

# CEAD MILE FAILTE

100,000 welcomes

*100,000 Welcomes to the Great American Irish Fair and Music Festival, the largest exhibition of Irish music, song and dance in California. The Great American Irish Fair offers an Irish welcome to artisans, importers, and shopkeepers, and invites them to participate – and to make money -- at the Irish Fair. Thousands of fairgoers truly make the Irish Fair a vendor's paradise.*

## Celebrate Irish Fair Weekend!



**The Irish Fair Foundation, Inc.**, sponsor of the Great American Irish Fair and Music Festival, is the most experienced Irish-American cultural and educational organization on the West Coast. The Foundation is non-sectarian and non-political, and its purpose is to preserve and promote Irish culture. The Foundation is a tax-exempt non-profit corporation under Section 501(c) (3) of the U.S. Internal Revenue Code. All donations to the Foundation are tax deductible as allowed by law.

### IRVINE MEADOWS FAIRGROUNDS

Irvine Meadows Fairgrounds is located in the former Lion Country Safari site with 100 acres of semi improved property with paved walkways, lush landscaping, lighting throughout, a large lake, an amphitheatre seating over 1500, covered food court for 800, built-in restrooms and a huge paved and lighted parking lot in a lovely setting surrounded by the hills of cool, coastal Orange County and setting between Verizon Amphitheatre and Wild Rivers Waterpark – and only 5 Minutes from Irvine Spectrum.

GREAT AMERICAN IRISH FAIR & MUSIC FEST  
IRVINE MEADOWS FAIRGROUNDS  
JUNE 21 & 22, 2008 at IRVINE, CALIFORNIA



Irish Fair Foundation, Inc  
P.O. Box 2429  
Toluca Lake, CA 91610-0429

# June 20 & 21, 2009 34<sup>th</sup> ANNUAL

## Great American Irish Fair and Music Festival

THE LARGEST OUTDOOR EXHIBITION  
OF IRISH MUSIC, SONG & DANCE  
IN ALL OF CALIFORNIA  
FEATURING



AND

OVER 2000 IRISH PERFORMERS ON  
16 ON-GOING MUSIC STAGES &  
ENTERTAINMENT AREAS

“A FAMILY-ORIENTED ST. PADDY’S DAY PARTY IN JUNE”

VENDOR COORDINATOR – T. ANDERSON

Phone (818) 902-9066

E-mail at [tmalaw100@yahoo.com](mailto:tmalaw100@yahoo.com)  
[www.irishfair.org](http://www.irishfair.org)

## IRVINE MEADOWS FAIRGROUND

8800 IRVINE CENTER DRIVE, IRVINE, CALIFORNIA

# VENDOR APPLICATION THE “BIGGEST AND BEST” IRISH FAIR IN THE WEST



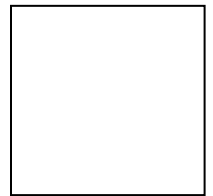
# 2009 VENDOR APPLICATION FORM

## Great American Irish Fair and Music Festival

P.O. BOX 2429, TOLUCA LAKE, CA. 91610-0429

Please type or print CLEARLY

[www.irishfair.org](http://www.irishfair.org)



- New Vendor     Returning Vendor (2008 BOOTH LOCATION \_\_\_\_\_)
- Please Note A Change In Address, Telephone Or E-mail

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

Representative \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Numbers Day \_\_\_\_\_ Evening \_\_\_\_\_

E-Mail(s) \_\_\_\_\_

<u>Bus. Category</u>	<u>Booth Size</u>	<u>Returning Vendor Preference</u>
	<input type="checkbox"/> 10 x 10	<i>Booth assignments will be made by Fair management, with preference to returning vendor applications received by April 5<sup>th</sup>; thereafter, assignments will be on a first-come/first-served basis, as outlined below.</i>
	<input type="checkbox"/> 20 x 10	
	<input type="checkbox"/> 20 x 20	
	<input type="checkbox"/> Other: _____	<b>Electricity Requested</b> _____ <i>\$90 additional in fee check</i>

Describe your booth use, merchandise and/or activities: «ProductService» \_\_\_\_\_

Describe how you will decorate your booth and costume your employees: \_\_\_\_\_

Please attach a photo of your booth, including personnel in theme costume if possible. The Irish Fair will designate booth locations on a First Come/First Served basis, or that which the Irish Fair perceives to be the best space available for your business.

