



DOV FEST VENDOR INFORMATIONAL PACKET

Dov Serrot Productions presents Dov Fest, a 3-day music and art festival experience on October 2nd, 3rd, and 4th 2015. Located in beautiful New Cuyama, California, Dov Fest features world-renowned DJs and performers, 6 stages, themed attractions, hot air balloon rides, pop up shops, gourmet food and drink vendors, camping, beer gardens, interactive creative art, a silent disco, stilt performers, costumed characters, private cabanas, and art installations all on the unique backdrop of a 452-acre custom built facility. With an estimated attendance of 15,000+, Dov Fest combines the perfect amount of entertainment and mystical wonder to create a memorable experience for all attendees.

Dov Fest grounds are located in the secluded city of New Cuyama CA in Santa Barbara County. Having the venue so far away from any major cities allows us not only to throw the event at all hours of the day, but it also means that we will be creating an entire mini city where all attendees will eat, sleep, and live during the weekend. Being a vendor means taking part in this and getting the exclusive opportunity to sell products to all attendees onsite.

Dov Fest is also teaming up with nonprofits such as the Surfrider Foundation and Clean Seas to help raise consciousness and contribute to cleanup efforts by donating \$4 from every ticket to help them keep our oceans and beaches clean.

The final deadline for all vendor application submissions must be received by event coordinators no later than 5:00 p.m. on September 18th, 2015 however, vendor space is limited and on first come first serve basis so turning in your application ASAP will maximize your chances of being selected. After receipt of your signed application, booth rental fee and the required information requested in the packet you will be notified whether it has been accepted. If you have any questions or need additional information, please contact Oran Smith at Info@DovFest.com or (424) 244 - 4958.

All vendors will receive the following:

- Site Map
- Your booth location
- Parking Pass
- Designated Vendor admission passes
- Additional set-up and breakdown information



Dear Vendor:

Thank you for your interest and application for potential participation in DOV FEST 2015. The event will be hosted at the "Dov Fest Grounds" formerly known as Rancho Bonilla located at: 2961 California 166, New Cuyama, CA 93254. The dates of the festival are Friday October 2nd to Sunday October 4th. After approval of your application, you will be notified of your vendor location. Vendor approval and location will be determined by the DOV Music Festival Committee.

Vendor Categories:

Cultural Arts, Crafts, Clothing, Jewelry, Accessories, Activities/Services, Literature/Information, Ethnic Foods, Beverages, and Concessions.

There will be a limited amount of vendors in each category. The following items cannot be sold at this event:

- Firearms
- Knives
- Absolutely no items that would be considered weapons Dangerous or combustible fluids or materials
- Absolutely no pornographic materials
- Absolutely no alcohol, cigarettes, drugs or related paraphernalia
- No sponsor competition

If you are uncertain of what is appropriate, please contact festival vendor organizer Oran Smith at at Info@DovFest.com or (424) 244 - 4958.

Please provide planning committee with a photo (or detail description) of your booth and a list of items or merchandise you wish to sell. Please note that Dov Music Festival Committee reserve the right to reject any potential vendor or merchant for any reason.



Booth Guidelines:

Booth spaces come in 3 different sizes: 10'x10', 20'x20' and 10'x20' (food trucks). All 20'x20' booths come with a built in covered canopy, 10'x10' booths come with a mobile canopy and 10'x20' spaces (food trucks) include no canopy. Dov Fest will provide all vendors with 1 table and 2 chairs and all vendors are responsible to supply their own additional tables, chairs or any other equipment to run their booth if needed. Displays must be professional and attractive, unique and appeal of product. All items must be self-contained and completely displayed inside booth. If you need additional space, you will be required to rent a second booth.

Insurance:

Vendors must carry liability insurance and list Dov Fest and Dov Serrot Productions LLC as an additional insurer. The wording should be listed as follows:

Dov Fest and Dov Serrot Productions LLC, Rancho Bonilla, The District Agricultural Association, Santa Barbara County, their directors, officers, agents, servants, and employees are made additional insurers, but only in so far as the operations under this contract are concerned.

2961 California 166, New Cuyama, CA 93254

If you do not have insurance, you may purchase. Call for details.

