

**ITALIAN FOOD AND WINE FESTIVAL
MERCHANDISE APPLICATION
Application Deadline: June 30, 2010**

Belmar, located at Wadsworth and Alameda in Lakewood, will host the sixth annual *Italian Food and Wine Festival* on September 11-12, 2010. The two-day event celebrates Italian culture by featuring the sights, sounds and flavors of Italy. The event emphasizes Italian culture in every aspect of the Festival and reflecting the premier quality consistent with the Belmar brand. This year's Festival will offer a full spectrum of events and activities for all ages, Italian food, wine and artisan vendors and a full schedule of authentic Italian entertainment. As the Festival has continued to grow each year, we anticipate a large attendance in 2010 and will expand on the programming in order to enhance the experience and exceed expectations for guests.

Festival Italiano Mission

To create a premier Italian food and wine Festival each fall that celebrates the sights, sounds and flavors of Italy and commemorates Italian culture. To attract and harmonize our diverse communities with coordinated events and performances from our top cultural institutions.

Vendor Services

- 9' x 9' canopy (includes set up and tear down)
- One 8' banquet table for merchandise
- Two 6' tables, shared between booths
- Booth signage with company name

Participation Fees

- \$385 for each 9' x 9' space
- \$660 for each 9' x 18' space
- \$200 security deposit to be returned post-event

Payment

- \$200 security deposit is due no later than June 30, 2010 (separate check, please).
- Participation Fee is due June 30, 2010.
- Vendors located outside of Colorado are required to pay the full fee June 30, 2010 and payment by cashier's check, money order or certified check is required.

Hours

- Saturday, September 11, 10:00 a.m. to 7 p.m.
- Sunday, September 12, 10:00 a.m. to 7 p.m.
- All vendors are expected to be fully operational during the established operating hours.
- Set up starts as early as 6:00 am with completion by 9:30 am on Saturday, Sept. 11th.
- Dismantling begins at 7:00 pm on Sunday, September 12th. If vendors begin dismantling before 7:00 pm, they risk losing security deposits.
- Vendors must be vacated from Belmar by 10pm on Sunday, September 12th
- Vehicles are prohibited from street access to unload until streets are safe for entry. The City of Lakewood Police Department will establish the time and alert event staff who then give announcement. If vehicles are driven on site prior to this announcement, vendors risks losing security deposit.

Vendor Responsibilities

Vendor shall maintain a clean and safe operation for the full duration of the Festival. The vendor shall clean up booth site and remove or dispose of trash. Vendors are expected to comply with all federal, state and local laws, rules and regulations, and shall have all appropriate licenses, permits and other required documentation. Subletting or booth sharing is **not** permitted without prior permission from Continuum Property Management Company, LLC.

Décor

Food Vendor is responsible for booth decoration, **including table skirting**. Bring the necessary items (table coverings, flowers, décor) to create an inviting display.

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Acceptance as a Festival Italiano merchandise vendor is at the sole discretion of Continuum Property Management Company, LLC. Continuum Property Management Company, LLC will evaluate and select applicants. Selection criteria is based on appropriateness to the Festival's mission, development of a diverse marketplace, past history of Festival participation (harmonious interaction with Festival staff, customers and other vendors) and adherence to regulations set by the state, city and Continuum Property Management Company, LLC.

Please direct applications and questions to:

ITALIAN FOOD AND WINE FESTIVAL

Attention: Carol Hiller

108 W. Byers Place #306

Denver, CO 80223

Phone: 303-282-5073

Fax: 303-282-5074

E-mail: caroleyii@aol.com

**2010 ITALIAN FOOD AND WINE FESTIVAL
Vendor Application - Merchandise
Application Deadline: June 30th**

BUSINESS NAME

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

CELL PHONE

E-MAIL

IN WHAT OTHER OUTDOOR EVENTS HAVE YOU PARTICIPATED?

DESCRIBE HOW YOUR PRODUCT IS TRADITIONAL ITALIAN:

Products:

Item #1 - YOUR SIGNATURE ITEM:

Price \$

Description:

Item #2:

Price \$

Description:

Item #3:

Price \$

Description:

Item #4:

Price \$

Description:

Item #5:

Price \$

Description:

Our booth will need the following:

- Access to electrical service (additional charge of \$100 per 15 amp electrical outlet, no power strips or multi-outlet extension cords allowed)

Checklist:

- Completed application including item descriptions
- Color photographs of items (not necessary for past vendors)
- Photocopy of this application for your files
- Booth fee and security deposit (separate checks) made payable to "Belmar Mainstreet Holdings"

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