**ALL VENDORS MUST HAVE A CALIFORNIA STATE BOARD OF EQUALIZATION NUMBER, AND ALL SALES TAX AND HEALTH PERMITS. CITY OF IRVINE BUSINESS LICENSES ARE PROVIDED FOR BELOW.**

Booth fees are based on usage category. Returning vendors see code above; new vendors see Rule sheet to determine category.

\$ _____	Booth fee
\$ - _____	10% of booth fee only if full payment made by April 30. Discount may not exceed \$150.
\$ 90 _____	Electricity fee – if required
\$ 25 _____	Business License Fee ( <i>waived if you provide a copy of City of Irvine Business License</i> )

\$ \_\_\_\_\_ **CHECK 1: BOOTH FEE**      BY:  check \*\*     money order     cash

**CHECK 2: CLEANING DEPOSIT**  
Refundable cleaning deposit payable by **SEPARATE CHECK** along with self-addressed & stamped envelope.  
\$ 50 \_\_\_\_\_ Cleaning deposits included in fee check #1 are not refundable.

**MAKE ALL CHECKS PAYABLE TO IRISH FAIR FOUNDATION, INC.**  
Full payment must accompany each application. Applications not received by May 15 must include a \$50 surcharge.  
**\*\* PLEASE NOTE: NO CHECKS WILL BE ACCEPTED AFTER JUNE 1 – PAYMENTS AFTER THAT DATE MUST BE PAID BY MONEY ORDER. NO CASH WILL BE ACCEPTED AT THE FAIR.**  
*The Irish Fair Foundation, Inc. reserves the right to refuse any vendor application tendered. Acceptance is at the sole discretion of the Foundation. The Irish Fair Foundation, Inc. reserves the right to disallow any vendor or vendor booth because of non-compliance with any rule or regulation. No refunds allowed.*

**PLEASE – NO REFUNDS**

I agree to abide by the Great American Irish Fair and Music Festival rules and regulations pertaining to vendors.

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

*The Great American Irish Fair and Music Festival is produced by the Irish Fair Foundation, Inc.*

**MAIL TO: IRISH FAIR FOUNDATION, P.O. BOX 2429, TOLUCA LAKE, CA. 91610-0429**

# GREAT AMERICAN IRISH FAIR

## VENDOR RULES

THE BIG IRISH FAIR

THE BIG IRISH FAIR

*All vendors must comply with the following rules. Careful attention is directed to booth decor and costume guidelines.*

