



April 2, 2010

Dear Oktoberfest Vendor:

Thank you for vending at our event last year. In 2010, we are going to be expanding our area to include the attached sections of La Mesa Blvd to the East and 4th Avenue to the south as well as the intersection of 4th and La Mesa. We will not be having regular vendor spaces at the beer garden on Allison Ave again due to low foot traffic.

The intersection of 4th and La Mesa Blvd. will most likely be a food area and not be available to merchandise vendors.

While this expansion area has not been completely approved yet, we anticipate that being the case.

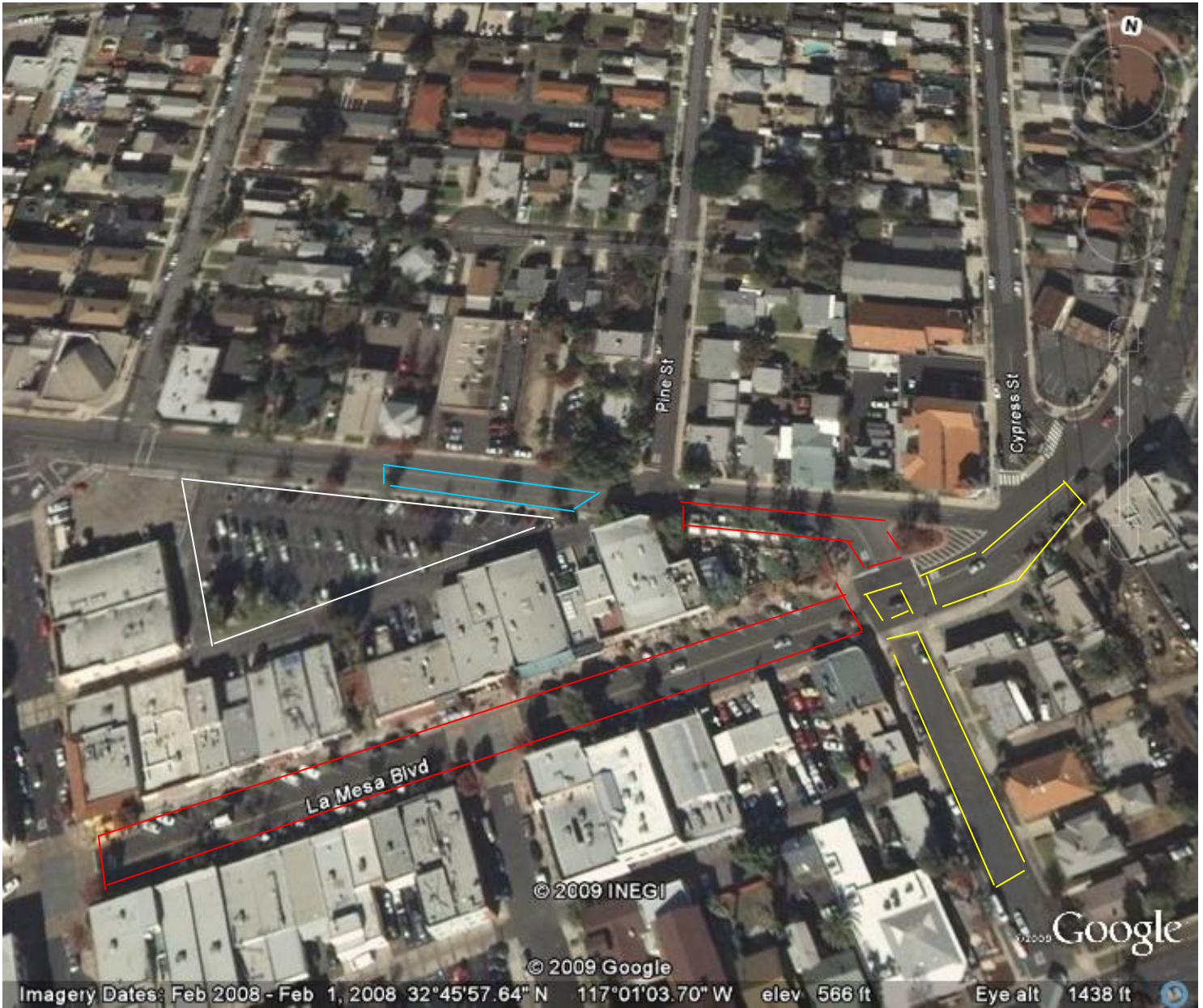
Whether you wish to vend on 4th Avenue or the La Mesa Blvd. extension (yellow highlighted areas on the attached), we will need your application back with a deposit to hold your space. It is first come, first served and those with the earliest deposit dates will get their first choice of available spaces. If you wish to be elsewhere on La Mesa Blvd., you will need to contact the La Mesa Village Merchants for those spaces (www.lmvma.com)

