



# Riviera Village Summer Festival

**Saturday-Sunday 10AM to 7PM, June 23 & 24, 2012**

## GENERAL INFORMATION

**IMPORTANT:** Vendor booths/displays **DO NOT** have to be taken down and removed at the end of the day Saturday. Vendors must secure display or booth set-ups and remove valuable items when the show closes on Saturday evening. Security will be provided after 8:00 pm to monitor displays and booth set-ups. Vendor property is left at vendor's risk. VR Promotions & Events assumes no liability for lost, stolen or damaged property.

**Event Producer:** VR Promotions & Events

**Hours:** Open to the public Saturday and Sunday 10 am to 7 pm. Vendors must occupy their booth space(s) both days. Exhibits must be set up by 9:30 am each day and cars must be off the venue. Space is forfeited without a refund for your application fees if you are not set up by 9:30 am. Detailed instructions for space set-up will be included in the confirmation packet and mailed to vendors upon acceptance into show.

**Location:** In the Riviera Village of Redondo Beach, on Catalina Avenue, Avenue I, Avenida del Norte and Vista Del Mar

**Eligibility:** The Riviera Village Summer Festival is open to artists, crafters and Expo exhibitors. Our goal is to present a show with a variety in media and price range. A jury will determine eligibility based on quality, diversity, presentation and originality (as shown in your photographs) in comparison with other applicants within your category. **ENTRIES WILL BE JUDGED AS THEY ARE RECEIVED.** Each category is limited to ensure a well-balanced, aesthetically pleasing and interesting show. The Promoter reserves the right to limit the number of applicants for any one type of item and reserves the right to change or substitute spaces. In case of a qualifying tie, the entry with the earliest postmark will be chosen. **APPLICATION DOES NOT GUARANTEE ACCEPTANCE INTO THE SHOW. DO NOT CALL THE PROMOTER CONTACT TO ASK ABOUT THE STATUS OF YOUR APPLICATION. IT WILL ONLY DELAY THE PROCESS. APPS. W/NO OR PART PAYMENT WILL BE RETURNED!**

**Space Fees:** ARTISTS, CRAFTERS ONLY - Cost is \$400 per 10' x 10' space, corner add \$150 (limited). Electricity is \$50. The fee for the show must be paid by cashier's check, money orders, Visa & MC (no other checks accepted) and must accompany the application. Make cashier's check or money orders payable to: VR Promotions & Events. Contact: *Jamie Jansen at: 310-889-5303 or Email: jamie922@aol.com*

**Space Fees:** EXPO Commercial Vendors – Cost is \$1200 for 10' x 10' & \$2000 for a 10 x 20 space only. Contact: *Jamie Jansen at: 310-889-5303 or Email: jamie922@aol.com*

**Space Fees:** Commercial Sponsors – Contact: *Yvonne Amarillas, 310-536-7630 or yvonneamarillas@yahoo.com* Sponsorships are available for \$5000 to \$25,000. Sponsors can include soft drinks, fast food companies, home improvement companies, newspapers, resorts, sporting goods, etc.

**Space Fees:** Food Vendors – Contact: *Corinne Ybarra, (310) 251-4358 or email for availability [sunraecorinne@yahoo.com](mailto:sunraecorinne@yahoo.com)*

**Information Hot Line/Fax: 310-531-8939**

**Space Sizes:** Most spaces are approximately 12 feet wide and 10 feet deep but some may vary. It is mandatory that you keep your items within your booth space or you will be cited or removed from the show without a refund. Fees are the same for all spaces. Premium end spots and larger booths for non-crafters will be sold as "Sponsorship Positions" and at higher rates. Sponsorship positions must be approved by VR Promotions staff.

**How To Apply:** Submit 6 photos (not slides) of your work for review. One of the photos must show the display you will use at the show. Quality photos are essential for proper reviewing. **All new artists/crafters applying must submit photos.** Send an 8 ½" X 11" size, self-addressed, stamped envelope with \$1.14 return postage for mailing of the review committee results to you. Art review results (acceptance or non-acceptance into the show) will be mailed or emailed at least two (2) weeks prior to the show if application is submitted by deadline date.

