

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 invite 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 IrishAmerica Foundation, Inc., sponsor of the *BIG IRISH FAIR & MUSICFEST* is the most experienced Irish American cultural and educational organization on the West Coast. The Foundation is non-profit, non-sectarian and non-political, and its purpose is to preserve and promote Irish culture.

Eldorado Regional Park III

is located just North of the 405 Freeway and borders the 605 Freeway. It is on the border between Los Angeles and Orange Counties border - a perfect and central location for everyone. Eldorado Regional Park is a vast grassy carpet of emerald green with lakes and forests galore. Truly reminiscent of the Emerald Isle. Great wifi connection along with easy access for the public and vendors alike - near enough to the beach to be cool in summer and far enough away to avoid the June gloom.



BIG IRISH FAIR & MUSICFEST
at **ELDORADO REGIONAL PARK III**
Long Beach, California
"Where the 405 and 605 Meet"
On the Los Angeles and Orange Counties Border



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

«Contact»
«Business_Name»
«Street»
«City», «State» «ZIP»

June 18-19, 2016
"41ST" ANNUAL

BIG IRISH FAIR

And
MUSICFEST
Eldorado Regional Park III
Long Beach, California

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



The Humble Hooligans

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 www.irishfair.org

**GENERAL VENDOR
APPLICATION**

**"THE BIG"
IRISH FAIR**

2016 VENDOR APPLICATION FORM



BIG IRISH FAIR & MUSICFEST

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

Please type or print CLEARLY

www.irishfair.org

For Fair Use Only

- New Vendor Returning Vendor PRIOR YEAR BOOTH LOCATION _____)
- Please Note A Change In Address, Telephone Or E-mail

Company Name _____

Representative _____

Address _____

City _____ State _____ ZIP _____

Phone Numbers _____ Evening _____

E-Mail(s) _____

BOOTH CATEGORY _____

Booth Size

- 10 x 10
- 20 x 10
- 20X20
- CS-A \$3000 30X30
- CS-C or D or E @ \$1700
- Other

Describe your booth use, merchandise and/or activities: _____

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, HEALTH PERMITS. LONG BEACH

CITY BUSINESS LICENSES ARE PROVIDED FOR BELOW. Contact City of Long Beach Business License Department at 562-570-6211;

City of Long Beach Health Department, if Health Permit required, at 562-570-4142.

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

Booth fee. **Please designate category:** _____

\$ _____
\$ _____ \$90 Electricity fee – if required
\$ _____ Apply _____ Discount. **Discount may not exceed \$100.**
\$ _____ Total

ALL CHECKS PAYABLE TO IRISHAMERICA FOUNDATION .

Application and payment may be made on-line at www.irishfair.com and payment via Paypal.

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.

Vendors are responsible for obtaining Vendor Business License.

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 Irish Fair Foundation, Inc. rules and regulations pertaining to vendors.

Signature: _____ Date: _____

The Big Irish Fair & Musicfest is produced by the IrishAmerica Foundation

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

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) at discount prices by checking www.irishfair.org website on the Vendor Page.
15. **SHARING CANOPIES** - Vendors cannot use own canopy unless expressly allowed in writing by IAF.
16. **FIRST TIME VENDOR DISCOUNT** – Commercial vendors and travel agencies located over 200 miles from the fairgrounds are entitled to a **special one-time discount of \$100.**
17. **BUSINESS LICENSE FEE:** Vendors are responsible for obtaining and payment of any business license fees from the City of Long Beach business license and may be obtained by calling 562-570-6211 or downloading Business License application at www.irishfair.org. If Vendor has a Long Beach business License, please submit to City in lieu of payment. **ALL SELLING VENDORS MUST PAY OR PROVIDE COPY OF LONG BEACH BUSINESS LICENSE.** **Non-Profit Vendors** should contact the City for a possible waiver. **Marketing Vendors** not selling products at the Fair are not required to have a Business License.

THE IRISHAMERICA FOUNDATION, 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
Commercial Special Booth A <i>30' X 30' Canopy</i>	CS-A	\$3,000	
First come, First serve			
Commercial Booths C,D or E 20' X 20' Corner Canopy	CS-C TO CS-E	\$1,700 @	
First come, First serve			
Specialty Commercial Vendor selling limited products or specialty products.	SC	10 x 10	\$ 650
		10 x 20	\$ 900
MUST BE PRE APPROVED			
Arts & Crafts Vendors <i>Entire inventory must be hand made by the seller.</i>	AC	10 x 10	\$ 500
		10 x 20	\$ 800
Performing Vendors artists selling <i>their own recorded work. Performance at booth is required. Must be pre approved. Entire inventory must be hand made by the seller.</i>	PV	10 x 10	\$ 500
		10 x 20	\$ 800
Must be pre approved.			
Non-Profit Organizations	NPV	\$ 1000	
<i>By invitation only! Subject to vendor rules and non-profit rules. Organization SELL 10 tickets to this year's St. Patrick's Day Ball.</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>			
Long Beach Business License Required <i>See Business License Fee section above</i>			

SPECIAL DISCOUNT OF 10% FOR VENDORS APPLICATIONS AND PAYMENT

RECEIVED BY APRIL 1st

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
MARRIOTT HOTEL
LONG BEACH AIRPORT

SPECIAL IRISH FAIR DISCOUNT

IRISH FAIR TRAM
1-800-228-9290

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
VENDORS APPLICATIONS AND
PAYMENT

RECEIVED BY APRIL 1st

Total discounts may not exceed \$100

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 15th 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 IrishAmerica Foundation, Inc.

VENDOR COORDINATOR

TERRY ANDERSON

Phone 818-902-9066

E-mail at tmalaw100@yahoo.com

www.irishfair.org

VENDOR NOTES: