

**The Fourth Street Business
Revitalization Zone**



420, 1711 4th Street SW, Calgary T2S 1V8
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Frolic On 4th



Dear Vendor:

Welcome to the Annual 4th Street Christmas Event which will be held on Saturday December 8, 2007. We hope you are able to participate and help add to the festive, fun atmosphere !

What is Frolic On 4th ?

The Frolic On 4th is a Christmas craft fair on 4th Street SW at 18th Ave. SW put on by the merchants and business community of the 4th Street BRZ (Business Revitalization Zone). This event takes place the second Saturday in the month of December. This year it is on **Saturday December 8, 2007**. The vendor craft fair will be held inside a temporary location which is tented & heated. The festivities for the day include entertainment such as caroling, Santa Claus & his elves, a kid's craft area, free hot chocolate, candy canes and a sleigh/hayride up and down 4th Street. There will be approximately 20 vendors selling their handicrafts and will also include local restaurants and merchants.

How long is the event?

The event lasts one day only from 12:00 TO 4:00 PM

What is provided when I rent a booth?

- We provide a banquet-sized table approximately 6 feet by 30 inches
- We are unable to provide chairs or table coverings. Sorry.

The 4th Street BRZ is not responsible for supplying or securing water or electricity to your booth

Garbage ?

The vendor is required to clean up the area around their table and dispose of any garbage into the waste management bins only. The street receptacles are for attendees use.

May I bring food to sell?

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. Furthermore, all food must be prepared in an approved site and requires special handling (yes, even if you're preparing popcorn). *A Special Event & Trade Shows Application Form* must be filled out and should accompany your regular registration form. Based on the type of food you are selling you will be placed accordingly. In this case if whether permits it may be outdoors next to the main vendor tent. Please contact our office for more details regarding this.

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. This must be provided to the 4th Street BRZ office by **no later than Monday November 5, 2007**. A schedule of the special event food safety courses provided by Calgary Health Region will be available soon. You can visit their website at www.calgaryhealthregion.ca

May I use a generator?

Generators are not permitted because of the noise and pollution concerns.

What happens if it is extremely cold that day?

The average December temperature in Calgary is -1 to -12 and more often than not it is sunny. Please note that we do not give refunds due to weather. The 4th Street Frolic goes ahead as planned no matter what ! We have organized the event inside a tent that will be heated. Remember to wear outdoor clothing as the floor of the tented area is concrete.

REGISTRATION INFORMATION

We provide an 6' x 2 1/2' banquet table. **You may pay for up to 2 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 your registration to:

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

Table allocation takes place on November 19th you will receive a map indicating your table location, permit and further information regarding Frolic On 4th by November 30th 2007.

REGISTRATION FORM

Frolic On 4th - Saturday December 8th, 2007

Please check off the appropriate boxes below:

- Artisan who does not have an existing retail store OR Non-profit Organization
- Existing Business or Food Vendor outside of 4th Street

Pay schedule:

Artisan OR Non-profit pay **\$100.00** per booth (maximum of 2 booths)

Existing Business or Food Vendor pay **\$150.00** per booth (maximum of 2 booths)

Number of booths required _____

Total Amount Payable \$ _____

Special requests/needs: **Please remember this is a request and may not be honored, but we will do our best! You will be contacted by our office to discuss.**

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: 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.

Signature _____ Date _____

Send this copy to the 4th Street BRZ Office

Office Use Only

Deposit # _____

Location # _____

Confirmation Package Given: YES / NO

Special Event Food Safety Course Completion: YES / NO

If yes – Date _____

Food Form Submitted: YES / NO

Personal Services Form Submitted: YES / NO

EXHIBITOR AGREEMENT RULES AND REGULATIONS

For Saturday Dec 8, 2007

1. The Producer will:

- a) Produce Frolic On 4th (street fair) on 4th Street in the east intersection at 18th Ave. SW to take place on Saturday December 8, open to the public from 12:00 through to 4:00 PM;
- b) Provide for the exhibitor's use of one 6' x 30" banquet table positioned on the roadway inside a tented area. 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 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 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 10:00 am and 4:00 pm respectively, and shall adhere to parking instructions. Exhibitor's may not dismantle before 4:00 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 November 5, 2007;**
- 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 forms 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. Both the exhibitor and the producer must sign the Exhibitor Agreement. 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.

Exhibitor's Signature _____

Frolic On 4th _____

Date _____

Date _____

This document is for your records
