

**APPLICATION FOR COMMERCIAL/RETAIL OR NON-PROFIT EXHIBITOR SPACE**

**(Please print clearly)**

EVENT APPLYING FOR: **3<sup>rd</sup> Annual ShamRock 'n Roll in the West End 2010**

DATE: Sunday, March 14, 2010 12 Noon – 7 pm

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Commercial Retail or Non-Profit (circle one) – If non-profit, please provide IRS status letter with application.

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

List two previous event references with contact information:

\_\_\_\_\_  
\_\_\_\_\_

Booths fees vary based on vendor type (see categories below). Each booth includes: 10X10 tent, one-8ft table, two-folding chairs and one 110 – 20 AMP electrical outlet.

Additional electrical 110 20 AMP outlets - \$50.00 each. (Please circle if needed.)

220 electrical outlet - \$65.00 (Please circle if needed.)

Rental of additional tables and two chairs is \$30.00 (Please circle if needed.)

**Type of Booth Applying For:**

\_\_\_\_\_ **Family Area** (\$400 booth fee)- Fee is waived if non-profit providing a free activity) - These 10 X 10 spaces are available for commercial or non-profit use. You must provide an activity approved for family entertainment, such as: arts & crafts, activities such as dance lessons, climbing wall etc. Space rental can be waived for non-profits providing activities at no charge to guests (this includes requesting donations), certain restrictions will apply.

\_\_\_\_\_ **Standard Non-Profit Booth Space** (\$300 booth fee for 10X10 space) - Non-profit spaces are available to display signage, distribute literature or give demonstrations. Sales of merchandise or food items are not allowed. No solicitation of money, donations, tips or memberships can be conducted unless approved by event management and is stated in said organizations booth rental contract. (Describe booth use below)

\_\_\_\_\_ **Novelty Booth Space** (\$400) – Novelty booths provide hands-on, interactive experiences for event guests. These activities are typically paid for by our guests; if your activity is free to guests please note that in your description. (Describe booth use or activity below)

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Name of Organization/Business: \_\_\_\_\_

\_\_\_\_\_ **Standard Commercial Exhibitor/ Retail Booth Space** – Commercial/Retail booth spaces are for commercial entities to provide services, distribute information/products, sale merchandise, or conduct demonstrations. There is no sale of ready to eat food items at commercial/retail booth spaces. Packaged foods can be sold with approval of event management as stated in said organizations booth rental contract. All sales of packaged food products must have permit by City of Dallas. (Describe use below)

Standard Commercial /Retail Booth Sizes (circle one):

10' X 10' - \$400.00 (tent included)

10' X 20' - \$600.00 (plus \$200 tent rental, if needed)

10' X 30' or 20' X 20' - \$1000.00 (plus \$600 tent rental, if needed)

Larger sizes require parking lot rental, but are available, please inquire.

Please provide a detailed description (or include copies) of activity, signage, material for distribution, demonstrations etc. If it can be viewed electronically please provide web address or URL. Please include any cost to event guests.

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In-Kind trade of advertising and marketing can reduce your fee. Please list any marketing avenues you may be able to use to help promote the event. (Be specific – names of newsletters & # of circulation, email lists, meeting announcements, distribution of marketing materials etc.)

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**APPLICATION/CONTRACT FOR COMMERCIAL OR NON-PROFIT EXHIBITOR SPACE**

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Name of Organization/Business: \_\_\_\_\_

**Rules and Guidelines: (Please read and initial each one)**

- 1) \_\_\_ Only sales of merchandise, signage, marketing materials, and activities approved by event management are allowed in contracted exhibitor booth spaces.
- 2) \_\_\_ Only sales of unopened, packaged foods approved by event management are allowed in a booth space permitted to sale packaged food items. City of Dallas Health Permit is required.
- 3) \_\_\_ You must provide proof (a copy) of liability insurance of \$500,000 upon check in.
- 4) \_\_\_ West End Association and City of Dallas requires being listed as additional insured on your liability insurance. Proof must be provided when checking in.
- 5) \_\_\_ No Beverage sales are allowed at any vendor booths unless expressly approved in contract.
- 6) \_\_\_ No drawings or raffles of any kind, unless expressly approved in contract.
- 7) \_\_\_ Events in the West End have a rain or shine policy. No refunds will be issued for inclement weather.
- 8) \_\_\_ Refunds for cancelled booth reservations will be given up to 10 days prior to an event date. If a booth reservation is cancelled within 10 days of the event date a refund will not be issued.
- 9) \_\_\_ Vendors/Exhibitors using their own tents must provide proper and adequate weight of 120 lbs. per 10X10 space (i.e. 4-5 gallon water buckets per 10 X 10 tent)) to secure your tent. Tents cannot be secured to street poles, lamp posts or other private property. Tents cannot be staked.
- 10) \_\_\_ Booth space must be manned during all event hours (see event description).
  - a. Set up begins at 7:00 AM the day of the event
  - b. Tear down will occur promptly at 7:00 PM and clean up must be completed before leaving the event area.
- 11) \_\_\_ If you must cancel your booth reservation 15 days or more prior to the event, it must be done in writing to receive a 100% booth fee refund. If cancellation is made within 14 days to 10 days prior to the event a 50% refund will be made. No refunds will be made for cancellations within 5 days of the event.

Please return this application and booth fee no later than 10 days prior to the event you are applying for. Spaces are available on a first come first serve basis; and return vendors receive priority space selection.

**Return the application to:**

West End Pub  
Attn: Michelle Chennault  
1801 N. Lamar, #100  
Dallas, TX 75202

Email to: [michelle@westendeventsdallas.com](mailto:michelle@westendeventsdallas.com)

Fax to: 972-264-8264

**Preferred Payment Via PayPal** - email address: [michelle@westendeventsdallas.com](mailto:michelle@westendeventsdallas.com)

**Make Checks Payable to:** (a personal check will not be accepted within 10 days of event)  
EnterAction Events and Marketing