

20<sup>TH</sup> ANNUAL  
INDIO INTERNATIONAL TAMALES FESTIVAL  
OLD TOWN INDIO

DECEMBER 3 & 4, 2011 \* 10:00 A.M. – 6:00 P.M.

VENDOR RULES AND REGULATIONS

**PLEASE READ VENDOR RULES AND REGULATIONS BEFORE SUBMITTING YOUR APPLICATION. WE RESERVE THE RIGHT TO DENY VENDORS, LIMIT NUMBER OF SPACE SOLD TO VENDORS AND LIMIT THE NUMBER AND TYPES OF VENDORS. NO PERSON HAS THE AUTHORITY TO VARY OR CHANGE ANY RULES UNLESS IT IS IN WRITING, AGREED TO BY THE TAMALES FESTIVAL STAFF, AND ATTACHED TO THE VENDOR'S APPLICATION ON FILE WITH THE FESTIVAL. PLEASE KEEP RULES AND REGULATIONS ON FILE SO YOU CAN REFER BACK TO THEM WHEN NEEDED.**

**APPLICATIONS/PAYMENTS/CANCELLATIONS**

All vendors interested in participating in the 2011 Indio International Tamale Festival must submit a complete application, full payment and all other documentation required. SUBMITTING APPLICATION DOES NOT GUARANTEE ENTRY INTO THE FESTIVAL. VENDORS WILL BE CONSIDERED FOR BOOTH SPACE ASSIGNMENT ONLY AFTER THE SPECIAL EVENTS OFFICE HAS RECEIVED, REVIEWED AND APPROVED A COMPLETE APPLICATION. PAYMENT IN FULL AND ALL REQUIRED INFORMATION MUST BE PROVIDED WITH APPLICATION FOR APPROVAL PROCESS. **INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED FOR PARTICIPATION.** NO PERSONAL CHECKS WILL BE ACCEPTED. ALL VENDOR CANCELLATIONS PRIOR TO NOVEMBER 17, 2011 WILL BE SUBJECT TO A 20% ADMINISTRATION FEE. THERE WILL BE NO REFUNDS AFTER NOVEMBER 17, 2011. NO EXCEPTIONS!

**OPERATING HOURS**

Vendors must be ready and open for business during the hours of the Festival: SATURDAY, DECEMBER 3, 2011 - 10:00 A.M. TO 6:00 P.M. AND SUNDAY, DECEMBER 4, 2011 - 10:00 A.M. TO 6:00 P.M. ALL VENDORS ARE REQUIRED TO OPERATE BOTH DAYS OF THE FESTIVAL.

**CHECK-IN**

Vendors MUST check-in at the *Vendor Registration Center* to receive their booth space assignments. Festival staff will direct them to their correct location and oversee set-up. Vendors not arriving and checking-in by 8:00 a.m. on Saturday morning will be considered "no-shows" and, in the best interest of the Festival, their space will be re-assigned. **CHECK-IN TIMES: FRIDAY, DECEMBER 2, 2011 – 2:00 P.M. TO 8:00 P.M. & SATURDAY, DECEMBER 3, 2011 - 6:00 A.M. TO 8:00 A.M.**

**BOOTH SPACES/SET-UP/TEAR DOWN**

Booth spaces are 10' WIDE AND 15' DEEP (FROM CURB INTO STREET). Booth space assignments will be made on a first come first serve basis, according to the date the completed application and payments are received. VENDORS REQUIRING A SPACE LARGER THAN 10'X15' WILL HAVE TO PURCHASE TWO OR MORE SPACES. All vendors must provide their own canopies, tents, chairs, tables, and individual trash cans as needed. **VENDORS ARE NOT TO EXCEED THEIR BOOTH SPACE DIMENSIONS. ALL VENDORS AND ALL RELATED INDIVIDUALS MUST STAY INSIDE THEIR BOOTH. BUSINESS CANNOT BE CONDUCTED OR SOLICITED OUTSIDE ASSIGNED BOOTH. ABSOLUTELY NO HAWKING, PEDDLING OR ADVERTISING IS ALLOWED OUTSIDE OF BOOTH OR BY WALKING ABOUT THE FESTIVAL. ALL VENDORS MUST STAY OFF SIDEWALKS. VIOLATORS WILL NOT BE CONSIDERED FOR PARTICIPATION IN THE FUTURE.**

Set-up can begin after 2:00 p.m. Friday evening or beginning at 6:00 a.m. on Saturday morning. All booths MUST be set-up by 9:00 a.m. on Saturday.