Should you have any questions regarding the attached, please feel free to call.

Sincerely,

A handwritten signature in black ink, appearing to read 'David Smyle'.

David Smyle
La Mesa Chamber
619-46-7700 x1



Red marked areas are the current vendor booth areas controlled by the La Mesa Village Merchants. White is the Chamber beer garden. Aqua is La Mesa Chamber Food Vendor area currently and to continue.

Yellow is the La Mesa Chamber proposed area.

LA MESA CHAMBER OF COMMERCE

OKTOBERFEST 2010

OCTOBER 1, 2, 3 2010

Dear Vendor:

Enclosed you will find your application for the Oktoberfest 2010. Please fill it out completely and follow ALL Instructions.

You must have your application returned to us by AUGUST 20, 2010 with payment in full.

For new vendors, in order to hold your spot, we will need a \$50 deposit. Please return your deposit no later than July 1, 2010 and the signed application by August 20, 2010. Booth placement will be based on priority of date of deposit received in combination with the event layout to maximize space requirements and compliance with City Codes.

All DEPOSITS will be non-refundable by AUGUST 1, 2010. If you wish not to return and would like your deposit refunded, please notify us in writing by AUGUST 1, 2010.

Please note we now have a new mailing address:

La Mesa Chamber of Commerce
P.O. Box 94
La Mesa CA 91944-0094
Attn: Oktoberfest 2010

Our records show that you have a deposit of \$_____ for space(s)

Deposit Due - \$50

Balance due -

Sincerely;



David Smyle
CFO



OKTOBERFEST 2010

ARTS AND CRAFT VENDOR APPLICATION EVENT DATE & TIMES

FRIDAY OCTOBER 1st 2010 11AM TO 11:30 PM
SATURDAY OCTOBER 2nd 2010 11AM TO 11:30 PM
SUNDAY OCTOBER 3rd 2010 NOON TO 6 PM

1. **BOOTH DETAILS/LAYOUT**

BOOTH RENTAL FEE(S): In-line \$500.00, Corner \$600. Intersection \$700. Booth space is approximately 10 feet by 10 feet. The Booth spaces are on asphalt and concrete surfaces. If accepted by the LMCC, this agreement only provides the booth space. Booth construction such as canopies, poles, security side curtains, display tables and racks etc. are the responsibility of each vendor. Vendors shall not encroach outside the booth boundaries with any items. The vendors display area shall be designed in such a way as to not have protruding table legs or other features that may cause a hazard to pedestrians. All tables shall be covered with tablecloths (see fire safety requirements). No storage boxes may be visible and all booths shall be kept in a clean and tidy manner during the entire event.

2. **BOOTH SETUP/BREAKDOWN**

All vendors may begin setting up their booths on Thursday, September 30, 2010, after 10:00 pm. and must be completely set up and ready for inspection by the La Mesa Fire and Police Department representative no later than 8:00 am, Friday, October 1, 2010. Booth breakdown shall begin promptly at 6:01 p.m. on Sunday, October 3, 2010 and totally vacated by the vendor by 8:00 p.m. Each vendor shall police his area for trash, debris, boxes, paper, liner and shall broom sweep the space before leaving.

