

7th Annual Petaluma's Salute to American Graffiti
2012 General merchandise Vendor/Exhibitor Application
Questions? More Information?
Contact Victor@Americangraffiti.net



PETALUMA'S SALUTE TO AMERICAN GRAFFITI, SATURDAY, MAY 19, 2012: 9am to 9pm is the annual community celebration of the "happy days" of the '50s and early '60s as seen in George Lucas' timeless, coming-of-age *American Graffiti*. Most of the memorable scenes were filmed in Petaluma in 1972. This non-alcoholic, family-oriented tribute helps preserve and continue the legacy of *American Graffiti* and raises money in support of the welfare, safety, history, arts and schools of the Petaluma area.

Presented by Cruisin' The Boulevard, Inc., a Petaluma-based, all-volunteer 501(c)(3) nonprofit California Public Benefit Corporation, all merchandise businesses are invited to participate in this year's celebration in Historic Downtown.

We expect over 30,000 people to attend this year's celebration, which will feature over 400 classic 1972 and older American-made vehicles, a special emergency vehicle show, live bands, *American Graffiti* stars, cars that were featured in the film, food and merchandise vendors and exhibitors, *American Graffiti* memorabilia and collectables, contests, children's attractions, and much more! Don't miss this exceptional opportunity to participate in one of Northern California's premier events that attracts visitors from around the world! This is a day long event!

Vendor/Exhibitor check list (please review entire agreement prior to signing!)

1. March 16, 2012, application plus \$50.00 application deposit (per booth) due
2. March 30, 2012, vendor/exhibitor Selections complete
3. April 6, 2012, notification to vendor/exhibitor of selection
4. April 13, 2012, balance of booth fees due
5. April 27, 2012, certificate of insurance and resale permit due

Application information and requirements – Applications must be received by March 16, 2012

- 1) This application is for general merchandise vendors and exhibitors only. Food vendors must apply using our Food Vendor Application Form. Submission of application does not guarantee participation. We do NOT allow booth sharing.
- 2) A limited number of vendor/exhibitor spaces are available. Priority selection will be given to applications for the sale of merchandise relevant to the American Graffiti era including art and collectibles and classic American vehicles. We reserve the right to refuse the participation of any applicant we deem offensive, inappropriate, or contrary to the spirit of the event or the City of Petaluma.
- 3) Whether you sell merchandise or food, you must have a valid California State Board of Equalization Seller's Permit and provide a copy of it to us no later than April 27, 2012. Even if you are from outside of California, you must obtain a temporary permit from the Board of Equalization: (800) 400-7115 or visit: www.boe.ca.gov. You do NOT need a resale permit to apply, but if accepted you must provide your resale permit (copy accepted) on or before April 27, 2012.
- 4) All vendors must have \$1,000,000 of liability insurance. You do NOT need insurance to apply, but if accepted, you must provide a certificate of insurance naming Cruisin' The Boulevard, Inc. and the City of Petaluma as additional insured's. We will need to have a copy of this certificate on file on or before April 27, 2012. If you do not have insurance, you should be able to obtain a one day policy from Shahinian Insurance Services: (800) 457-2231 or from one of the other many services available on the Internet.
- 5) Vendor spaces: There are three categories of vendors. See attached applications for fee structure. No refunds or rain checks. A \$35 charge will be assessed for a bounced check. Each booth space measures 10ft. x 10ft. You may request to purchase as many as three spaces at the rates shown in the application. For larger spaces, please contact us for a quotation. There is no guarantee that you will receive all spaces requested. No electricity is or can be provided. In some instances, ultra low-noise generators, (equivalent to the Honda Whisper Quiet units) may be permitted. Please inquire before submitting your application. Your organization will be required to provide everything you need for your setup including tents, tables, chairs, umbrellas, signage, etc. All tents and pop-ups MUST be securely anchored to ground. Music and/or sound systems are not permitted.
- 6) To apply, complete the attached application and mail to the address shown on application. If you provide an email address, we will acknowledge receipt of your application as soon as possible. If you do not provide an email address, acknowledgement will be sent within 10 days by USPS mail.

Selection of participants will be on-going with the last ones to be made by March 30, 2012. You will be notified no later than April 6 as to whether you have been selected to participate or not. As soon as we receive your certificate of insurance and California State Board of Equalization Seller's Permit (must be received no later than April 27, 2012), we will mail your Vendor Entrance Credentials and setup location and instructions to you. Failure to provide insurance and resale permit will result in the forfeiture of all fees.