



2010 DATES

38th Annual Tour

	CITY:	LOCATION:	DATE:	PRICE:	SIZE:
<i>23rd Annual</i>	Las Vegas	Cashman Center	Sept. 10-12	\$675	10 x 10
<i>16th Annual</i>	Pleasanton	Alameda County Fairgrounds	Sept. 17-19	\$775 \$600	10 x 10 Outside
<i>27th Annual</i>	Long Beach	Convention Center	Oct. 1-3	\$775	10 x 10
<i>21st Annual</i>	Ventura	Seaside Park at Ventura Fairgrounds	Oct. 15-17	\$775 \$600	10 x 10 Outside
<i>13th Annual</i>	Del Mar	Del Mar Fairgrounds	Oct. 22-24	\$775 \$600	10 x 10 Outside
<i>38th Annual</i>	San Mateo	San Mateo Event Center	Nov. 12-14	\$775	10 x 10
<i>36th Annual</i>	Sacramento	Cal-Expo	Nov. 19-21	\$775	10 x 10
<i>33rd Annual</i>	San Jose	San Jose Convention Center	Nov. 26-28	\$775	10 x 10
<i>26th Annual</i>	Pomona	Fairplex	Dec. 3-5	\$775	10 x 10

Corners are an additional \$125

A limited number of cart spaces are available for \$400 (cart not provided)

*10' x 15' and 10' x 20' booths also available and priced 1 1/2 or 2 times 10' booth price.

Our Address & Contact Information:

Harvest Festival
 c/o Western Exhibitors, Inc.
 2181 Greenwich Street
 San Francisco, CA 94123
 415-447-3205
 Fax 415-346-4965
 harvest@weshows.com

Lori Walker, Sales Manager — 415-447-3217, lori@weshows.com
 www.harvestfestival.com

HOW TO APPLY

APPLICATION/CONTRACT: Fill out the contract completely and read all the terms and conditions. Sign it, keep a copy for your records and mail the original with your deposit or full booth fees. First time applicants must fill out the jury criteria sheet and send required photos. Food, bath and/or candle exhibitors need to send a small sample. Food exhibitors MUST submit food questionnaire. Previously juried applicants adding new product must include photos and the jury criteria sheet. Photos will not be returned. Please submit your current Seller Permit number for appropriate State. **Applications are accepted up to the show dates.**

REQUIREMENTS:

- All crafts submitted must be handmade or embellished in the United States or Canada by the applicant using original and creative designs. **NO COMMERCIAL ITEMS, BUY-SELL OR IMPORTS** are allowed.
- The artist or business partner must be present at each show.
- **Sidewalls (no tarp), appropriate lighting, carpet, or floor covering, and appropriate attire is mandatory. Signage is encouraged (no plastic signs allowed). Please see show guide for further explanation. Failure to meet these standards may jeopardize your standing in future shows.**
- Any new product added after you are placed in the show could affect your placement due to category limitations in each show. For example: *If your primary craft is not jewelry or ornaments, you must receive prior approval to sell these products in your booth.* You will be asked to remove any items from your booth that have not been juried and approved.

PLACEMENTS: Booth assignments will begin in February and will continue throughout the year. Booth assignments will not be given unless appropriate deposits are received with the application. Notifications will be sent between March and April. The main factors taken into consideration for booth placements are: seniority, rating, category, demonstrating artist, booth presentation, date application is received and festival attire.

The number of exhibitors within each craft category is limited to a percentage per show.

NEW EXHIBITORS: We reserve spaces in every show for you. Please apply early in the year to ensure prime locations and shows of your choice.

FOOD EXHIBITORS: Food Exhibitors are required to secure health permits and will incur additional health department fees. Detailed information will be in your exhibitor kit. Single size servings, intended for immediate on-premise consumption are not allowed.

DEPOSITS & PAYMENTS: Deposits for all shows requested must accompany application.

