TRAILER LENGTH:
ELECTRICITY: YES NO **(ONLY 30 amps available, all other MUST use Generator)** WATER: YES NO
PAYMENT MUST BE SENT IN WITH APPLICATION AND RESERVED AT THAT TIME **(NO PERSONAL CHECKS)**

MAIL TO: Pasadena Strawberry Festival 7603 RED BLUFF ROAD PASADENA, TEXAS 77507 or Fax to 281-991-8880

Acceptable Payment Method: MasterCard Discover Visa Money Order Cash
*ACCOUNT # _____ * EXPIRATION DATE _____ *CVV# _____ * Zip Code _____

***CARDHOLDER'S SIGNATURE**

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Further and for the consideration herein described, I agree to INDEMNIFY and HOLD HARMLESS the FESTIVAL against any and all claims, demands, damages, suits or actions of any kind whatsoever for liability, damages, compensation or otherwise brought y me or anyone on my behalf, including attorneys fees, if litigation arises on account of claims made by me or anyone on my behalf caused by negligence, gross negligence, negligence per se, strict liability and/or liability under the Deceptive Trade Practices Act or other fault regardless of cause or whether caused by the sole, joint, comparative, or concurrent negligence, gross negligence or fault of the FESTIVAL, my own fault or the fault of third parties, the conditions of the event site or any other cause. To INDEMNIFY means to assume the liability in a situation, thereby relieving the other party of responsibility.

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I hereby declare that I have read and fully understand this Agreement in its entirety and that, by signing (or clicking) below, I assent to the terms and conditions contain this Agreement.