*Full compliance with all rules is required*

- 1. BOOTH DECOR AND MAINTENANCE** – All booths (including non-profits, clubs and charities) must be self-contained within the space provided. Each booth has three public fronts, and all tables seen by the public must be covered and skirted to the ground. All booths must be decorated in a theme as noted elsewhere. **NO EXCEPTIONS.** Include in your application a picture of booth with theme décor. All signage must be professional and fit the theme of the Irish Fair – signs on brown cardboard are never acceptable. Every vendor booth must have a sign hanging at the front top of the booth to identify it. This sign must be **AT LEAST 1' by 4'**. The height of the canopy is 10 feet. Cardboard boxes, storage and packing boxes or crates must not be visible to the public and trash and empty boxes must be removed periodically and dumped in the main trash bin – **NOT** the receptacles placed for use by the public. Vendors are responsible for keeping clean the public area surrounding the exterior of their booths from general trash and debris at all times.
- 2. COSTUME GUIDELINES** – All vendors (including non-profits, clubs and charities), their employees, assistants, and anyone inside the booth must be appropriately dressed during all public hours of the event. Jeans and t-shirts are **NOT ACCEPTABLE.** Period and/or Celtic costumes are encouraged. Costume ideas range from ancient Celtic to Country Irish to Scottish plaids to Hollywood Irish to your imagination. Include in your application a description and pictures of your costuming.
- 3. INVENTORY** – Commercial and import/gift vendors must devote no less than 20% of the display area to quality sale items, with even more emphasis on public front display areas. T-shirts, sweatshirts, etc. cannot account for more than 25% of the public front display area, and may not be hung closer than 5' from the street front and 2' from the side front of the booth.
- 4. T-shirts, sweatshirts, polo shirts, etc. may not be sold** by any vendor without prior written permission of the Irish Fair Foundation, Inc. Vendors may not sell or promote any item from outside of their own booths.
- 5. BOOTH HOURS** – All booths will be inspected by Fair officials before 10 a.m. on both Saturday and Sunday. All booths must be open and ready for business at 10 a.m. each day, and may not close before 6:30 p.m. This will be strictly enforced.
- 6. EMPLOYEE PASSES** – Each 10 x 10 booth will be given four employee passes for use during the event; each 10 x 20 booth will be given 6. Additional employees or staff members must purchase their own admission tickets. Each vendor will receive one delivery pass for setup purposes. Public service organizations do not receive passes. Clans and club tickets and passes are by separate arrangement.
- 7. PACKAGING OF SOLD ITEMS** – Vendors must use paper or plastic bags for all items sold.
- 8. FOOD ITEMS** – Food items and Irish bread that may be consumed on the premises **MAY NOT BE SOLD!** Prepackaged import foods may only be sold by recognized commercial import vendors. **NO EXCEPTIONS WILL BE MADE.**
- 9. DONATIONS AND RAFFLES** – Prior written permission must be received from the Irish Fair Foundation to conduct raffles or solicit donations.
- 10. FLYERS, NEWSPAPERS, AND PROMOTIONAL ITEMS** are allowed to be distributed **ONLY** by booth vendors or artisan businesses. They must pertain to that booth's business, and be distributed from that booth. None may be distributed if promotion conflicts with a policy or activity of the Irish Fair Foundation.
- 11. ELECTRICITY** will be provided at an **additional cost of \$90 to vendor, and must be requested at the time of application.** Vendors must provide their own heavy duty extension cords.
- 12. VENDOR DOUBLING UP** (sharing a booth) is not allowed without prior written permission of the Irish Fair Foundation. When allowed, there will be an additional fee. Doubling without permission will result in a double fee.
- 13. MAILING LIST** – No vendor (including non-profit, clubs and charities) may collect a mailing list without specific written permission from the Irish Fair Foundation.
- 14. EQUIPMENT RENTAL** – Tables and chairs are not provided with the canopy. Vendors may rent tables, chairs and other equipment (tablecloths, skirts) by contacting **AMERICAN RENT ALL at 818-345-4102 or 800-540-4102.**
- 15. FIRST TIME VENDOR DISCOUNT** – Commercial vendors and travel agencies located over 500 miles from the fairgrounds are entitled to a **special one-time discount of \$200.**
- 16. CITY OF IRVINE BUSINESS LICENSE FEE** of \$25 must be included along with Application and other fees. This \$25 fee should be added to your check payable to the IFF. In lieu of this fee, vendor may submit a copy of vendor's current City of Irvine Business License.

*THE IRISH FAIR FOUNDATION, INC. RESERVES THE RIGHT TO DISALLOW ANY VENDOR FROM PARTICIPATION AT THE IRISH FAIR, AND ALL DECISIONS OF THE FOUNDATION ARE FINAL.*

*The Irish Fair Foundation, Inc assumes no liability or responsibility for any loss.*



## VENDOR RATES

You can determine your category by matching the code listed on your mailing label to the ones listed below. Roofing is included in the price.

**ELECTRICITY IS NOT INCLUDED IN THE PRICE OF THE BOOTH**

Please note: **NO REFUNDS**

Category	Code	Booth Size & Price
Commercial	CS	10 x 10 \$ 950
		10 x 20 \$1150
		20 x 20 \$ 1300
Performing Vendor	PV	10 x 10 \$ 650
		10 x 20 \$ 900
<i>Performing artists selling their own recorded work. Performance at booth is required. Must be pre approved.</i>		
Arts & Crafts	AC	10 x 10 \$ 500
		10 x 20 \$ 800
<i>Entire inventory must be hand made by the seller. Must be pre approved.</i>		
Political Agencies and Organizations	PA	10 x 10 \$1500
<i>All governmental agencies, semi-state bodies, or organizations propagating a political or social message.</i>		
Media Vendor Marketing	M	Per negotiations
	MK	Per negotiations
Non-Profit Vendor	NPV	\$ 775
<i>By invitation only! Subject to vendor rules and non-profit rules. Organization also receives 10 tickets to the next St. Patrick's Day Ball.</i>		
Non-Profit Theme	NPT	\$ 125
<i>By invitation only! Subject to vendor rules and non-profit theme rules. No selling or donation collections allowed. Only 2 entry tickets per day.</i>		

### SPECIAL DISCOUNT OF 10% FOR APPLICATIONS AND PAYMENT

**RECEIVED BY APRIL 30**

TOTALS DISCOUNT MAY NOT EXCEED \$150

NOTE: Multiple booth rentals for the same vendor will be discounted at a rate of 10% off for the additional booth(s) (first booth is full price).