3. **DISPLAY SALES/SPACE POLICY**

All items for sale must be described in writing on their application. Vendors will limit their items for sale or display to those items previously approved on their application. If a vendor violates this policy the La Mesa Chamber of Commerce will close his/her booth and the vendor will be required to leave with no refund. All business must be conducted in the assigned space. No distribution of flyers or vending is allowed by strolling through the venue. Spaces are not for resale, subleasing or transfer by assigned vendors. **All spaces shall remain open for business for the entire event.** Once the vendor has vacated their space, the space returns to the La Mesa Chamber of Commerce. **Spaces must be occupied by 8:00 AM on Friday October 1, 2010 or they will be assigned to another vendor with no refund given.**

4. **SECURITY/PARKING**

Security shall be provided on Thursday, Friday, and Saturday night from the hours of 11:30 pm till 7 am. However, it shall be the responsibility of each vendor to secure all items of value. The La Mesa Chamber of Commerce shall not assume responsibility for any losses; all items left overnight by vendors shall be at their OWN RISK.

PARKING IS LIMITED IN AND AROUND THE AREA OF THE EVENT. NO VENDOR VEHICLES WILL BE ALLOWED TO ENTER INTO THE BOOTH AREAS FOR SETTING UP. There is no reserve parking for booth vendors. Vendors should bring their own hand dollies for setup, as parking may be blocks away from the booth area. Vendors shall not park in alleys, fire lanes or tow away zones at any time. Vehicles towed for parking violations shall be at Owner's expense.

5. SELLERS PERMIT REQUIRED BUSINESS LICENSE

YOU MUST HAVE A VALID CALIFORNIA SELLERS PERMIT NUMBER. Included in your booth fee is a Special Event Business License that is issued by the City of La Mesa. The LMCC will obtain this license once your booth application has been approved. All vendors are responsible for their own liability and workers compensation insurance.

6. PUBLIC SAFETY

The City of La Mesa Police and Fire Departments or their authorized representatives are charged with enforcing Public Safety Laws and Regulations. They shall strictly enforce all issue relating to public welfare and safety. It shall be the duty of each vendor representative to insure that these rules and regulations be observed and complied with. Please read fire safety requirements.

BOOTH CONSTRUCTION: Wood, plastic/vinyl tarps, heavy canvas, shade cloth such as fiberglass screen material is allowed for booth construction. All other material shall be treated with a Fire Retardant by a Certified Flame Retardant Applicator in the case of materials purchased without a flame retardant treatment pre-applied must have a certificate of Flame Resistance and this certificate must be kept on site for inspection and approval by the Fire Department Representative. We strongly suggest booth vendors provide a 2AIOBC Fire Extinguisher in their booth for personal safety.

7. ELECTRICAL

The electrical system is designed to allow each booth a maximum electrical load use of 300 watts (equivalent to five 60 watt light bulbs or seven 40 watt Fluorescent light fixtures) at 110 volts single phase. **This requirement will be enforced. No Generators Allowed.**

8. REFUNDS

Booth fees are NON-REFUNDABLE. Furthermore, no refunds shall be made in the event of inclement weather, acts of nature or by restrictions imposed by government agencies, which may cause cancellation of the event. All booth vendors are responsible for their items of value and articles in the possession including loss, theft, damage and agree to hold the La Mesa Chamber of Commerce, City of La Mesa and or its representatives from any and all liability, claims, attorney fees, court costs, and legal actions together with expenses arising out of the 2010 La Mesa Oktoberfest.

9. PROHIBITED ITEMS/OTHER

At the request of and in cooperation with the La Mesa Police Department, the La Mesa Chamber of commerce prohibits the display, offering for sale, or sale of any "drug paraphernalia" items.