**Application Deadline: Riviera Village Summer Festival All Applications must be received by Friday, June 1, 2012.** All applications must include a cashier's check or money order only, Health Dept monies where applicable. No other checks will be accepted. Applications paid by personal check **WILL BE RETURNED** to sender which delays processing and space assignment. All participants must have a temporary or permanent resale license. (See below for details on obtaining a Seller's Permit) Do not send applications by certified or registered mail. It will delay processing of your application. **Entries received after June 1, 2012 must include a non-refundable \$50 late fee(cashier's check or money order only) this includes stand by vendors day of. Late entries may be too late for the admission to the show. LATE FEE WILL BE ENFORCED!**

**Confirmation / Refunds:** Confirmation will be mailed or emailed no later than two (2) weeks prior to the show. Space assignments and a map of the venue will be included with notice of acceptance into the show. If it is necessary to cancel, a \$35 fee will be deducted from your entry fee. Refunds must be requested in writing and submitted to VR Promotions & Events. Notification requesting the refund MUST be made by fax or letter. Fax or letter must be received VR Promotions by 4 pm on June 1, 2012. No refunds will be processed without written request. No telephone or verbal requests for refunds will be accepted. This is an outdoor event. There are no refunds in case of inclement weather, acts of nature, acts of war, terrorism, or restrictions by governmental agencies or other conditions beyond the control of the Promoter.

**Space Assignments:** Space assignments and a map of the venue will be included in the confirmation packet upon acceptance into the show. Space numbers will be clearly marked on the street. Participating RVA merchants permanently located within the venue are only allowed to sell items customarily sold in that business throughout the year. Their merchandise is not subject to judging requirements. Space assignments are made on a first come basis with consideration given to overall arts and crafts. The Promoter reserves the right to limit the number of spaces for any one particular type of goods and/or services and reserve the right to change or substitute vendor spaces, thereby maintaining the diversity and quality of this event. **Corner spaces are not guaranteed unless an additional rate of \$150 is received. Corner spaces are limited. Promoter has the right to fill walk through areas without paid corners at his discretion.**

**Display Requirements:** Space only is provided. Exhibitors are responsible for providing their own setup and all other materials. Exhibitors are responsible for setting up their own displays. Volunteers and staff are not available to assist with setting up displays. Exhibitors should bring carpet or Astroturf since all spaces are curbside or in middle of street. This will not only protect merchandise, but will also enhance your display. Merchandise may not project into walkways or onto sidewalks. Merchandise, display equipment, boxes, containers or any other items will not be allowed to remain on sidewalks after set up. Items remaining on sidewalks after 10 am may be confiscated. The Promoter assumes no responsibility for items confiscated as a result of the aforementioned situation. Merchandise should be displayed as colorfully and tastefully as possible. **No stolen merchandise, pets, designer knock-offs, amplified music, microphones, firearms, ammunition, alcoholic beverages or drugs are allowed on the show site. Violators will be expelled and fees will not be returned.**

**Regulations:** The Promoter reserves the right to remove any exhibitor any time before or during the show in case where: The exhibitor is guilty of improper conduct; Work is improper for family viewing; An exhibitor hinders or encumbers another display or another vendors ability to properly exhibit; An exhibitor attempts to sell work other than what was juried and accepted into the show based on photographs submitted with application. Exhibitors and/or merchants are strictly prohibited from allowing any other vendors to sell goods from their assigned space

\*In order to maintain the orderly movement of the crowd, all sales, leafleting, sampling, conducting demonstrations, distributing written materials and any other commercial, promotional and charitable solicitation activities must be conducted at the participant's pre assigned display space. These activities shall not interfere with the orderly and safe movement of the crowd and shall not overflow into neighboring display spaces. These activities are not permissible anywhere else inside the event grounds. Engaging in these activities at any location other than the pre assigned space is grounds for removal from the event. If the Promoter determines that the participants are interfering with the normal flow of traffic or are overflowing into neighboring display spaces, the officials may limit the activity. No dogs or pets of any kind are allowed in food area or in any booths, other than Seeing Eye dogs or adoption booths. No drug or alcohol related items to be sold or brought onto the Riviera Village premises. There is a zero tolerance for this condition. A violation of this condition will result in immediate removal from the show and NO refund.

**Taxes / Insurance / Licenses:** A valid California State Board of Equalization Seller's Permit number must be obtained prior to the first day of the show. Exhibitors must collect and report 8.75% sales tax. Exhibitors are required to have a temporary or permanent resale license, which may be obtained from the California State Board of Equalization, 591 Green Valley Circle, Suite 200, Culver City, CA 90230, (800) 400-7115, or from the office in your area. The State Board of Equalization audits resale licenses on site. Exhibitors are responsible for their own liability, theft, and workers compensation insurance.

**Electricity:** Spaces with electricity are limited and must be requested when application is submitted. There is a \$50 charge for electricity, and electricity is available only in certain locations along the venue. A request for electricity does not guarantee that it can be provided and you may fall into an eclectic mix. The Fire Department requires cords to be a commercial grade and taped down.