### NO REFUNDS

## IRISH FAIR HOST HOTEL

**HOLIDAY INN \$89 Per Night**

**1-714-557-3000 or 800-465-4329**

**HOLIDAY INN at ORANGE COUNTY/JOHN WAYNE AIRPORT** is the Irish Fair's Official Host Hotel. Special Irish Fair Room Rates are **\$89 per room night**. Pool, conference center, restaurant, Jacuzzi and exercise center are available amenities at the Holiday Inn.

Conveniently located only minutes from the Irish Fair & Music Festival at Irvine Meadows Fairgrounds, the Holiday Inn offers free shuttle service to and from the John Wayne International Airport. A minimal cost shuttle is also available between the Irish Fair and the hotel.

## DAYS AND HOURS

**Public hours are Saturday and Sunday**

**10 a.m. to 7:30 p.m.**

Vendor areas are secured and guarded, and gates are locked during all non-selling hours, including overnight security on Friday and Saturday.

### SETUP/TAKEDOWN

Friday 3 – 9 p.m.

Saturday 6 – 8 a.m.

Sunday 7 – 8 a.m.

Sunday takedown 7:30 – 9 p.m.

*Vendor vehicles must be removed by the end of setup time, and will be allowed on grounds Sunday night for takedown as soon as foot traffic is light.*

## VENDOR DECOR AND COSTUME/DRESS

The Irish Fair provides the fairgoer with a fun, enjoyable, and unforgettable experience in Irish culture. Fairgoers look forward to the color, costume, and pageantry of the Irish and Celtic theme of the Irish Fair – so all of the vendors are required to decorate their booths and costume their workers to reflect the Irish Fair theme. The Irish Fair encourages creative marketing with enticing and eye-catching displays and booth decorations.

### VENDOR THEME CONTEST

*FIRST PLACE – COMMERCIAL*

*FIRST PLACE – ARTS & CRAFTS*

*FIRST PLACE -PERFORMING VENDOR*

**SPECIAL HUGE DISPLAY RIBBONS**

**AWARDED ON SATURDAY MORNING**

## SPECIAL 10% DISCOUNT

**SPECIAL DISCOUNT OF 10% FOR APPLICATIONS AND PAYMENT**

**RECEIVED BY APRIL 30**

Total discounts may not exceed \$150

## ADVERTISING AND PUBLICITY

The Irish Fair will be well advertised in major Southern California daily newspapers, numerous magazines, and with both paid and public service spots on radio stations from Santa Barbara to San Diego. In addition, The Irish Fair Foundation publishes its own newspaper, which is mailed to a privately-owned mailing list. Over 100,000 flyers and posters are mailed out and distributed (extras are available to vendors that wish to distribute them to their own mailing lists).

### VENDOR APPLICATIONS AND ACCEPTANCE

Applications and full payment (check or money order only) must be returned by May 15 to receive priority consideration for participation. Applications and payments received after that date must be made by cash or money order only, and must include a \$50 surcharge. Only cash or money order will be accepted at the Fairgrounds. Checks made out by a second party must indicate vendor name on check. A separate \$50 clean-up deposit and self-addressed stamped envelope must be included with your application. It will be refunded within 30 days after the event if your area is left clean of all debris (see Booth Decor). It is not refundable if it is included in the Booth Fee Check. Booth assignments will be made on a first-come/first-served basis, with first choices honored whenever possible. This will be subject to the policy that booth spaces will be assigned according to the best interest of the Fair program. Applications will not be considered accepted until vendor receives acceptance from the Irish Fair Foundation, Inc.

### VENDOR COORDINATOR

**TERRY ANDERSON**

Phone 818-902-9066

E-mail at [tmalaw100@yahoo.com](mailto:tmalaw100@yahoo.com)

[www.irishfair.org](http://www.irishfair.org)