“Display, offering for sale or sale of drug paraphernalia” includes items depicted or advertised for mail, catalog, or Internet order and subsequent delivery. Questions, regarding this matter should be directed to the La Mesa Police Department 619-667-1445.

The sale of drugs, alcoholic beverages, stolen merchandise, pirated material, fire arms ammunition, explosives, fireworks, party poppers, bomb bags, stink bombs, snap caps, potato guns, knives, or weapons of any kind are strictly prohibited.

The La Mesa Chamber of Commerce reserves the right to limit the number of application for any one particular type of good/service. The management of the Oktoberfest reserves the right to change or substitute vendor spaces for the good of the event and its participants.

12. FINAL INSTRUCTIONS

After reading these rules, please sign and return this application with your payment and a copy of your valid CA Sellers Permit.

Also include a self-addresses envelope (Size #10)

NEW APPLICATIONS FOR 2010: SPACES ARE ON A FIRST COME FIRST SERVE BASIS AND NOT ALL APPLICATIONS WILL BE ACCEPTED. A \$50 DEPOSIT IS DUE BY JULY 10th. AFTER AUGUST 1st, ALL DEPOSITS WILL BE NON-REFUNDABLE. VENDORS FOR 2010 MUST HAVE FINAL PAYMENT IN BY AUGUST 20, 2010. AFTER AUGUST 20th, ALL BOOTH FEES WILL BE NON-REFUNDABLE.

MAKE CHECK PAYABLE TO: LA MESA CHAMBER OF COMMERCE (After Sept 1, 2010, money orders, credit cards or cashiers checks only)

Include with payment:

- 1) Signature page-completely filled out
- 2) A copy of our **valid CA Seller’s Permit**
- 3) A self addressed envelope #10
- 4) Pictures of your product and display (new vendors only)

(A \$25 CHARGE FOR ANY CHECKS RETURNED, FOR ANY REASON)

Mail to

La Mesa Chamber of Commerce
P.O. Box 94
La Mesa, CA 91944-0094
619-465-7700

Confirmation mailed out after August 20, 2010

I agree to indemnify and hold the La Mesa Chamber of Commerce and the City of La Mesa, their officials, staff and agents harmless of and from any and all actions, causes of actions of every kind in law or equity, suits, debt, liens, contracts, agreements, promises, claims, liabilities, demands, damages, obligations, loss, cost and expense of any nature whatsoever, known or unknown, fixed or contingent, including with limitation," attorney's fees and court costs through any including and appeals, taxable or otherwise, incurred either directly or indirectly, as a result of my participation in the La Mesa Oktoberfest 2010, including but limited to any claims which might be made by myself, my co-workers, my agents, my employees, and / or any member of the general public.

I agree to abide by all the rules and regulations as set forth by the La Mesa Chamber of Commerce with regard to the La Mesa Oktoberfest 2010. I understand that all booth vendors are responsible for their own wares and possessions including loss, theft or damage and agree to hold harmless the La Mesa Chamber of Commerce and or its representatives from any and all liability, claims, attorney fees, costs, suits and expenses arising out of the La Mesa Oktoberfest 2010 Event. The La Mesa Chamber of Commerce, City of La Mesa and its representatives shall not be responsible for collecting moneys for wares sold, or accounting those moneys to any city, county, or federal agency.

Booth fees are NON-REFUNDABLE. Furthermore, no refunds shall be made in the event of inclement weather, acts of nature or by restrictions imposed by government agencies, which may cause cancellation of the event.

I have received, read and understand all these rules and regulations and agree to comply with them as set forth in this application.

Sale of items not listed on application or deemed harmful or inappropriate by staff is also ground for forfeiture of fees and dismissal from the event.

