

# 44<sup>th</sup> Annual La Mesa Oktoberfest 2017

## Vendor Application



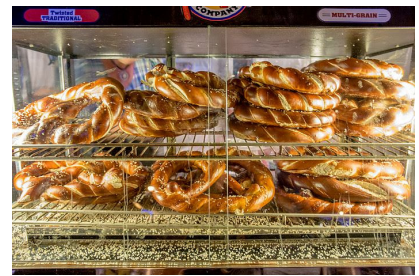
Friday, September 29th / 4 PM to 10 PM  
 Saturday, September 30th / 10 AM to 10:30 PM  
 Sunday, October 1st / 10 AM to 6 PM

Contact Edwin Decker at (619) 261.5664 or Email [ed@mcfarlanepromotions.com](mailto:ed@mcfarlanepromotions.com)

---

### About the Event

---



We are pleased to invite you to join us at the La Mesa Oktoberfest 2017!

- Celebrating its **44th year in 2017**, the locally loved La Mesa Oktoberfest is going back to its roots to bring guests more entertainment, more beer, and more "Prost!" (Cheers!) than ever before.
- **The La Mesa Oktoberfest will be held Friday, September 29th through Sunday, October 1st.**
- Gain valuable exposure to more than **100,000 local residents** and visitors who attend the event
- In addition to our amazing vendors, the Oktoberfest will also feature non-stop music during the event, drawing huge crowds!
- Apply now – booth space will sell out!

Please contact us if you are a good fit for this event! As a community we can make the La Mesa Oktoberfest truly one-of-a-kind. For more information on the event visit, <http://oktoberfestinthevillage.com/>.



*Email completed application to [ed@mcfarlanepromotions.com](mailto:ed@mcfarlanepromotions.com) or mail to McFarlane Promotions, Inc.  
 656 Fifth Ave. Suite B San Diego CA 92101. If you have further questions please email or call Edwin Decker at 619.261.5664.*

---

## Vendor Types & Pricing

---

### 1. ART & CRAFT VENDOR - \$500 (plus \$200 refundable deposit)

Early Bird Registration (prior to July 1<sup>st</sup>): \$425 (plus \$200 refundable deposit)

Fee includes (1) 10x10 tent / Power is not included and can be purchased on Page 4 if needed

### 2. NON-FOOD VENDOR – \$700 (plus \$200 refundable deposit)

Early Bird Registration (prior to July 1<sup>st</sup>): \$600 (plus \$200 refundable deposit)

Fee includes (1) 10x10 tent / Power is not included and can be purchased on Page 4 if needed

### 3. NON-FOOD VENDOR (SPECIAL CATEGORY) - \$1,500 (plus \$200 refundable deposit)

LIMITED AMOUNTS OF ACCEPTED VENDORS FOR EACH OF THE FOLLOWING CATEGORIES WILL BE ACCEPTED: SOLAR/TIMESHARE/INSURANCE/OTHERS

Fee includes (1) 10x10 tent / Power is not included and can be purchased on Page 4 if needed

Contact [ed@mcfarlanepromotions.com](mailto:ed@mcfarlanepromotions.com) if you would like to discuss exclusivity in the category.

### 4. FOOD VENDOR - \$900 (plus \$200 refundable deposit)

Early Bird Registration (prior to July 1<sup>st</sup>): \$750 (plus \$200 refundable deposit)

Fee includes (1) 10x10 tent with health department approved walling plus an additional 5ft of grill space (if needed) / Power is not included and can be purchased on Page 4 if needed

### 5. FOOD TRUCK

Please contact [ed@mcfarlanepromotions.com](mailto:ed@mcfarlanepromotions.com) directly to discuss pricing.

The City of La Mesa requires that all vendors at the La Mesa Oktoberfest pay a **\$20 fee** for a **City Business License**. Please include this fee payment with your vendor fee payment.

- The City Business License fee is reduced to \$5 for non-profits with valid paperwork.

**Booth fees are due upon application submission. Your booth is not reserved until full payment is made.**

The event organizers maintain the right to review all applications, decline any vendors that are not fitting for the event and/or modify the vendor category they fall into.

