

Central Coast Vegans
P.O. Box 538
San Luis Obispo, CA 93406



We are pleased to invite you to join us as a vendor and/or sponsor for the first annual Central Coast Veg Fest on Saturday, February 17th, 2018 at the San Luis Obispo Veteran's Hall from 10:00am to 6:00pm in beautiful San Luis Obispo, California.

*What is the Veg Fest? It's an all day, free celebration! We are expecting enormous success for our first Central Coast Veg Fest, anticipating over 2,000 attendees from around California. **The mission of the Veg Fest is to attract, educate, and support veganism for the H.E.C.K. of it: Health, Environment, Conscience and Kindness.** We will draw committed and passionate vegans as well as omnivores and vegetarians who want to taste great food while learning more about how to improve their health, the planet and its inhabitants by attending free lectures, cooking demonstrations, and, of course, visiting our wonderful vendor and non-profit booths.*

We are promoting the Central Coast Veg Fest through social media, local media, feature articles in local papers and many other outlets. Also, be sure to visit our website at ccvegfest.org or check us out on Facebook for updates.

The following forms are enclosed: (1) Sponsorship form, (2) Exhibitor application and (3) Conditions of Agreement. Please note that the Central Coast Veg Fest Committee reviews all applications for exhibitor space. We reserve the right to deny exhibit space to any group or organization that does not support at least one tenet of the festival's mission statement. If you have questions regarding the appropriateness of your group for this fest, please feel free to contact us at any time before or during your application.

Reserve your space by email to info@ccvegfest.org or by mail to the address listed above. Send all forms no later than December 15th, 2017 to get early-bird rates. We must receive your check or PayPal payment in order to process your application.

We hope that you will help us make the 1st Central Coast Veg Fest an epic and historic beginning for positive change in the world! We look forward to an exciting celebration with your participation and support.

Please note: the Central Coast Veg Fest is an educational community happening. The entire Central Coast Vegans Veg Fest planning team volunteers their time and energy to putting on this event. Your participation helps cover the basic costs of the space rental, speaker accommodations (no presenter is being paid to speak), and to market the event and create outreach to the greater community. It is our intention to promote you and your business as it attracts, educates and supports veganism.

Please take a moment to share the Facebook event on your social media accounts. The more people who know about Central Coast Veg Fest, the bigger success it will be for all of us. Thank you!

Central Coast VegFest Registration Form



The most powerful way to be included in the Veg Fest action is to co-sponsor the event with us through your financial support as a Sponsor. You can sponsor with or without a booth*.

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Central Coast Veg Fest Sponsorship Form

Sponsorship Benefits	Sun Beam \$175	Groovy Gull \$500	Cool Cow \$1,000	Blue Whale \$3,000
Receive Central Coast Vegan Shopper Membership Discount Card(s)	♥	♥ (2)	♥ (4)	♥ (6)
Logo placement on Central Coast Veg Fest website	♥	♥	♥	♥ prominent placement
Name listed on Central Coast Veg Fest Facebook page		♥	♥	♥
Verbal announcement at Veg Fest		♥	♥	♥
Vendor Booth	1 table	1 table	2 tables	3 tables
Prime Vendor Booth Location		♥	♥	♥
Your Logo on all posters, flyers, and handbills		♥	♥	♥
Your Large Logo on all posters, flyers, handbills and print advertising.			♥	♥
Your Large Logo in top placement on all posters, flyers, handbills and print advertising.			♥	♥ prominent placement
Hang Your Banner at Veg Fest entrance			♥	♥ prominent placement
All of the above, plus a second banner				♥

Your Sponsorship Level: \$ _____

Deadline for your logo to appear on print advertising:

Friday, December 1st, 2017

Sponsor Organization Name	
Contact Name	
E-mail Address	
Website	
Phone	
Mailing Address	

*** If you want a booth at the event you must also please complete the exhibitor application (over). Please mail (or email) this Application, Conditions of Agreement, and a check or money order made payable to **Central Coast Vegetarian Network** to the above address.**

2017 Central Coast Veg Fest Vendor Booth Application

Exhibitor Benefits

- Promotion of your product, service, and/or organization to an anticipated crowd of 2,000 or more.

Exhibitor Criteria

- A business or non-profit whose products, services, or information attracts, educates and supports veganism and represents at least one of the tenets of the H.E.C.K. (Health, Environment, Conscience, Kindness) festival theme.
- Exhibitors must be at least sympathetic and respectful to veganism (in the spirit of an ideal).

Indoor Vendors may give away food samples, product samples, and sell products and/or packaged food that is not meant for consumption at VegFest. All samples and products must be vegan. **We will provide one 8 foot table and two chairs.** Booth size is appx 8' wide x 6' deep. **Additional Booth \$75.**

Outdoor Hot Food Vendors provide their own tables, chairs and canopy (optional). There is no power available for outdoor hot food vendors. The standard booth space is approx. 10'x10'. Rain or shine.

Please circle exhibitor type--space is limited, please sign up early!