Final Balance for all shows is due on or before August 2, 2010. If balance is unpaid by August 2, booths are subject to cancellation without refund. Applications received after August 2 must include full booth fees for all shows requested.

BILLING & SERVICE CHARGES: Your mailed statement is your written confirmation and will show your outstanding balance, booth assignments, fees charged, and show status. A \$25 fee will be charged for returned checks.

A 5% late fee will be applied if paid after the Final Balance Due Date of August 2.

CANCELLATION POLICY: After receipt of first invoice mail date, you will have 10 days to cancel without penalty. After 10 day grace period, your deposit will be forfeited. Applications received after August 2nd have no grace period and cancellations will result in 100% of booth fee forfeited.

APPLICATION CHECKLIST

- Read the application and terms & conditions (on back of application) completely, fill out and don't forget to sign.
- All new applicants or exhibitors with new products must fill out the Jury Criteria Form.
- New food, bath and music applicants must send samples as well as photos. Food applicants must also fill out a food questionnaire.
- New applicants must include the following photos with your application.
 - 4 - product photos that represent your finished work.
 - 1 - Photo of yourself making your product in your studio or workshop
 - 1 - Photo of your workshop showing the product being created, supplies and tools
 - 1 - Booth photo (a sketch may be submitted instead of photos)
- Include deposits and payments —see payment schedules on the left.
- Send us a short biography. We have numerous marketing opportunities that we would like to include you in.

For more information, please call our Sales Department:
415-447-3205 or 415-447-3217
www.harvestfestival.com

2010 Tour

APPLICATION & CONTRACT



2181 Greenwich Street
 San Francisco, CA 94123
 415-447-3205 Fax 415-346-4965
 www.harvestfestival.com

Previously Juried Exhibitor ID # First Time Applicant - Never Juried

Last Name _____ First Name _____
 Firm Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone () _____ Fax () _____
 Cell Phone () _____
 E-mail address _____
 Web Site _____

SELLER PERMIT NUMBERS

California _____
 Nevada _____
 Business Partner _____
 Phone () _____ Fax () _____

Date	City	Booth Type Code	Preferred Location Code
Sept. 10-12	Las Vegas		
Sept. 17-19	Pleasanton		
Oct. 1-3	Long Beach		
Oct. 15-17	Ventura		
Oct. 22-24	Del Mar		
Nov. 12-14	San Mateo		
Nov. 19-21	Sacramento		
Nov. 26-28	San Jose		
Dec. 3-5	Pomona		
Booth Type (Codes)		Floorplan Location (Codes)	
1 10' (Standard) 2 15' 3 20' 4 Odd size OK 5 Stationary Cart 4' x 4' 6 Special Attraction 7 Outdoor (Del Mar, Pleasanton and Ventura only)		A Away from Entrance E Near Entrance N Away from Stage S Near Stage G Away from Food F Near Food L Central Location C Corner (not guaranteed) D Demonstrating Artist O Other requests	

DEPOSITS & PAYMENTS: Deposits secure your booth space prior to August 2. Full booth fees are due for all applicants after **August 2**.

of Shows:

_____ x \$200 deposit per 10' booth = \$ _____
 _____ x \$300 deposit per 15' booth = \$ _____
 _____ x \$400 deposit per 20' booth = \$ _____
TOTAL SHOW DEPOSITS = \$ _____

Enclosed is my booth fee in the amount of \$ _____ in US funds, payable to: Western Exhibitors, Inc.
 2181 Greenwich St., San Francisco, CA 94123 • 415-447-3205

Bill my credit card for deposits listed upon assignment of booth space and for balance on the balance due date of August 2.

Bill to: VISA Mastercard American Express

Card number: _____

Expiration Date: _____ Billing Zip Code: _____

Card Holder Name: _____

Signature: _____ Date: _____

Full fees are due and payable by August 2, 2010.

No postdated checks. Monies will be deposited upon placement.