**Vendor Parking:** All vendor vehicles must be unloaded and immediately removed from Riviera Village venue prior to booth set up. Vehicles must be removed from venue by 9:30 am and driven to the South High School, 4801 PCH Torrance, 90505 for vendor parking or vehicles will be towed. All exhibitors must park in the offsite exhibitor parking area.

*For more information about the event, visit our website at [www.rvsummerfestival.com](http://www.rvsummerfestival.com)*

*Event Information Line/Fax: 310-531-8939*

*Vendor/Expo Contact: Jamie Jansen*

*Cell: 310-889-5303 or Email: [jamie922@aol.com](mailto:jamie922@aol.com)*

*Food Contact: Corinne Ybarra*

*Cell: 310-251-4358 or Email: [sunraecorinne@yahoo.com](mailto:sunraecorinne@yahoo.com)*

*Commercial Sponsor Contact: Yvonne Amarillas*

*Cell: 310-536-7630 or Email: [yvonneamarillas@yahoo.com](mailto:yvonneamarillas@yahoo.com)*

**Your signature verifies you understand and agree to abide to all general information rules. Please return this page (3 of 3 RVSFgenrevision6) with your application info. Thank you, VRP&E Staff**

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**Riviera Village Summer Festival 2012**  
**Saturday-Sunday, June 23 & 24, 10 AM to 7 PM**  
**Arts & Crafts Vendor Application**

Business Name \_\_\_\_\_

Artist/Crafter's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Cell Phone (\_\_\_\_\_) \_\_\_\_\_ Fax/Phone (\_\_\_\_\_) \_\_\_\_\_

\*Email Address: \_\_\_\_\_

**California Resale #** \_\_\_\_\_ **Refund check payable to:** \_\_\_\_\_

<b>\$400.00 Fee for each 10'x10' space</b>	<b>Space Requested</b> _____	<b>@ \$400.00</b>	<b>=</b>	<b>\$</b> _____
<b>Corner Space add (Limited)</b>		<b>@ \$150.00</b>	<b>=</b>	<b>\$</b> _____
Prepackage vendor, sampling or demonstrating (LAHD permit required)		<b>@ \$450.00</b>	<b>=</b>	<b>\$</b> _____
\$50 Electricity Fee (if requested) Optional		<b>@ \$ 50.00</b>	<b>=</b>	<b>\$</b> _____
\$50 Non-refundable Late Fee (Enforced) if received after <b>June 1, 2012</b>		<b>@ \$ 50.00</b>	<b>=</b>	<b>\$</b> _____

**TOTAL AMOUNT ENCLOSED: \$** \_\_\_\_\_

**APPLICATIONS WILL NOT BE PROCESSED WITHOUT FULL PAYMENT**

Have you been a previous participant in this event? ( ) Yes ( ) No

( ) Jewelry ( ) Clothing ( ) Ceramics ( ) Paintings ( ) Photography ( ) Glass ( ) Mosaics

( ) Mixed Media ( ) Metal ( ) Woodwork ( ) Leather ( ) Other \_\_\_\_\_

**Remember to include the following items along with this completed application:**

- ( ) Six (6) photos of your work, including one (1) showing booth display and set up.
- ( ) A self-addressed 8 1/2" X 11" envelope with \$1.14 return postage for jury results & photos.
- ( ) Application fee (**Visa, MC, cashier's check or money order only**) **made payable to:**

**VR Promotions & Events**

Post Office Box 7000-959 Redondo Beach, CA. 90277  
(310) 889-5303 – FAX (310) 531-8939

*Email: To Jamie: jamie922@aol.com*

I have read this application completely, I understand, I agree to pay and hereby submit this application. I understand that VR Promotions & Events has the right not to accept my application and if so, I will be notified in writing and the space fee will be refunded. If accepted, I will participate at my own risk and not hold the City of Redondo Beach, the Riviera Village Association/BID, VR Promotions and Events or any of its agents or representatives, liable for loss or damage. If I do not comply with the event regulations, I understand that I may be removed from the show without recourse.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Credit Card Authorization Form  
Riviera Village Summer Festival**