No booths may be removed from the Festival site until after the closing hour of 6:00 p.m. on Sunday. Vendors who sell out prior to the Festival closing will be required to wait until after 6:00 p.m. on Sunday to tear down. All booths and displays must be completely removed from the public streets on Sunday night (after 6:00 p.m.)



**RETURN APPLICATIONS TO:**

City of Indio-Special Events, 100 Civic Center Mall, Indio, CA 92201  
(760) 391-4175 Phone (760) 391-6452 Fax  
Email [tamfest@indio.org](mailto:tamfest@indio.org) Website [www.tamalefestival.net](http://www.tamalefestival.net)

## **AMPLIFIED SOUND**

**VENDORS AND ALL RELATED INDIVIDUALS SHALL NOT USE ANY SOUND AMPLIFICATION EQUIPMENT OF ANY TYPE INCLUDING BUT NOT LIMITED TO LOUD SPEAKERS, BULLHORNS, MEGAPHONES, MICROPHONES, PA SYSTEMS, AND AMPLIFIERS. VENDORS SHALL NOT USE A RADIO OR PLAY MUSIC FROM THEIR ASSIGNED SPACE OR ANYWHERE ELSE ON FESTIVAL GROUNDS UNLESS OTHERWISE PERMITTED BY FESTIVAL.**

## **BOOTH/CANOPY/TENTING/DECORATIONS**

All booths should be themed to relate to the Holiday season and/or the Hispanic theme of the tamale. There is a competition and awards for the best decorated booth.

**Decorations** All booths should be decorated in the holiday and/or Hispanic theme colors (green, white, red).

**Booth Structure** All booths must have a professional appearance (No swap meet style booths allowed). Minimum requirements include a 10'x10' canopy.

**Signage** All booths shall have signs that identify the individual or company and the product, menu and prices.

**Tables** ALL TABLES MUST HAVE SKIRTING AND A TABLECLOTH. Tables must be kept clean at all times during the Festival.

**Extra Product & Food** All extra product and supplies stored in a booth shall be covered or screened from view. There shall be no storage outside of the 10' x 15' space, adjacent sidewalk or the street.

## **CONTESTS**

**Best Tamale Contest** Only the first 20 entries will be accepted. Only one entry per organization will be accepted. The Tamale Contest form needs to be submitted with the application. There are 4 different categories judged (vendors are allowed to choose ONLY ONE category in which to compete):

**Categories** Non-Profit Traditional, Non-Profit Gourmet, Commercial Traditional, or Commercial Gourmet.

**Prizes** 1st Place - \$100 & Trophy and 2nd Place - Trophy.

Vendors who are accepted to participate in the Best Tamale Contest will have to deliver 7 of the same type tamales to the City of Indio Special Events Office on Saturday, December 3, 2011 no later than 11 :00 a.m. Late entries will not be considered for the contest.

**Best Booth/Best Costume Contest** Booths will be judged and prizes will be awarded to winners in the following categories:

**Categories** Best overall booth & best costume

**Prizes** 1st Place - \$100 & Trophy and 2<sup>nd</sup> Place - Trophy.

## **SOFT DRINKS/WATER SALES**

The Festival reserves the right to require vendors to use only the official soft drink/water of the Festival. Vendors in violation may be asked to leave the Festival. Each food vendor is required to purchase a minimum of 5 cases of the official soft drink or water from the Festival. Please indicate on the vendor application which cases you would like to order. Payment must be included. Vendors may pick up their order when they check in.

## **VENDOR MERCHANDISE**

No weapons of any kind can be sold at this event which include but not limited to knives, swords, guns, etc. ANY VENDORS FOUND TO BE SELLING SAID ITEMS WILL BE ASKED TO REMOVE THEM. WE RESERVE THE RIGHT TO REMOVE THOSE ITEMS OR REMOVE THE VENDOR FROM THE EVENT.