CRAFT INFORMATION: One word that identifies your craft category for **directory**: (i.e.: jewelry, furniture, wood, etc.) _____

List all the items you will have for sale: _____

If you are a previously juried exhibitor, list all **NEW** items that you would like to jury: _____

Average retail price range for products: (from \$ to \$) _____

The Jury Criteria sheet must accompany the application for all first time applicants and added products.

EXHIBITOR: DO NOT MARK IN THESE BOXES - FOR OUR USE ONLY		
ASSIGNED BOOTH:	ASSIGNED BOOTH:	STATUS:
LV _____	SM _____	<input type="checkbox"/> Current
PL _____	SAC _____	<input type="checkbox"/> New Exhibitor
LB _____	SJ _____	<input type="checkbox"/> Seniority
VE _____	POM _____	
DM _____		

I/We hereby apply for exhibit space in the 2010 Harvest Festival and agree to abide by the show terms, conditions, regulations printed on the reverse side of this form. I/We understand appropriate lighting, sidewalls, complete carpet and flooring and proper attire is mandatory. I/We agree to allow Harvest Festival to use my photo/video in all advertising and promotional campaigns. I/We understand that all products are required to be made and created by me, and have been juried. I/We understand my booth fees and spaces at this show or future shows may be forfeited or canceled if this is misrepresented. I/We understand we do not have a contract for exhibit space until we receive written notification that this application has been accepted by Harvest Festival. We have made a copy of this application, which together with the written notice of acceptance will be our contract for this year's Harvest Festival.

Signature of Applicant _____ Date _____

CONDITIONS OF APPLICATION/CONTRACT

1. EXHIBITOR COVENANTS

- a) The exhibitor agrees to abide by all rules and regulations adopted by Western Exhibitors, Inc. and sponsors, and agrees that Western Exhibitors, Inc. shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show.
- b) The exhibitor agrees to observe all union contracts and labor relations agreements in force, agreements between Western Exhibitors, Inc. and the official contractors serving the show facility and companies operating in the building in which the show is taking place and to observe the labor laws of the jurisdiction in which the building is located. The exhibitor will not do anything directly or indirectly connected with their display which might be a violation of any laws, bylaws, ordinances or regulations of any government or regulatory body.
- c) The exhibitor agrees to obtain at its own expense, any licenses or permits which are required, including without limitation, from government bodies, trade or industry associations, and any other third parties, for the operation of its trade or business during the show and to pay all taxes that may be levied against it a result of the operation of its trade or business in their space allocated.
- d) The exhibitor agrees not to conduct or be associated with a promotional contest in connection with the show, where a prize or prizes having a value in excess of \$50 are offered, unless the exhibitor (i) satisfies Western Exhibitors, Inc. that the contest is being operated in accordance with law and (ii) provides a letter of credit or other security satisfaction to Western Exhibitors, Inc. covering the value of the prize(s).
- e) The exhibitor agrees to obey any non-smoking regulations in effect at the facility and agrees to ensure that its officers, agents, employees, and those for whom in law they are responsible for, obey any such regulations.
- f) It is the sole obligation of the Producer to furnish above exhibit space plus general lighting, cleaning of common area, heating and guard service. All other services of any nature shall be ordered in advance by the Exhibitor on forms provided.
- g) Any conduct deemed unprofessional by Western Exhibitors, Inc. may be grounds for immediate removal of booth and exhibitor from both current and future Harvest Festival exhibitions. In such instances there will be no refund of booth fees to any extent. Incidents will be handled on an individual basis and all decisions made by Western Exhibitors, Inc. will be deemed final. Western Exhibitors, Inc. reserves the right to terminate this contract at any time, with or without cause.
- h) Proper dress code will be strictly enforced. NO blue jeans, NO tank tops or shorts, NO flip flops. If standards not met, future participation may be jeopardized.
- i) Absolutely NO COMMERCIAL OR IMPORTED ITEMS. Franchise organization or products bought and resold will NOT be allowed. Any exhibitor found displaying or selling such items in their booth may be asked to vacate immediately from said booth with no refund of booth fees. All work submitted must be handmade or embellished by the applicant in the United States or Canada.