\*\*Corporate Sponsors should contact [jenna@mcfarlanepromotions.com](mailto:jenna@mcfarlanepromotions.com) to discuss opportunities.\*\*

Permit – business license

---

## Terms & Conditions for all Vendors

---

1. Booth location to be determined by McFarlane Promotions, Inc.
2. Check in time begins Friday, September 29<sup>th</sup> at 12:00 pm and Vendors must be completely set up by 2:00 pm for the Fire Marshall inspection.
3. Vendors are required to be open for all event hours as stated on the top of this application. *CLOSING BEFORE THE END OF EVENT OR STAYING OPEN AFTER EVENT IS STRICTLY PROHIBITED AND IS GROUNDS FOR EXCLUSION FROM PARTICIPATION AT FUTURE EVENTS.*

*Email completed application to [ed@mcfarlanepromotions.com](mailto:ed@mcfarlanepromotions.com) or mail to McFarlane Promotions, Inc.  
656 Fifth Ave. Suite B San Diego CA 92101. If you have further questions please email or call Edwin Decker at 619.261.5664.*

4. **All Vendors must use booths provided.** No other booths / set-ups are allowed without prior approval of McFarlane Promotions.
5. All business and other activity, for which the Vendor has rented space, must be conducted within the designated booth space only! No distribution, canvassing, flyers, nor vending of any kind may be done by strolling through the festival grounds. Vendors are required to conduct business within the perimeter of their 10x10 space. No product, equipment or activities are permitted outside their footprint. Extra space may be purchased in advance.
6. Vendors must post prices in a legible manner and in a visible space within their booth.
7. The sale of alcoholic beverages of any kind is strictly prohibited. Additionally, due to sponsorship and contractual arrangements, only sponsor related water & beverages will be allowed to be sold. Any failure to comply with these beverage rules may result in expulsion from the event.
8. Consumption of alcoholic beverages by Vendor, volunteers or employees of Vendors at their booth is prohibited.
9. Vendors must provide trash receptacles for waste generated by their booth. ***Improper trash disposal is grounds for exclusion from participation at future events.***
10. Vendors are required to obtain and display all necessary permits and / or licenses. ***McFarlane Promotions and the La Mesa Chamber of Commerce are not liable and will not refund any fees or deposits.***
11. Each Vendor will be responsible for all of his / her own merchandise or equipment. McFarlane Promotions, Inc. and the La Mesa Chamber of Commerce will not be liable for any lost, stolen or misplaced merchandise or equipment at the event.
12. **POWER:** Power is not provided unless purchased in advance on Page 4 of this application. Per City regulations, vendors are not permitted to supply their own power. All power must be ordered and purchased through the event.
13. **INSURANCE: Vendors must provide proof of general liability insurance and add McFarlane Promotions and the La Mesa Chamber as additionally insured. – instructions below.**
14. **REFUNDS:** Booth fees are NON-REFUNDABLE. Refunds will not be issued regardless of booth placement, sales or competing vendor. The event is Rain or Shine. No exceptions.

---

### **Additional Terms & Conditions for Food Vendors & Food Trucks**

---

1. All food Vendors must meet and follow all County of San Diego Health Department and Fire Department Guidelines.
2. Vendors must obtain a County of San Diego Health Permit (call 858.505.6690).
3. All food items must be stored inside the allotted space, covered and off the ground.
4. San Diego Health Department requires that vendors provide appropriate cleaning materials as well as a hand-washing setup. *Running water is not provided on the grounds of the event.*
5. Containers of butane or fuel must be affixed to a post or other secure item.
6. All food Vendors must observe all terms and conditions as listed elsewhere in this application.

# 44<sup>th</sup> Annual La Mesa Oktoberfest 2017

## Vendor Application



Friday, September 29th / 4 PM to 10 PM  
 Saturday, September 30th / 10 AM to 10:30 PM  
 Sunday, October 1st / 10 AM to 6 PM

Contact Edwin Decker at (619) 261.5664 or Email [ed@mcfarlanepromotions.com](mailto:ed@mcfarlanepromotions.com)

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Day Phone #: \_\_\_\_\_ Cell Phone # for the day-of (required): \_\_\_\_\_

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

E-mail Address: \_\_\_\_\_

Power (if applicable)  \_\_\_\_\_ amps - \$150 per 20 amp

{Food Vendors Only} Health Permit Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

**Complete description & prices of products you will be selling (attach additional pages if needed):**

*(TO PROCESS APPLICATIONS MCFARLANE PROMOTIONS MUST RECEIVE A COMPLETE LIST WITH PRICES AND ITEMS INTENDED FOR SALE. ONCE THE APPLICATION IS ACCEPTED THE LIST CANNOT CHANGE WITHOUT WRITTEN APPROVAL OF MCFARLANE PROMOTIONS.)*

**PHOTO: Please include a photo of your booth set-up with this application.**

### VENDOR TYPE:

Vendor Type is subject to review and modification by McFarlane Promotions.

