

# SAN DIEGO JEWISH FOOD FESTIVAL

Temple Adat Shalom  
Presents  
The 3rd Annual San Diego Jewish Food Festival  
Sunday, April 22nd, 2012  
11:00am - 7:00pm

[www.sdjewishfoodfest.com](http://www.sdjewishfoodfest.com)

## VENDOR BOOTH APPLICATION ---- SPACE COMMITMENT FORM----

### San Diego Jewish Food Festival

The San Diego Jewish Food Festival (SDJFF) was an overwhelming success in 2010! We are planning for an attendance of more than 2000 for this event in 2012, which will again be produced by an all-volunteer team. SDJFF™ is a unique gathering featuring a wide array of ethnic Jewish cuisine and culture open to the entire community.

If you are interested in participating in the SDJFF, please fill out this application form and submit it with your payment. You will receive an email confirming receipt of your application and your participation. Vendors will be given priority booth assignments based on the date of sign up and payment.

**The “Early Bird” rates are in effect until January 1st – however placement of vendor space is based on the date of application submittal AND payment. Sign up as soon as possible as once we meet the vendor quota, space will be closed.**

**NOTE: The Temple Adat Shalom (TAS) San Diego Jewish Food Festival Committee reserves the right to refuse vendors based on Festival criteria.**

### **FESTIVAL DATE:**

**Sunday, April 22, 2012- 11:00 am-7:00 pm**

### **SET-UP:**

**Sunday morning beginning at 8 a.m., with final set up by 9:30 a.m.**

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## For Festival Personnel Only

Check Received: \_\_\_\_\_ Check #: \_\_\_\_\_ or CC: \_\_\_\_\_ Amount Paid: \_\_\_\_\_

Vendor Location: \_\_\_\_\_ Electricity: YES \_\_\_ NO \_\_\_ #Chair(s) \_\_\_\_\_ #Table(s) \_\_\_\_\_

CA Seller's Permit: YES \_\_\_ NO \_\_\_ TAS Member: \_\_\_\_\_ Volunteer Help Required: YES \_\_\_ NO \_\_\_

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

Name (print): \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone:( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Cell ( ) \_\_\_\_\_

Email address: \_\_\_\_\_ Website address (if applicable): \_\_\_\_\_

- YES \_\_\_ NO \_\_\_ **ELECTRICITY** - \$ 10.00 for minimal wattage use. If wattage is higher, extra charges may apply. If YES please state what your electricity needs are and estimated wattage:  
\_\_\_\_\_
- YES \_\_\_ NO \_\_\_ **RENTALS**: If you wish to rent additional table/chairs -you can do so with through the Vendor Coordinators (contact info below). Tables are 6ft -\$10 each; chairs are \$5each. If YES please state what your rental needs are and estimated # of tables/chairs:  
\_\_\_\_\_

Please describe the Product(s) or Service(s) provided in your booth:

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How much time do you need for set up? \_\_\_\_\_ Do you need assistance? YES \_\_\_ NO \_\_\_

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## FESTIVAL QUALIFICATIONS

**FEES: PLEASE CHECK THE APPROPRIATE TYPE OF BOOTH BELOW**

**\*\* Space allotments are for one vendor – booths may not be shared unless authorized by the Festival \*\***

- **A. CRAFT VENDOR:**

- 10 x 10 Space: FEE: **\$125** (until January 1, 2012). **\$150** (after January 1, 2012)
- CORNER Space - **\$150** based on availability (until January 1, 2012). **\$175** (after January 1, 2012)
- 10 x 20 Space: FEE: **\$200** (until January 1, 2012). **\$225** (after January 1, 2012)

Fee includes: Area for your canopy; Program Listing on our website. Vendor space includes no walls. Please note that spaces will be adjacent to another vendor. **To qualify as a craft vendor, products sold must be 75% handcrafted or offered with the approval of the Vendor Coordinators.**

- **B. SMALL BUSINESS VENDOR:**

- 10 x 10 Space: FEE: **\$125** (until January 1, 2012). **\$150** (after January 1, 2012)
- CORNER Space - **\$150** based on availability (until January 1, 2012). **\$175** (after January 1, 2012)
- 10 x 20 Space: FEE: **\$200** (until January 1, 2012). **\$225** (after January 1, 2012)

Fee includes: Area for your canopy; Program Listing on our website. Vendor space includes no walls. Please note that spaces will be adjacent to another vendor. **To qualify as a Small Business Vendor, products must be mass produced product, home based companies, companies with fewer than 14 employees.**

- **C. COMMERCIAL VENDOR:**

- 10 x 10 Space: FEE: **\$200** (until January 1, 2012). **\$225** (after January 1, 2012)
- CORNER Space - **\$225**, based on availability (until January 1, 2012). **\$250** (after January 1, 2012)
- 10 x 20 Space: FEE: **\$275** (until January 1, 2012). **\$300** (after January 1, 2012)

Commercial vendors may provide their own logo canopy. Fee includes: Area for your canopy; Program Listing on our website. Vendor space includes no walls. Please note that spaces will be adjacent to another vendor. **To qualify as a Commercial Vendor, products must be mass produced product or sales items, company has more than 15 employees.**

