



WE'RE LOOKING FOR KICK ASS VENDORS!

CANADA OLYMPIC PARK AUGUST 8/9

SO WHAT YOU GOT FOR US?

From skate shops to airbrush tattoo studios, Virgin Festival is looking for one-of-a-kind vendors with unique products and services that will take everyone at the Festival by surprise and make them flip out with excitement. We're on the lookout for vendors who've got something different up their sleeves and who create an active and interactive experience: crowd participation, workshops, demos, bobbing for apples – that kinda thing.

To apply to be a vendor at Virgin Festival, you will need the following:

✓ APPLICATION FORM

Complete the attached application and fax or email it to:
(There is no application fee.)

Virgin Festival / Vendor Manager

Fax: 416.588.6434

Email: vfestvendors@segalcommunications.com

Subject line – "I'm The Best Vendor Ever in Alberta"

✓ INSURANCE

Commercial General Liability insurance in the amount of \$1 million per occurrence and \$2 million in the aggregate will be required.

Proof of your insurance will be required before the event.

APPLICATION DEADLINE: MONDAY, JULY 20TH, 2009

GENERAL INFORMATION

THE SETUP

Vendors will be set up in a central area inside the music venue, between the 2 music stages. There'll also be concessions, art, non-profits, radio stations, sponsor activations and a lot of other cool stuff going on.

THE AUDIENCE

We're expecting an attendance of approximately 40,000 to 50,000 music lovers over 2 days.

The crowd will reflect the music: young, hip, and adventurous.

THE SCHEDULE

The music venues will be open from approximately 1pm to 10pm on Saturday August 8th and Sunday August 9th.

Vending hours will reflect the venue music hours.

VENDOR LOGISTICS

The vendor area will be an entertaining, active, integral part of the festival, a hub of activity and stimulation. Special priority will be given to vendors whose booths encourage audience participation and interaction. If people can make something, learn something, see something, all the better.

We're looking for a diversity of products, activities & services in the vendor area. There'll be a limited numbers of vendors per category.

BOOTH RENTAL

2 DAYS ONLY \$1,250 for 10x10 (+ GST \$62.50) = \$1,312.50
\$2,250 for 10x20 (+ GST \$112.50) = \$2,362.50

No sub-leasing of space

Included in the rental:

- Tent
- Tent lighting (single spot light)
- Power – one 15 amp circuit – if required for your set-up
- 3 staff passes

LOAD IN & LOAD OUT

Load in/Load out is TBD. Here are some preliminary guidelines:

Vendors may be able to load in as early as Thursday, August 6th. All load-in and set-up must be completed by 5pm Friday August 7th.

Vendors will not be able to load out until after the public has vacated the venue on Sunday night.

Load out is encouraged on Monday morning.

GOT QUESTIONS? Email vfestvendors@segalcommunications.com



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YOUR DEETS

TYPE OF VENDOR (I.E. JEWELLERY, AIRBRUSH TATTOOS, ETC): _____

BUSINESS/COMPANY NAME: _____

INSURANCE COMPANY: _____

CONTACT NAME: _____

PHONE 1: _____ PHONE 2: _____

ADDRESS: _____

CITY, PROVINCE / STATE: _____

POSTAL / ZIP CODE: _____

E-MAIL ADDRESS: _____

DESCRIPTION OF ALL PRODUCT(S) OR SERVICE(S): _____

ANY PROGRAMS, DEMONSTRATIONS, CROWD PARTICIPATION ACTIVITIES, WORKSHOPS, ETC.: _____

BOOTH SPACE DESCRIPTION (SIGNS, ART, ETC): _____

REQUEST FOR ELECTRICAL APPLIANCES TO BE USED & AMPERAGE REQUIRED: _____

ANYTHING ELSE WE SHOULD KNOW? _____

RULES & GUIDELINES

✓ RENTAL FEE

The rental fee is due two weeks prior to arriving on site. Accepted: Certified cheque, Money Order and Cash.

✓ HOURS

Booths must be open for all vending hours.

✓ BOOTH

Booths are the sole responsibility of the vendor. Virgin Festival is not responsible for loss or theft of merchandise. Lock and secure your belongings and merchandise at night. The area is generally secure overnight. If you require additional security, they can be provided at a cost of \$20/hour.

ROAMING VENDORS: No vending is allowed outside of the vendor booths.

✓ INSURANCE

Proof of insurance is also due two weeks prior to arriving on site.

✓ WEATHER

Virgin Festival will go on rain or shine. Virgin Festival is not responsible for loss or damage to merchandise or property due to weather.

✓ SEARCH

All vendors are subject to search upon entry.

✓ SUPPLIES

Bring all necessary materials and equipment, including any tables, chairs, displays, tarps, lock boxes. Please be sure to have adequate merchandise and supplies for the expected crowds through the weekend.

✓ PROHIBITED ITEMS

Vendors are not allowed to sell the following products or services:

Music of any kind, T-shirts or sweaters as it will compete with artist merchandise, any clothing item related to any musical artist, food or beverages, glass, portable stereos or recorders, alcohol, candles, lighters, pipes, bongos, gas masks, or other illicit paraphernalia, pornography, generators.

The use of the Virgin Festival name or trademarks as well as individual Virgin Festival artists' likeness in any way is strictly prohibited.

Vendors must abide by local laws, rules and regulations of event, venue, city, and province.