Please select one

Art & Craft Vendor (\$500 (\$425 early))       Non-Food Vendor (\$700 (\$600 early))       NF Vendor (Special Category) (\$1,500)       Food Vendor (\$900 (\$750 early))

### Payment:

**Vendor & Bus. License fees may be paid in cash, check or credit card.**

**Refundable deposits must be paid by check.**

**Vendor/Bus. License fees and refundable deposits should always be on separate checks.**

**Check must be made out to McFarlane Promotions, Inc. and mailed to McFarlane Promotions, Inc. 656 5<sup>th</sup> Ave Suite B, San Diego, CA 92101.**

**Booth fees are due upon application submission. Your booth is not reserved until full payment is made.**

*Email completed application to [ed@mcfarlanepromotions.com](mailto:ed@mcfarlanepromotions.com) or mail to McFarlane Promotions, Inc. 656 Fifth Ave. Suite B San Diego CA 92101. If you have further questions please email or call Edwin Decker at 619.261.5664.*

**ACCEPTANCE OF TERMS:**

*I hereby warrant and confirm that the above information is, to the best of my knowledge true and correct and further certify that I have read all of the information provided in this application.*

---

**Print Name**

**Signature**

**Date**

*Your signature above represents your understanding and agreement to all terms stated in this form.*

**Space is limited and based on a first come first serve basis.**

# INSURANCE REQUIREMENTS

You must provide proof of general liability insurance for \$1,000,000 naming McFarlane Promotions, Inc. and The La Mesa Chamber of Commerce as additionally insured. Listed below are the names and contact information of the entities that need to be additionally insured, with the 30 day insurance cancellation noted on certificate, for \$1,000,000 for the La Mesa Oktoberfest 2017 listing the date September 29th through October 1st, 2017. *You must also include the endorsement policy and it must list the below organizations on it or reference the policy number on it.* All vendors are also required to have you have the 'Worker's Compensation Statutory Limits' box checked (regardless of your coverage amount). If you use a different insurance company for your workers compensation you are required to provide that coverage as well. **You will not be able to set up a booth without this insurance.**

## Additional Insurance Naming: EACH ENTITY ON SEPARATE CERTIFICATES:

La Mesa Chamber of Commerce 8080 La Mesa Blvd #212 La Mesa, CA 91942 (619) 465-7700	McFarlane Promotions, Inc. Laurel McFarlane 656 Fifth Ave, Ste. B San Diego, CA 92101 Phone: 619-233-5008 Fax: 619-233-0898
---	--

An endorsement must accompany each certificate. A blanket endorsement will not be accepted and the endorsement must either also state the name of the additionally insure entity or the same policy number as what is listed on the certificate.

## Storm Water Policy

Only rain water is allowed in storm drains!

At no time is trash, debris, grease, ice, or any type of liquid to enter a storm drain. These drains are connected to the ocean, which means that any trash or liquid that goes down the storm drain automatically becomes pollution. It does not matter if it is “just water.” If it is not rain water, it is not allowed in the storm drain.

San Diego Municipal code 43.0301 makes it illegal to pollute storm drains. Vendors must dispose of all pollutants such as ice, trash, dirt, unfinished beverages and any other type of trash in the proper manner. Failure to comply with Storm Drain protection WILL result in forfeiture of deposit and/or citations by city officials.

Please sign if you have read and understand this page:

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Company Name: \_\_\_\_\_ Date: \_\_\_\_\_

### *USEFUL INFORMATION ON STORM WATER MANAGEMENT IN SAN DIEGO*

- *Introduction to Pollution Prevention:*  
Many people think that when water flows into a storm drain it is treated, but the storm drain system and sewer system are not connected. Everything that enters storm drains flows untreated directly into our creeks, rivers, bays, beaches and ultimately the ocean. Storm water can contain harmful pollutants, including pesticides, pet waste, trash, and oil/grease. The Federal Clean Water Act prohibits disposal of waste and pollutants into creeks, rivers, bays, lakes and the ocean due to the harmful effects pollutants have on recreational waterways and wildlife. Some of San Diego’s most popular beaches have been temporarily closed because of storm water pollution. By preventing pollution from occurring in our neighborhoods and at our businesses, we can protect our environment and our families’ health and safety.
- *Storm Drain Identification:*  
The storm drain conveyance system includes curbs, gutters, alleys and drain inlets that are in the public right-of-way, which collect rainwater. The storm drain system is designed to convey rainwater (and ONLY rainwater) away from structures and property, and into drains, channels or nearby waterways (e.g. creek, channel, stream, river, ocean, bay, etc.)

**FAILURE TO COMPLY WITH STORM DRAIN PROTECTION WILL RESULT IN CITATIONS BY CITY OFFICIALS.**

# CREDIT CARD AUTHORIZATION FORM

Credit card type \_\_\_\_\_ Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_  
**(Visa, MC, Discover ONLY)**



Amount to be charged: \$ \_\_\_\_\_

Card Identification Number (last 3 digits located on the back of the credit card): \_\_\_\_\_

Cardholder's name (*please print*) \_\_\_\_\_

Billing Address for Credit Card: \_\_\_\_\_

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

Telephone \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_