**Please include with completed application.**

**Name on Card** \_\_\_\_\_

**Billing Address** \_\_\_\_\_  
\_\_\_\_\_

**VISA** \_\_\_\_\_ **MC** \_\_\_\_\_

**Credit Card Number** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_

**Billing Zip Code:** \_\_\_\_\_

**V-Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Amount to Charge:**     \$ \_\_\_\_\_

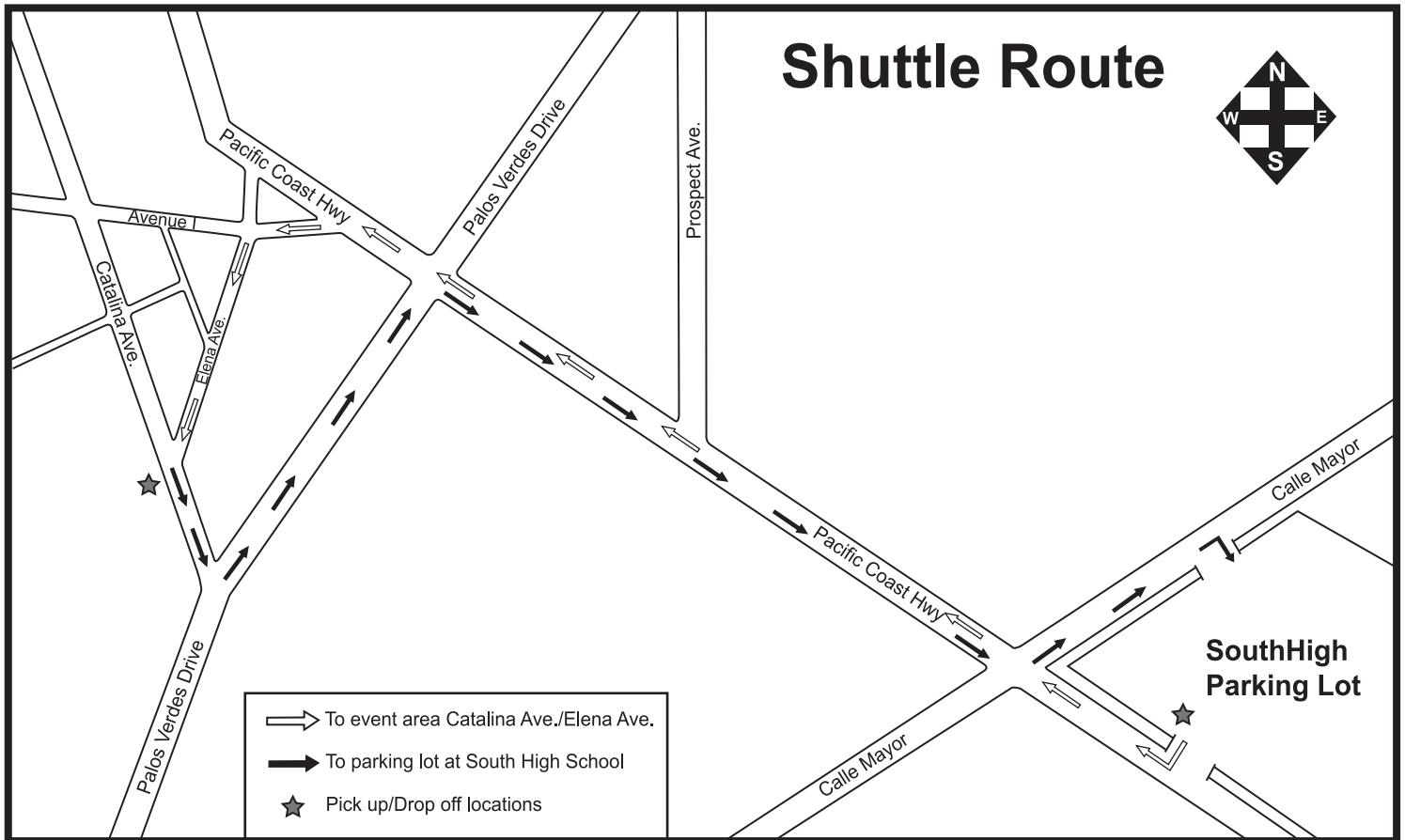
**I authorize VR Promotions and Events to charge the above amount to my credit card for my involvement in the Riviera Village Summer Festival. I am aware that a charge will be billed to my account under VR Promotions and Events.**

**Authorized Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

# VENDOR PARKING

# FREE SHUTTLE SERVICE



4801 Pacific Coast Hwy  
Torrance, CA.

Free Shuttle Service to and from the event to the parking lot will be provided during the following hours:

Saturday 7:00 am-8:00pm

Sunday 8:00 am-8:00pm

## Directions to South High Parking Lot:

Go South on Catalina Ave. towards Palos Verdes Blvd.  
Turn left on Palos Verdes Drive  
Turn right on Pacific Coast Hwy  
Turn left on Call Mayor  
Turn right into South High School Parking Lot

## Link to Map Quest