



The Fourth Street Business Revitalization Zone

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Dear Vendor:

Welcome to the 17th Annual **4th Street Lilac Festival Sunday May 28th 2006**. 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 12th 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 many stages of entertainment including rock, country, jazz, folk, and world music. There is a Kid's World with crafts, balloons and interactive entertainment. There are over 600 vendors selling their wares including local restaurants and merchants.

How long is the event?

The event lasts one day only, **THIS YEAR THE FESTIVAL HAS CHANGED ITS HOURS AND WILL RUN FROM 10AM TO 6PM.**

How many people attend?

Depending on the weather. Approximately 80,000 – 100,000 people attend. 2005 was the best attended !

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 weather 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 road more than 10ft, the back should be up against the sidewalk. With the parade moving along the street, other vendors, and over 80,000 event goers, we ask you please take the space allowance seriously.

****Please Note that the 4th Street Lilac Festival is not responsible for supplying or securing water or electricity to your site.**

How will I know where my table will be located?

After April 15th, 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. **The Lilac Festival reserves the right to place any vendor 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 waste management 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 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. If you need a form, you can download it from our website at www.lilacfestival.net

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 Lilac Festival office by **no later than Monday April 24, 2006**. 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 rains that day?

There was only one year when it rained significantly in our sixteen-year history. Usually the weather is warm, and more often than not, sunny. Please note that we do not give refunds due to weather. The Lilac Festival goes rain or shine! We have to absorb all our 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 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 after April 15th you will receive a map indicating your table location and further information regarding the Festival day by the end of April.

PLEASE NOTE THE HOURS OF OUR FESTIVAL HAVE CHANGED THIS YEAR, IT WILL RUN FROM 10:00 AM TO 6:00 PM

REGISTRATION FORM

Lilac Festival Sunday May 28th, 2006

Please check off appropriate box below:

- Artisan or a Non Profit Organization who does not have an existing retail store
- Existing business or Food Vendor outside of 4th Street

Pay schedule:

Artisan	Before MARCH 1 st	\$ 175	After MARCH 1st	\$ 200
Non-Artisan	Before MARCH 1 st	\$ 400	After MARCH 1st	\$ 450

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 (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 Lilac Festival 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
LILAC FESTIVAL RULES AND REGULATIONS

For Sunday May 28, 2006

1. The Producer will:

- a) Produce the 4th St Lilac Festival (street fair) on 4th Street between 12th Avenue SW and Elbow Drive SW to take place on Sunday May 28, 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 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 8:00 am and 6:00 pm respectively, and shall adhere to parking instructions. Exhibitor's 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 24, 2006;**
- 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 _____

Lilac Festival _____

Date _____

Date _____

This document is for your records

What's New At This Years Lilac Festival ?

THE FESTIVAL HOURS HAVE BEEN CHANGED!!! After much input from last year we have changed the hours to 10AM – 6PM. Each vendor must be set and ready to go by no later than 9:30 and not permitted to tear down until at least 6 pm. You must be cleaned up and off the street by no later than 6:30 PM. Failure to do so will result in an exclusion from **all** future festivals.

INCREASED PRICES. Since the size of our event has grown we must add more security. These cost increases are reflected in the vendor booth prices.

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 BLUE GARBAGE BIN (not to use existing street receptacles). You may receive extra garbage bags and a map of all BLUE 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 WILL RESERVE THE RIGHT TO LIMIT THE AMOUNT OF CERTAIN PRODUCTS SOLD AT THE FESTIVAL. We will be selling our tables on “first come first served”; 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 PAST YEARS! In trying to organize the festival so certain types of products are distributed evenly around the festival 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.

LILAC FESTIVAL T-SHIRTS WILL BE AVAILABLE TO ALL VENDORS IN THE MORNING OF SET UP AT 10:00 AT THE INFO BOOTH AT 21ST AVENUE AT A COST OF \$10 EACH. If you wish to wear an official Lilac Festival T-shirt they will be available at the BRZ office prior to the event.

MORE SECURITY PRESENT. We will be adding more protection for our vendors and our guests at the festival. Look for 1 or 2 security personnel per each block of the festival.

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.

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