Permits:

Food vendors must comply with all California Department of Food & Agriculture and County of Santa Barbara, Health Department and Department of Environmental Health regulations (Vendor must purchase a temporary Environmental Health Food Permit and make available upon inspection of booth). This fee is separate and not included in vendor booth rental fee.

Electrical:

Electrical hookup may be available. Please make request upon application approval. An additional fee may apply.

Set-Up:

The DOV Music Festival set up time will be issued upon approval of application and all fees received



General Information & Regulations:

1. Dov Fest will proceed as scheduled rain or shine. In the case of extreme weather, the event coordinators may decide to post-pone the event and will promptly notify vendors to begin closing and breaking down booths. If the event is cancelled prior to the day of the event, a Committee Planning member will contact the designated contact person on your vendor application. *NO REFUND OR CREDIT WILL BE PROVIDED TO ANY VENDOR WHO DECIDES NOT TO PARTICIPATE FOR ANY REASON.*
2. If any vendor is unable to participate in the festival, the vendor is expected to notify the event coordinator (listed above) as soon as possible and no later than September 18th, 2013 (**No refunds, No exceptions**).
3. Booths are not to be shared or subleased.
4. Vendors are only permitted to sell merchandise and items listed on the vendor's application that was approved by the DOV Music Festival Committee.
5. Vendors are to dress appropriately, including the wearing of shirts and shoes at all times.
6. Vendors acknowledge that Dov Fest is not operated by the State of California, Santa Barbara County or The City of New Cuyama.
7. No alcoholic beverages are permitted except in designated areas.
8. Signage must be neat and professional and must not be oversized to cause obstructions to the other vendors. Coordinators will determine inappropriate signage.
9. Booth assignments will be made on a first-come first paid and approved basis. However final location of a booth at the events may be changed and will be decided by the coordinators. There is no guarantee on assignments the day of the event.
10. The basic sizes of a booths are 10'x10', 20'x20, and 10'x20, however some additional overflow space may be allowed if needed and approved by the coordinators. All merchandise is to be displayed within the assigned booth space or it may be necessary to obtain a second booth.
11. Booths should be kept neat and clean at all times. The more attractively merchandise is displayed, the better the likelihood of attracting customers and increasing sales. All sales are the



responsibility of each vendor. Dov Fest coordinators, affiliated members, volunteers and participants are not liable for any sales and/or levels of profits made by any vendor.

12. Safety of visitors and fellow vendors is a priority. Please be careful setting up, breaking down and connecting electrical equipment. Don't leave anything lying around that can be tipped over or tripped over. Please exercise safety precautions at all times.

13. All vendors must comply with local health, fire and safety department codes. Participants must be aware of and comply with city code requirements.



Vendor Participation Procedure:

1. Complete and sign the enclosed application. Please enclose a photo of your booth or detailed description along with a description of the merchandise to be sold (photo will not be returned). Food vendors must submit a photo and utilize fully enclosed booths with a food window during event.

2. Include with application request booth rental fee. Accepted forms of payments are check, money order or cashiers' check made payable to: Dov Serrot Productions LLC. Cash will only be accepted if provided in person to provide a receipt.

NOTE: No refunds will be given if you are not able to participate on the day of the event. Therefore, please make sure you are able to attend. Remember that all spaces will be assigned. Any returned checks will automatically disqualify vendor from participation and all associated bank fees must be paid by vendor.



HOLD HARMLESS AGREEMENT

I have read and agree to comply with all Policies and Procedures for the DOV Music Festival. I understand that if I do not comply with all policies and procedures I will be expelled from the festival/event and I will not receive a refund of my vendor booth rental. I agree to indemnify and hold harmless Dov Fest, Dov Serrot Productions LLC, and Rancho Bonilla. This agreement is between Dov Fest and the vendor. No part of this agreement is transferable to another party, including but not limited to the space at the event, including sharing space with an entity other than the one named herein.

All participants shall indemnify, defend and save harmless Dov Fest, Dov Serrot Productions LLC, and Rancho Bonilla, Coordinators/Organizers, volunteers and employees, as well as, its officers, officials, agents, and employees from any and against any and all claims, demands, lawsuits, penalties or liabilities or liabilities by any name of kind or nature whatsoever, which the Coordinator/Organizers and their employees, its officers, officials, agents, and employees may sustain or incur, or which may be imposed upon them for injury or death of any person, or damage to any property, as a result, of or arising out of, the participant's acts or omissions in connections with the DOV Music Festival.

