



**4<sup>th</sup> Annual Tropical Daze Summer Music Festival  
Retail Vendor Application & Agreement**  
Saturday & Sunday, July 21 & 22, 2012 • 11 am – 6 pm  
Thousand Oaks Community Park  
2525 N. Moorpark Road, Thousand Oaks  
Questions – 805-499-6312 or [info@tropicaldaze.org](mailto:info@tropicaldaze.org)

Please fill out the following Retail Vendor Application in order to be considered for participation in Tropical Daze 2012.

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_

Product to be sold (must include photos) \_\_\_\_\_

**Entry times for unloading will be staggered. Please indicate desired check-in time.** [ ] 7 am [ ] 8 am [ ] 9 am  
**NOTE: No vehicles will be permitted on grass. This will be strictly enforced.**

**ALL BOOTH SPACES ARE 10' x 10'.** Booth displays must fit within the 10' x 10' allotted space.  
Space is limited; application acceptance will be made on a first come, first served basis.

*Upon acceptance, a Site Map will be sent for Vendor to choose preferred booth location. Please note booth location is not guaranteed; final placement will be based upon availability.*

**FEES**

Vendor booth – paid by cash, check, money order.....\$295 \_\_\_\_\_

Vendor booth – paid by credit card.....\$305 \_\_\_\_\_

Vendor booth (product/service exclusivity) – paid by cash, check, money order \$885 \_\_\_\_\_

**PAYMENT INFORMATION**

Make checks/money orders payable to: Tropical Daze. All forms and payments should be sent to: Tropical Daze, P.O. Box 848, Newbury Park, CA 91319-0848 or faxed to 818-879-1648.

\_\_\_ Check \_\_\_ Cashier's Check \_\_\_ Money Order \_\_\_ Credit Card (Visa, MC, Disc – circle one)

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Name on Card (Please print) \_\_\_\_\_

*I acknowledge my signature authorizes my credit card to be charged for the amount selected above.*

Priority consideration will be given to vendors with “tropical” themed products. Tropical Daze reserves the right to limit the numbers of vendors selling similar products or services. Tropical Daze will notify Vendors by e-mail of acceptance as a vendor at the event. Vendor Information Packet and assignment of booth space will also be sent via email. Tropical Daze reserves the right to accept or reject any vendor application.

**DON'T FORGET:**

- **Include completed Retail Vendor Application including signed Hold Harmless Agreement**
- **Include photo of products/services to be sold**
- **Include check/money order or credit card information**

**\*\*\*\*\*APPLICATION CONTINUED ON PAGE 2 \*\*\*\*\***

## RETAIL VENDOR APPLICATION Page 2

### Vendor Products

We remind vendors that Tropical Daze is a family-oriented event for Conejo Valley Neighborhood for Learning, a California First 5 program. Inappropriate items (drug or alcohol related) will not be allowed at Tropical Daze.

### Vendor Materials

Vendors must provide their own canopies, tables, chairs, etc. Vendors will not have access to electricity in their booth.

### Check-In & Set-Up

Vendors must check in on-site prior to set-up. Set-up is on Saturday morning, July 21 from 7 am – 10:30 am. Vendors must be completely set up by 10:30 am. The event will open at 11:00 am.

### Promotional Materials

Unless otherwise authorized, Tropical Daze does not permit, within the Festival boundaries, any distribution of printed materials or soliciting outside Vendor's own booth.

### Security

Two overnight security guards will be present at the event site, but no representation as to the relative safety of your equipment or merchandise is implied or granted. Please do not leave valuables unattended. If you choose to leave equipment or merchandise on-site overnight, you do so at your own risk. Insurance to cover these risks should be carried by the participants at no cost to the Event Organizers. Event Organizers will not be responsible for any theft or loss of vendor property.

### Hold Harmless

The Exhibitor hereby indemnifies and agrees to "Hold Harmless" Tropical Daze, Associate Marketers, Conejo Recreation & Park District, its agents, employees and representatives from any and all claims of loss or liability (including costs and attorney's fees) resulting from the injury or death of any person or patron, or any and all damage to property owned or in its care, custody and/or control, or resulting from non-compliance with any law, ordinance or regulation arising out of said Exhibitor's participation in said Event. The term "Participation" shall include, but not be limited to, the delivery of equipment, merchandise, structures and product to their designated location, the set-up and display of any such structure and merchandise, and the dismantling and removal of all such items from the area provided by or through the Event Organizers or their agents, employees and representatives.

### Vendor Agreement

I agree to abide by the policies and guidelines as set forth in this Application/Agreement. I understand that if I, or any representatives of my booth, do not comply with these policies and guidelines, I will be asked to leave.

### Vendor Signature \_\_\_\_\_

**\*\*\* NOTE: This signed page must be included for your Application to be considered. \*\*\***

### General Notes

Please remember to bring the appropriate amount of change both days as Tropical Daze will not have access to cash. Tropical Daze takes place on a grass field that may be uneven in areas. Each Vendor is responsible for the condition of their space during and after this event. Each space must be kept neat and clean at all times during the event. Exhibitor agrees to allow its name and image to be shown in all media, i.e., print and electronic promotion.

### Event Cancellation

In the event Tropical Daze is cancelled due to circumstances beyond our control, Tropical Daze will hold your booth fee for the following year. You will receive the same price and booth space.

### Event Promotion

Tropical Daze will be promoted to Ventura County residents and portions of Los Angeles County through print and electronic advertising, public relations, newspaper inserts, email blasts, Internet advertising, flyers, posters, signs and banners with a reach of over 800,000 Impressions. Tropical Daze and its organizers/promoters make NO GUARANTEES regarding the number of Festival attendees that will visit or make purchases at vendor booths.

### Refund Policy

Vendor may request a refund (less a \$50 processing fee) up until June 1, 2012. **Absolutely no refunds or credits will be issued after this date.**

**APPLICATION DEADLINE**

**July 14, 2012**

**All forms and payments should be sent to Tropical Daze, P.O. Box 848,  
Newbury Park, CA 91319-0848 or faxed to 818-879-1648 ASAP**