- **D. NONPROFIT ORGANIZATIONS**

- Fee: **\$100** (discounted)

Fee includes 10x10 area; Program listing on our website. **We offer this space to organizations which have a nonprofit 501 (c)(3)\* status.** Nonprofits must submit and be accepted for this space. There are a limited number of spaces offered for this category. Nonprofit vendors must commit to this one-day event for the duration of the Jewish Food Festival hours. **Nonprofit MUST submit a copy of IRS 501(c)(3) determination letter.**

- **OPPORTUNITY DRAWING:** All vendors are required to donate a prize for the Opportunity Drawing – valued at \$30 – this can be a gift certificate, gift basket, gift card, etc. Please get all prizes to Vendor Coordinators a week before the event – they can be mailed or dropped off at Temple Adat Shalom, 15905 Pomerado Road, Poway, CA 92064.

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- **TEMPLE ADAT SHALOM MEMBERS:** All TAS Members that secure a booth for the Festival will receive a \$25.00 discount on booth rental fee.

## POLICIES & PROCEDURES - APPLICABLE TO ALL VENDORS

- Electricity connection is not included in the listed fees. Electricity can be provided at an additional cost as noted above.
- All correspondence will be via email unless special arrangements are made. If a vendor does not have email, the vendor must check the San Diego Jewish Food Festival website for updates.
- This is a 1-day festival. Vendors must utilize their spots and remain at their space during the Festival Hours or it may affect your participation in future festivals.
- Vendors cannot shut down prior to the close of the Festival for any reason without prior written authorization from the Festival.
- If you are selling, please provide a copy of your California Seller's Permit certificate issued by the State Board of Equalization. Seller's Permit will be checked before the Festival.
- The San Diego Jewish Food Festival is held indoors & outdoors and subject to nature. There are no refunds for rainy or unusual weather conditions or acts of nature. The Festival is a rain or shine event.
- There are no refunds once you have been accepted into the Festival. Under special circumstances, the San Diego Jewish Food Festival Committee may issue a refund.
- The Festival has the right to determine participation – once you have submitted your application you will receive notification of acceptance/rejection.
- Vendors must pay in full by March 1, 2012 in order to participate in the Festival. "Key area" placement of booth space is based on the full payment date of vendor fees.
- No sound systems are allowed in the vendor space without prior permission from the Vendor Coordinators.
- A Vendor Agreement will be emailed to you by March 15th outlining responsibilities of the Festival and of the Vendor. It will include: check-in time, parking information, booth location, and other Festival information.
- The Vendor Agreement Form must be signed, dated and received by the Festival by March 1, 2012 along with your payment of vendor fees.
- Volunteers are available for unloading/loading vehicles to help with traffic flow. Volunteers are not available to pack or set up/tear down booths. Volunteers are not allowed to work in Vendor Booths.
- SDJFF reserves the right to remove any vendor who fails to follow the Policies & Procedures as outlined above. There will be no refunds to vendors who are removed.
- **Note:** Due to the nature of the Festival some items on this document may change as to set up time, locations, etc. If they do, Vendors will be immediately notified.

**Mail application and full vendor booth payment (payable to Temple Adat Shalom) to:  
15905 Pomerado Road  
Poway, California 92064**

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I agree to the above information by submitting this application form to participate in the 3<sup>rd</sup> Annual San Diego Jewish Food Festival in Poway, California on April 22, 2012.

**PLEASE INCLUDE A COPY OF YOUR STATE OF CALIFORNIA SELLER'S PERMIT WITH YOUR APPLICATION.**

	<u>Amount</u>
# of Spaces _____ Type of Vendor Space _____	
Vendor Space Fee	\$ _____ (Fee x # of Spaces)
Electricity (\$10 for minimal wattage)	\$ _____
Chair Rental (\$ 5 per chair) # of chairs _____ x \$5 =	\$ _____
Table Rental (\$10 per table) # of tables _____ x \$10 =	\$ _____
Temple Adat Shalom Member Discount (subtract \$25)	\$ _____
<b>TOTAL AMOUNT ENCLOSED</b>	<b>\$ _____</b>

\_\_\_\_\_  
Signature of Applicant

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

## **CREDIT CARD PAYMENTS:**

We also have the ability to accept Credit Cards – we accept Visa, MasterCard, American Express or Discover.

- Go to [www.sdjewishfoodfest.com](http://www.sdjewishfoodfest.com)
- Click on “Vendors”
- Scroll down to “Vendor Payment” and utilize Payment option and make payment online
- If you make payment online, please notify Vendor Coordinators at:  
E-mail: [vendors@sdjewishfoodfest.com](mailto:vendors@sdjewishfoodfest.com) so we can credit your payment correctly and timely.

## **MAIL APPLICATION and FULL VENDOR BOOTH PAYMENT (payable [Temple Adat Shalom](#)):**

Temple Adat Shalom  
Attn: Vendor Coordinators – Jewish Food Festival  
15905 Pomerado Road  
Poway, California 92064

## **FOR MORE INFORMATION:**

Contact Vendor Coordinators:

Liz Schwartz or Dianne Lapidot : E-Mail: [vendors@sdjewishfoodfest.com](mailto:vendors@sdjewishfoodfest.com) or call (858)568-2546.