I certify that I am the responsible person referred to in the Vendor Application, and that I am authorized to execute on behalf of the business listed herein and accept legal process on behalf of the business. I also acknowledge that the Policies and Procedures can change at any time and it is my responsibility to check with DOV Music Festival Coordinators for updated changes.

PRINT NAME

SIGNATURE

DATE

EVENT COORDINATOR SIGNATURE

DATE



APPLICATION CHECKLIST:

INCOMPLETE APPLICATION SUBMISSIONS AND PARTIAL PAYMENTS WILL NOT BE ACCEPTED OR PROCESSED.

- ☐ **Completed Vendor Application Form.**
- ☐ **Signed Hold Harmless Agreement.**
- ☐ **Proof of Insurance and food permits.**
- ☐ **Booth/Space Rental Specified REQUIRED IN FULL WITH APPLICATION.**
- ☐ **Description of items for sale**
- ☐ **A photo of the booth is required for all food vendors**

FEES*

10'X10' VENDOR SPACE (NON FOOD)	\$2,000
20'X20' VENDOR SPACE (NON FOOD)	\$2,500
10'X10 FOOD/BEVERAGE VENDOR	\$2,500
20'X20 FOOD/BEVERAGE VENDOR	\$3,500
10'X20' FOOD TRUCK SPACE	\$2,500
GOVERNMENT AGENCY & NON-PROFIT AGENCIES (INFO ONLY)	\$50- \$1,000

**Additional fees may apply see vendor application form for details*

MAKE CHECK OR MONEY ORDER PAYABLE TO:

Dov Serrot Productions LLC
Mail to: 5015 Clinton St, Suite 114
Los Angeles CA 90004



Vendor Application Form

Contact Information

*required field

COMPANY NAME*

PRIMARY CONTACT PERSON'S NAME*

MAILING ADDRESS*

CITY*

STATE*

ZIP CODE*

BUSINESS PHONE

MOBILE PHONE*

FAX #

EMAIL ADDRESS*

Product Description

**Briefly describe all products to be sold in your vendor space. For any food related items, include approximate pricing (attach a complete menu). All food items must be listed for Health Department approval.*

[illegible]



Electricity

Electricity Needed? ☐ yes

☐ no

If yes, how many outlets needed?

Outlets Needed	Cost (\$)
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110V Outlet (up to 30 amps) - \$200 (entire event) per outlet

220V Outlet (up to 50 amps) - \$300 (entire event) per outlet

Limited onsite electricity available: generators will be provided to facilitate any addition electricity needed. Vendor must provide extension cords and system must be in good working order subject to inspection.

Booth Space

Table and 2 chairs will be provided if needed

Booths Needed	Cost (\$)
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10'x10' Vendor Space (non-food) Booth - \$2000

20'x20' Vendor Space (non-food) Booth - \$2500

Government Agencies & Non-Profit Booths*

_____ TBD

**Fees contingent upon what is required by government agencies and non-profits. Will discuss fees when application form is filled in.*

Food Vendors

Table and 2 chairs will be provided if needed (located in food court)

Booths Needed	Cost (\$)
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10'x10' Vendor Space Food/Beverage Booth - \$2500

20'x20' Vendor Space Food/Beverage Booth - \$3500

10'x20' Food Truck Vendor Space - \$2500

TOTAL ELECTRICITY & BOOTH COST DUE:



Forms of Payment Accepted:

Cash, Check, Cashier's Check, or Money Order (CIRCLE ONE)

Cash

Check

Cashier's Check

Money Order

By signing below, you or your organization agrees to be a vendor/participant for Dov Fest October 2nd – 4th 2015. Because of limited space and planning, all payments are due no later than September 18th, 2015. Please mail payments to: Dov Serrot Productions LLC, 5015 Clinton St. Suite 114, Los Angeles CA 90004.

Thank you for helping us make this event a success!

COMPANY NAME

PRIMARY CONTACT PERSON'S NAME

SIGNATURE

DATE