2. DISPLAY STANDARDS

- a) The exhibitor agrees to occupy the contracted exhibit space (and only said space) during the full term of the show and to exhibit only the juried products described in this contract.
- b) Western Exhibitors, Inc. reserves the right, in its sole and unfettered discretion to: (i) determine the eligibility of exhibitors and exhibits for the show, (ii) reject or prohibit exhibits or exhibitors which Western Exhibitors, Inc. considers objectionable, and (iii) relocate exhibitors or exhibits when in Western Exhibitors, Inc. opinion such moves are necessary to maintain the character and/or good order of the show.
- c) Exhibitor agrees that, if accepted, Producer is under no obligation to rent space to Exhibitor in future years. Booth locations will be rented and assigned in accordance with the best interest of the exhibition, which Producer in its sole discretion shall have the right to decide. Western Exhibitors, Inc. will not give any exhibitor exclusivity on a product.
- d) Sidewalls (no tarp), appropriate lighting, carpet or floor covering is mandatory. Signage is encouraged; however, large vinyl or plastic signs are not permitted. All booth materials must meet fire proofing standards of each venue.
- e) Failure to bring booth up to required standards of Harvest Festival may result in removal from future shows.

3. ASSIGNMENT AND SUBLETTING

The exhibitor shall not assign any rights under this agreement or sublet the space without the prior written permission of Western Exhibitors, Inc. which permission may be arbitrarily withheld.

4. INSURANCE

The exhibitor shall obtain and maintain at its own expense during the period commencing on the first move-in date and terminating on the last move-out date, a policy of insurance acceptable to Western Exhibitors, Inc.. The policy of insurance shall name Western Exhibitors, Inc. as the loss-insured and insure the exhibitor against all

claims of any kind arising from or in anyway connected with the exhibitor's presence or operations at the show. Policy shall provide coverage of at least \$1,000,000 for each separate occurrence. At the request of Western Exhibitors, Inc. the exhibitor shall provide Western Exhibitors, Inc. with a copy of such policy.

5. INDEMNITY

- a) The exhibitor accepts all risks associated with the use of the exhibit space and environs. The exhibitor shall not make any claim or demand or take any legal action, whatsoever, against Western Exhibitors, Inc., the show sponsors, or the facility in which the show is held, for any loss, damage or injury howsoever caused, to the exhibitor, its officers employees, agents or their property.
- b) The exhibitor agrees to indemnify and hold harmless Western Exhibitors, Inc., show sponsors and the facility, their respective officers, agents and employees, against all claims, costs and charges of every kind resulting from their occupancy of the exhibit space or its environs, for personal injuries, death, property damages or any other damage sustained by the exhibitor or its officers, agents, employees or those for whom in law they are responsible, or Western Exhibitors, Inc. or a visitor of the show.

6. EXHIBITOR'S PROPERTY

All of the exhibitor's property at the show shall be at the sole risk of the exhibitor and Western Exhibitors, Inc. assumes no responsibility for loss or damage thereto.

7. BUILDING

The exhibitor is liable for any damage they cause to the facility or to any property of Western Exhibitors, Inc, its agents or any other exhibitor. The exhibitor may not apply paint, lacquer, adhesive or other coatings to the facility or to the property of Western Exhibitors, Inc., its agents or any other exhibitor.