Booth Type	Early Bird Rate Until Dec 15, 2017	Rate after Dec. 15th	Late Fees After Feb 7th
Exhibitor (for profit)	\$75 (free for Sponsors)	\$95	\$105
Exhibitor (non-profit, 501(c)3)	\$40 (free for Sponsors)	\$55	\$65
Food Vendors (three options, choose most applicable to you)	\$75 fee plus donation of any profits above your costs (this waives the SLO County Health Permit Fee) to the event.	\$95	\$105
Option A: Samples Only, No Sales			
Option B: Samples and Sales	You already have a SLO County Health permit (or buy for \$121), no fee, \$75 refundable deposit, 10% of sales.	12% of sales	15% of sales
Option C: Samples and Sales	No permit, \$75 booth fee, plus donation of any profits above your costs (this waives County Permit Fee) to the event.	\$95	\$105

Organization Name: _____ EIN if non-profit: _____

Contact Name: _____ Phone: _____

Email address: _____ Website: _____

Mailing address: _____

Full description of the products you will be displaying, distributing, and/or selling:

Food samples will go quickly - bring lots, and have brochures available also in case samples run out.

VERY IMPORTANT: Will you need an electrical outlet? Yes No

Are you providing samples? Yes No Describe Samples: _____

Will you be serving food? If yes, see condition 10 on Terms and Conditions. YES NO

If electricity is needed, list the appliances and amps for each. No butane burners allowed. Note that we cannot guarantee electrical outlets for each exhibitor. We will prioritize food vendors and then reserve outlets for exhibitors on a first-come, first-serve basis. We will let you know whether we can meet your request. Describe Electrical Appliances: _____

Refund policy: If an exhibitor should decide to cancel after payment, and the cancellation is made on or before January 7, 2018, Central Coast Veg Fest will refund the payment in full. If an exhibitor should decide to cancel between January 7 and February 7, half the fee will be reimbursed. February 7, 2018 and later, no reimbursement will be granted. If the Central Coast Veg Fest declines to accept an exhibitor for whatever reason, and an online payment has been made, it will be fully reimbursed.

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Amount enclosed:

Sponsorship \$ _____ + Booth Fee \$ _____ + Late Fee \$ _____ + Donation \$ _____
= \$ _____ TOTAL ENCLOSED

MAKING YOUR PAYMENT: Please mail (or email) this Application, Conditions of Agreement, and a check or money order made payable to **Central Coast Vegetarian Network** to the above address. You may also use **PayPal** to complete your payment by sending your payment via Paypal to info@ccvegfest.org on our website ccvegfest.org. Please make a note in the PayPal payment that you are paying for a Veg Fest booth or Sponsorship. Please email info@ccvegfest.org when you have sent your check in the mail so we know to expect it. Thank you!

Conditions of Agreement

Please read carefully and initial each item.

- _____ 1. Central Coast Veg Fest reserves the right to accept or decline any application at its discretion.
- _____ 2. Each exhibitor must submit an individual application and payment.
- _____ 3. Setup begins at 7:00 am. Exhibitors must be ready for operation by 10 am sharp.
- _____ 4. Exhibitors must staff their tables during the entire event from 10:00 am to 6:00 pm.
- _____ 5. Exhibitors are responsible for setup and take-down of their booth.
- _____ 6. Exhibitors must have clearly displayed signs, which identify name, products, and prices where applicable.
- _____ 7. Exhibitors shall display, sell, or give away only merchandise, literature, and services specified in the application.
- _____ 8. **Everything sold and/or displayed MUST BE VEGAN.** Vegan means no animal products: animal flesh, fat, broth, gelatin, eggs, dairy, milk, honey, beeswax, shellac, fish, feathers, shells, skins, bones, leather, wool, silk, etc. Exhibitors/vendors should be able to specify the origin of all product ingredients if/when asked.
- _____ 9. Please serve your food samples in compostable or eco-friendly containers.

- _____ 10. All products and merchandise sold, given away or marketed must be vegan, not tested on animals, and should be as environmentally friendly as possible. If your company offers non-vegan items, please do not mention them during the event.
- _____ 11. **Graphic Imagery:** Central Coast Veg Fest is a celebration of veganism and a place for information about veganism. Central Coast Veg Fest recognizes the desire in some for graphic imagery as an education tool AND we want to maintain this as a family friendly event. We allow graphic imagery (that containing shock value, blood, visible suffering, slaughter, repulsiveness, etc.), but please keep the following guidelines in mind: Any graphic imagery that attendees are forced to see is not allowed. If literature has a graphic image on the front page, we ask that it be hidden by a blank piece of paper. Graphic images inside of literature are acceptable and may still be distributed (please specify in the product description). If you have any questions, please contact us. We reserve the right to disallow any graphic imagery that does not fit within these guidelines on the day of the festival.
- _____ 12. Should any contingency interrupt or prevent the holding of Central Coast Veg Fest, including but not limited to inclement weather, war, terrorism, or lockouts, the event coordinators and Central Coast Veg Fest shall in no way be liable to exhibitors. Should any contingency prohibit the event from taking place as scheduled, event coordinators will make their best effort to reschedule the event on a weekend day as near to the original date as possible.
- _____ 13. Exhibitors agree to make no claim for any reason against event coordinators or Central Coast Veg Fest for theft, damage, or destruction of goods, or for injury to themselves, employees, volunteers, or visitors incurred at the event.
- _____ 14. Central Coast Veg Fest may take photos and video of you and your exhibit table and use it for our promotions.

I have read the Conditions of Agreement and agree fully to all terms.

Signature (Initials OK for electronic submission) Printed Name

Organization

Date