## **TAMALES**

Tamale vendors need to be prepared to sell large quantities of tamales. Some of our vendors have sold as many as 10,000 tamales over the 2 days. We request that you produce no less than 5,000 tamales for the weekend. Traditional tamales should be about 1" thick, 2" wide and 4" in length. TAMALES MUST BE SOLD FOR NO LESS THAN \$2.50 EACH. VENDORS WILL NOT BE ALLOWED TO DISCOUNT TAMALES UNTIL SUNDAY, DECEMBER 5 AT 4:00 P.M. All prices are to include California sales tax.

## **ELECTRICITY**

All Vendors will have electricity. Electricity cost is included in booth space fee. The Festival arranges for large generators to supply the electricity needs of all vendors. Please complete the ELECTRICAL NEEDS portion of the vendor application. Electricity use will be closely monitored. Electricity is only available during the Festival hours. 24 hour electricity is NOT provided. Please arrange your electricity needs accordingly. Vendors will be responsible to provide their own heavy-duty, three (3)-prong cord needed for the distribution box. The appropriate cord gauge is determined by the amps being used. Vendors CANNOT bring their own generators. Electricity WILL NOT be available until 7:00 a.m. Saturday morning.

## **TRASH/CLEANING**

All vendors are responsible for keeping their booth space clean and free of trash and debris. Vendors who generate trash must provide a large trash can with plastic liners at their location and be responsible for the periodic removal of the trash to the dumpsters provided by the Festival. At the close of the Festival, vendors **MUST** leave their vacated booth space clean.

## **VEHICLES**

For safety purposes, all vehicles must be out of the Festival area by 8:00 a.m. on Saturday and Sunday. **NO EXCEPTIONS!** Vehicles not in compliance with these rules **WILL** be towed at the owner's expense. Vendors will receive parking passes for vendor parking lots. Golf carts are not allowed on the grounds during Festival hours, except for festival staff.

## **ALCOHOLIC BEVERAGES**

**NO** alcoholic beverages of any kind may be sold or given away by a vendor. Alcoholic beverages will be sold only in the approved beer/margarita gardens.

## **INSURANCE COVERAGE**

The Festival requires no less than \$1 million dollar general liability insurance coverage. All vendors must submit a certificate of insurance as proof of insurance. It must list the Festival and the City of Indio as the certificate holder and as the additionally insured. Vendors may also purchase insurance through the Festival for a cost of \$150.00.

## **COMPLIANCE WITH LAWS**

All vendors are required to comply with all necessary and applicable local, state and federal laws, ordinances and fees. Vendors do not have to buy a City of Indio business license. It is included in the booth fee.

Food vendors must comply with all health laws, ordinances, and regulations of the State of California, County of Riverside and City of Indio. **ADDITIONAL FEES MAY APPLY.** The Department of Environmental Health lists minimum requirements for the Festival. Cooking of foods in booths will require compliance with the Fire Department and Health Department. For more information please contact the local Riverside County Dept. of Environmental Health at (760) 863-8287 or Indio Fire Services at (760) 347-0756.

QUESTIONS REGARDING CALIFORNIA SELLER'S PERMITS SHOULD BE DIRECTED TO THE STATE BOARD OF EQUALIZATION, 35-900 BOB HOPE DRIVE #280, RANCHO MIRAGE, CA 92270 (760) 770-4828 OR (800) 400-7115. ALL SALES TAX MUST BE REPORTED WITH THE FOLLOWING ADDRESS AS THE POINT OF SALE ADDRESS – 100 CIVIC CENTER MALL, INDIO, CA 92201. **ADDITIONAL FEES MAY APPLY.**

PLEASE DO NOT CONTACT THE SPECIAL EVENTS OFFICE REGARDING REQUIRMENTS FROM THE DEPARTMENT OF ENVIROMENTAL HEALTH, THE STATE BOARD OF EQUALIZATION, OR THE FIRE DEPARMENT.

## **INDEMNITY**

All vendors are responsible for costs of all labor, materials, equipment, supplies and any other items necessary for the performance of their participation in the Festival. The Festival will not be held liable for any debt, tax or assessment accrued by any vendor in the operation of their booth and participation.

## **ANIMALS**

Animals are not permitted within the Festival area, except registered service dogs.

## **SUB-LEASE OF SPACE**

Vendors cannot assign, sub-lease or apportion the whole or any part of their assigned space without prior written permission from the Festival. In such situations the vendor must go through the same approval process.