8. PAYMENT TERMS, CANCELLATION, AND TERMINATION

- a) Deposits are required for each show requested with the application. The balance is due and payable in full on or before August 2, 2010. No booth assignments will be given unless deposits or full booth payments are received with the completed application. Any booths not paid in full by August 2, 2010 are charged a 5% late fee until the balance is paid in full. After August 2, 2010, 100% of the booth fee is due with applications, any additional shows or booth increases.
- b) CANCELLATION POLICY: After receipt of first invoice mail date, you will have 10 days to cancel without penalty. After 10 day grace period, your deposit will be forfeited. Applications received after August 2nd have no grace period and cancellations will result in 100% of booth fee forfeited.
- c) In the event the exhibitor fails to make payment as afore said or fails to comply in any respect with the terms of this contract, Western Exhibitors, Inc. reserves the right to cancel this contract without notice and all rights of the exhibitor hereunder shall cease and terminate. Any payment made by the exhibitor on account hereof will be retained by show management as liquidated damages for breach of his contract and show management may thereupon rent said space. Failure to appear at the event does not release exhibitor from responsibility for payment of the full cost of the space rented.
- d) In the event that the exhibitors' check is returned by a bank, due to insufficient funds, a \$25 administrator fee will be charged to the exhibitor.

9. REMOVAL OF EXHIBITS

The exhibitor agrees no display will be dismantled or goods removed during the entire run of the show, but will remain intact until the end of the final closing hour of the last show day. The exhibitor also agrees to remove its display and equipment from the show site by the final move-out time limit, or in the event of failure to do so, the exhibitor agrees to pay for such additional cost as may be incurred.

10. CANCELLATION OR CURTAILMENT OF SHOW

In the event that the facility in which the show is to be held or is held is destroyed or becomes unavailable for occupancy, for reasons beyond the control of Western Exhibitors, Inc., or if for any reason Western Exhibitors, Inc. is unable to permit the exhibitor to occupy the facility or the space, or if the show is cancelled or curtailed, Western Exhibitors, Inc. will not be responsible for any loss of business, loss of profits, damage or expense of whatever nature that the exhibitor may suffer. The reasons listed include, but are not limited to, such reasons as: casualty, explosion, fire, lightning, flood, weather, epidemic, earthquake or other acts of God, acts of public enemies, riots or civil disturbances, strike, lockout or boycott.

WESTERN EXHIBITORS, INC.



JURY CRITERIA

All work submitted must be handmade or embellished in the United States or Canada and handmade by the applicant using his or her own original and creative designs. All products sold in your booth must be juried and approved by show management. Any item not juried and approved in advance must be immediately removed.

NEW APPLICANTS must include 7 photos with application:

- 4 - Product photos that represent your finished work
- 1 - Photo of yourself making your product in your studio or workshop
- 1 - Photo of your workshop showing the product being created, including supplies, raw materials and tools
- 1 - Booth photo (a sketch may be substituted instead of photo)
- Food, bath or candle exhibitors need to send a small sample

Name must be written on back of pictures or slides and will not be returned.

PREVIOUSLY JURIED EXHIBITORS adding NEW items must fill out and submit this Jury Criteria Sheet and include product and workshop photos as described above.

The jury will take the following criteria into consideration:

- Craftsmanship - Quality and Skill
- Originality and Artistic Design
- The use of raw materials vs. bought and embellished materials
- Number of people in production
- One-of-a-kind vs. use of pattern or molds

Assembly alone does not constitute the item as original. To be considered original, assembled work must show unique and creative design. A lower jury score will be reflected by the use of commercial patterns and pre-purchased items that are embellished. NO COMMERCIAL ITEMS, BUY-SELL or IMPORTS are allowed. This means products that have been manufactured by any other entity, which are purchased with intent to resell, products manufactured for import/export or buying products at wholesale prices for the purpose of selling at the shows retail.

Please give a detailed description of the processes used in the creation of your work. If you have more than one medium, please state the percentage of each. Without this information the jury will not be adequately informed about your work and you could be rejected. (Attach separate sheet if necessary.)

Do you employ workers that help you with your craft? If so, how many? _____

What specific tasks do they do? _____

What tasks do you do? _____

Do you hire an outside company to make any part of your product? _____

If so, what do they do? _____

Do you demonstrate making your products at the show? _____