

**Petaluma Non-Food Vendor/Exhibitor**

**Make checks payable and mail to:**

Cruisin' The Boulevard,  
P.O. Box 4412, Petaluma, CA 94955

Business/Organization: \_\_\_\_\_ Date \_\_\_\_\_

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

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

Have you participated in a past Salute? Yes \_\_\_\_\_ No \_\_\_\_\_ Please describe in detail the types of merchandise you will be offering for sale. If you need additional space, use the backside of this application. You may also attach a product sheet or other information that will be helpful to us in making our selection:

**SELECT only one from the three choices!!**

**#1 Outside of Petaluma address:** \_\_\_\_\_ **Number of 10' x 10' \$150 non-food/beverage booth spaces requested**

**#2 Petaluma address ONLY:** \_\_\_\_\_ **Number of 10' x 10' \$125 non-food/beverage booth spaces requested**

**#3 Petaluma Non-profit:** \_\_\_\_\_ **Number of 10' x 10' \$75 non-food/beverage booth space requested**

\_\_\_\_\_ **Total booths requested x \$50 application deposit = \$ \_\_\_\_\_**

If your application is not accepted, your application deposit will be refunded. If your application is accepted, you will be invoiced with the balance due. Balance due MUST be paid by April 13, 2012. If balance due is not received by April 13, you risk losing your deposit and your acceptance.

\_\_\_ **Enclosed is check/money order.** \_\_\_ **PayPal payment: Please contact me by calling:** (\_\_\_\_) \_\_\_\_\_

\_\_\_ **Please charge Visa/MasterCard: Credit Card #:** \_\_\_\_\_

**Expires:** \_\_\_\_\_ **Name on Card:** \_\_\_\_\_

**3-digit Security Code:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Card billing address (if different from above):** \_\_\_\_\_

**Terms of application and exhibition:** As a duly authorized representative of the above named business/organization, I acknowledge that I have read, understand and agree to all of the terms and conditions set forth in this application and its information and requirements as stated on the first page of the application package. Furthermore, on behalf of the business/organization named above, I agree to release, hold harmless and indemnify Cruisin' The Boulevard, Inc. (CTB) and the City of Petaluma, their affiliated organizations or entities, directors, officers, agents, or employees from any and all liabilities, claims, demands, costs or damages to person(s) or property as a result of participation in Petaluma's Salute to American Graffiti. I further release and indemnify CTB and the City of Petaluma and all of their duly appointed representatives of all liability and responsibility for any injury, damage or loss sustained by vendors, exhibitors, participants, guests or anyone else associated with this event before, during or after this event as a result of the display or demonstration of my work, equipment, materials, or merchandise. I understand that CTB has the right to remove anything that does not meet the standards set forth in this application and its requirements. I understand that there are no refunds or rain checks due to inclement weather. In consideration of acceptance of my application, I agree: 1) to accept all decisions of CTB; 2) to allow CTB to the use of any photographs/images or promotional materials that I provide as part of this application or as may be recorded on camera or videotape by CTB at the event for the purpose of promoting the event this year and in the future; 3) that I may forfeit any fees paid as well as acceptance of this application if I fail to pay the balance due on or before April 13, 2012; 4) that I will forfeit any fees paid if I fail to provide a **certificate of insurance, California State Board of Equalization Seller's Permit** and any other required documents on or before April 27, 2012. I furthermore acknowledge that Cruisin' The Boulevard, Inc. reserves the right to refuse the participation of any applicant it deems offensive, inappropriate, or contrary to the spirit of the celebration or the City of Petaluma.

Print Name & Title

Signature

Date