New applicants — When submitting your booth fee, please pay for an in-line booth of (\$500.00). *If you would like a corner space please include another check for \$100.00 or \$200 for an intersection. If we can't provide you a corner space or intersection space your additional check will be returned.*

Signature _____ Date _____

Name _____

Company Name _____

Phone Number _____ Email _____

Address _____ City _____ ST _____ ZIP _____

Description of Items for Sale:



La Mesa Fire Department
2010 OKTOBERFEST FIRE SAFETY REQUIREMENTS

These requirements apply to ALL VENDORS

- All tablecloths shall meet one of the following requirements:
 1. Tablecloths shall be made of a plastic material.
 2. Fabric/cloth will only be allowed with a certificate of flame resistance from CA. State Fire Marshal. Fire Dept. will require removal without proof of certificate.
 3. All fabric/cloth tablecloths shall be submitted to the Fire Department for approval 14 days prior to Oktoberfest. The City of La Mesa Fire Marshal shall have the final determination in the approval of all tablecloths. Failure to submit a tablecloth for review may result in the tablecloth being denied for use at the Oktoberfest.
- No straw, hay, shavings or similar combustible materials may be used to decorate a booth. Fire Department will require removal.
- Fireworks are illegal in San Diego County. Businesses or vendors selling any type of fireworks will have them confiscated by the Fire Department
- Additional electrical outlets in each booth shall be provided by power taps with over-current protection or surge protectors, (circuit breaker reset). Multi-outlet adapters or small gauge home-style extension cords are prohibited. No two pronged extension cords shall be allowed. Any non-compliant extension cords shall be required to be removed by La Mesa Fire Department.
- Open Flames ARE NOT Allowed, this includes Candles!
- All Vendors shall post "No Smoking" signs. Smoking is not allowed in any booth.
- Space heaters shall not be used at any time.
- ALL CANOPIES LARGER THAN 12 sq. ft. X 12 sq. ft., and any canopy used by a food vendor shall have a CA. State Fire Marshal Certificate of Flame Resistance. Vendors shall obtain a La Mesa Fire Department permit prior to installation & use.
- All canopies used by a food vendor shall be separated from other canopies, tents, etc. by a minimum of 20' or as directed by the Fire Marshal. (2007 CFC 2404.15.5)

All Booths will be inspected by Fire Department prior to and during event



La Mesa Fire Department
2010 OKTOBERFEST FIRE SAFETY REQUIREMENTS

REQUIREMENTS FOR ALL FOOD VENDORS

- Food Vendors using cooking appliances such as: deep fat fryers, griddles, stoves, woks, or similar shall provide a Class “K” rated fire extinguisher. This requirement applies to Kettle Corn vendors also.
- Fire extinguishers shall be provided at all times while cooking.
- Use of Portable BBQ’s PROHIBITED within 15 feet of any permanent structure or on any sidewalk. This includes but is not limited to the following areas; in front of/around businesses; under overhangs; on sidewalks; streets; next to buildings, walls; windows or exit doors.
- Warming trays for pre-cooked food may be used, provided open flame is not required to warm food.
- Charcoal and/or lighter fluid shall not be used for any reason and is prohibited.
- All Compressed Gas tanks shall be secured with heavy rope or chain and be stored in a safe manner away from open flame.
- **Any tents, canopies, sidewalls or drops used by food vendors shall have a CA. State Fire Marshal Certificate of Flame Resistance. Any items that do not meet the CA. State Fire Marshal requirements shall be required to be removed by La Mesa Fire Department.**

ALL VENDORS USING FUEL POWERED EQUIPMENT

- Fuel powered equipment, such as rides and/or generators shall have a 2A-10BC rated fire extinguisher mounted on or near the ride, within the operator’s control.
- Storage of fuel and refueling of fuel-powered equipment shall not be done within 50 feet of rides; booths; canopies or tents.
- Spare fuel shall not exceed 10 gallons and shall be stored in safety cans. All refueling and storage shall be done in an area approved by the fire department one-week prior to start of Oktoberfest.

Please call La Mesa Fire Department at (619) 667-1355 if you have any questions.