## **WEATHER**

The Festival will take place regardless of weather conditions. There are **NO** refunds.

## **SECURITY**

The Festival provides security at the Festival site. However, the Festival is not responsible for the security of individual vendor booths. Vendors are responsible to secure their own booths, supplies and equipment at night.

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 OLD TOWN INDIO  
 VENDOR APPLICATION

Name of Business/Organization \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_  
 Email address \_\_\_\_\_  
 CA Seller's Permit # \_\_\_\_\_

PLEASE CHECK ONE: \_\_\_\_\_ NEW VENDOR \_\_\_\_\_ RETURNING VENDOR

**FOR RETURNING VENDORS ONLY:** IF POSSIBLE, WOULD YOU LIKE THE SAME SPACE? \_\_\_\_\_ Yes \_\_\_\_\_ No  
 PLEASE INDICATE '10 SPACE # \_\_\_\_\_ (ALL SPACES WILL BE SOLD ON A FIRST COME FIRST SERVE BASIS)

**BOOTH SPACE FEES  
 (10'x15' SPACE)**

	# of Spaces	x	Fee	=	Amount
Information Only	_____	x	\$575.00	=	_____
Non-Profit Information Only	_____	x	\$425.00	=	_____
Arts & Crafts	_____	x	\$425.00	=	_____
Retail/Commercial	_____	x	\$525.00	=	_____
Non-Profit Food	_____	x	\$525.00	=	_____
Commercial Food	_____	x	\$625.00	=	_____
Non-Profit Tamale	_____	x	\$475.00	=	_____
Commercial Tamale	_____	x	\$575.00	=	_____
Rides/Games/Misc.	_____	x	\$525.00	=	_____

**INSURANCE**

The City will provide insurance at a flat rate of (optional): \$150.00 per vendor \_\_\_\_\_

**OFFICIAL SOFT DRINK ORDER**

(EACH FOOD VENDOR IS REQUIRED TO PURCHASE A MINIMUM OF 5 CASES)

Coke	_____	x	\$23.00	=	_____
Diet Coke	_____	x	\$23.00	=	_____
Sprite	_____	x	\$23.00	=	_____
Dr. Pepper	_____	x	\$23.00	=	_____
Nestea	_____	x	\$23.00	=	_____
Dasani Water	_____	x	\$23.00	=	_____

**DISCOUNTS**

Early Bird Discount-Postmarked by 09/1/2011 \_\_\_\_\_ x -\$50.00 = (\_\_\_\_\_)

**TOTAL ENCLOSED =** \_\_\_\_\_

If you purchase more than one space, please indicate if you want your spaces together or separate.

Explain \_\_\_\_\_



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**List of items to be sold**

\*Please list all items below. Feel free to attach an additional page if needed. Vendors will not be allowed to sell items that are not listed below.

Item (s)

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**Electrical Needs**

Vendors will NOT be allowed to bring generators. Vendors need to supply their own three-prong power cord to connect to the distribution box.

\*Power will be provided for all vendors. Please list the volts, amps, and watts for all equipment. That information is listed on the label of any piece of equipment. To ensure adequate power, please make sure this information is accurate.

Please specify:

\_\_\_\_\_ - 110 volt 20 amp supply \_\_\_\_\_ - 220 volt 30-50 amp supply  
(220 volt hook-up requires a twist lock plug)

Item	Voltage	Amps

The vendor signing this application hereby acknowledges they have read, understand and agree to abide by all the 2011 *Indio International Tamale Festival* Vendor Rules and Regulations, including the Health Department, Fire Departments and State Board of Equalization requirements, if accepted as a vendor. Vendor certifies that all information contained in this application is true and correct. The above named company, individual or organization and all related individuals shall indemnify and hold harmless the *Indio International Tamale Festival*, the City of Indio and all related persons and entities including owners, directors, management personnel, employees, contractors, volunteers, agents, representatives, and attorneys from and against any and all claims, demands, actions, liabilities, damages, losses, costs and expenses (including attorney fees, court costs, and other professional fees), or judgments arising out of, or in connection with, any claim, demand or action made by any third party, if such are sustained as a direct or indirect consequence of participation in the 2011 *Indio International Tamale Festival*.

**Signature** \_\_\_\_\_ **Print Name** \_\_\_\_\_ **Date** \_\_\_\_\_