



**Artisanal LA SPRING SHOW**  
 Saturday, April 1 – Sunday, April 2, 2017 10:00a – 6:00p  
**APPLICATION DEADLINE: February 17, 2017**

**EXHIBITOR APPLICATION + AGREEMENT**

**Business Name:**  
**Primary Contact (receives all event information):**  
**Contact Phone:** \_\_\_\_\_ **Contact Email:** \_\_\_\_\_  
**Are you a returning Artisanal LA vendor?**  Yes  No

**EXHIBITOR DETAILS**

**Address:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Website URL: http://** \_\_\_\_\_  
**Business Description:** *\*For use in press. Please keep this to 25 words or less. Descriptions over 25 words may be omitted or edited to fit.*

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**PRODUCTS + SERVICES**

\*Select up to two categories. If other, please explain.  
 \*\*All Edibles Vendors are required to submit a TFF Permit application in order for their application to be considered.

Edibles  Home Goods  Craft  Gift  Author  Garden  Non-Profit  Other \_\_\_\_\_

Made in LA  Made in the USA *\*Only products Made in the USA will be accepted as vendors. Brands with 20 or more employees, not made in the US, not independently owned, etc. may qualify for sponsorship.*

**EXHIBITOR SPACE REQUEST**

Booth Size	Early Bird Rate Due by 1/20/17	Regular Rate Begins 1/21/17	Booth Add-On Options Open Corner Premium Location	Total
100 sq ft. (10x10)	\$500	\$600	Open Corner + \$150.00 Premium location + \$150	\$
200 sq ft. (10x20)	\$1100	\$1200	Open Corner + \$150.00 Premium location + \$250	\$
100 sq ft. Sponsor Booth (10x10) *see below	N/A	\$1300	Premium Location + \$250.00	\$
100 sq ft. (10x10) Shared	\$300 / vendor (\$600 total)	\$350 / vendor (\$700 total)	N/A	\$
200 sq ft (10x20) Shared	\$575 / vendor (\$1150 total)	\$650 / vendor (\$1300 total)	N/A	\$
Mobile Vendor or Food Truck	N/A	\$300	N/A	\$
Permitted Food Cart (no booth)	N/A	\$300	N/A	\$
Café Vendor (10x10)	N/A	\$600	N/A	\$
Café Vendor (10x20)	N/A	\$1200	N/A	\$
Non Profit Table (6' table)	N/A	\$250	N/A	\$

NOTE: Spaces are available on a first come, first placed basis.  
 While we do our best to accommodate all requests, specific spaces are not guaranteed.  
**One 6' table & two chairs are provided with booth rental.**

\*Brands with 20 or more employees, not made in the US, not independently owned, etc. may qualify for sponsor booth

**Total Exhibit Space Fees : \$**  
**50% Deposit (After 1/21/17, 100% payment required) : \$**  
**Non-Refundable \$30 Application Fee : \$30.00**  
**Total Payment Today: \$**  
**BALANCE DUE: \$**

## PAYMENT INFORMATION

**50% deposit, \$30 non-refundable Application Fee, and TFF fee are due with the Application + Agreement if submitted on or before January 21, 2017. Remaining 50% balance is due no later than February 17, 2017.**

**100% payment is due if application is submitted on or after January 22, 2017.**

### Checks Enclosed

Check Numbers \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

In the amount of \$ \_\_\_\_\_ and \$ \_\_\_\_\_

**TFF Fee** (required for all food and beverage vendors- \$101 prepackaged with sampling, \$160 food prep + \$50 late fee if submitted after March 1) \$ \_\_\_\_\_

*[\$30 Application Fee, TFF Fee and Booth fee MUST be separate checks. Combined checks cannot be accepted & may delay your application from being processed.]*

**Please make checks payable to: ANGELENO, INC**

~OR~

Charge \$ \_\_\_\_\_ & TFF Fee (required for edibles vendors- \$101 prepackaged w/ sampling, \$160 food prep + \$50 late fee after 3/1/17) \$ \_\_\_\_\_  
to the following credit card:

*Note: A 5% transaction fee will be added to all credit card payments*

MasterCard  VISA  American Express  Discover

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

CVV # \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

The exhibiting company does hereby apply for exhibition space at the **Artisanal LA Fall Show 2016** at California Market Center. Angeleno, Inc / Artisanal LA agrees to review your Application and Agreement and assign to you exhibit space, if available, consistent with show eligibility requirements, policies, and at the discretion of Angeleno, Inc / Artisanal LA. Cancellations, in whole or in part, must be made in writing, and are subject to cancellation fees outlined on page three: Artisanal LA Exhibition Rules: "The Fine Print".

Agreement Acceptance: This Agreement becomes effective when it has been submitted by the exhibiting company in the manner described in this section and accepted by a duly authorized representative of Artisanal LA. To submit this Agreement to Angeleno, Inc / Artisanal LA, the exhibitor must check the **"I agree and accept these terms"** box below, sign and date. By the name listed below, the individual represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the exhibiting company. By checking the "I agree and accept these terms" box, the exhibiting company agrees to be bound by the information and terms on page three: Artisanal LA Exhibition Rules: "The Fine Print", the California Market Center Exhibitor Services Manual and/or any other regulations issued prior to the exhibition by Angeleno, Inc / Artisanal LA or California Market Center. The Agreement will then constitute a binding offer, which Angeleno, Inc / Artisanal LA may accept by email, mail or fax. The Exhibitor agrees that upon acceptance of this Application and Agreement by Angeleno, Inc / Artisanal LA, with or without appropriate payment of the exhibition fee and further action by the exhibiting company, this Application and Agreement shall become a legally binding irrevocable contract; enforceable against the exhibiting company in accordance with its terms.

**If for any reason full payment has not been received 5 days prior to move in date, vendor must present a cashier's check for the full remaining amount prior to move in. Failure to present full payment in the form of a cashier's check upon move in, may result in complete forfeiture of the space and billing as specified in "The Fine Print" items 5, 7, and 22.**

**I agree and accept these terms.**

Date \_\_\_\_\_

Signature \_\_\_\_\_

Printed Name / Title \_\_\_\_\_

**Please return signed agreement, non-refundable \$30 application fee and booth fee deposit and/or TFF fees to:**

Artisanal LA c/o Angeleno, Inc | 12 S Fair Oaks Avenue, Suite 206 | Pasadena, CA 91105  
PH: +(626) 229-9661 EMAIL: [eventteam@saucela.com](mailto:eventteam@saucela.com)

### For Artisanal LA Management Use Only:

Date Received \_\_\_\_\_ Booth Size \_\_\_\_\_ | \_\_\_\_\_ sq. ft. Payment method \_\_\_\_\_  
Total Space Fee \$ \_\_\_\_\_ Received \$ \_\_\_\_\_ Receipt or check numbers \_\_\_\_\_  
TFF Due \$ \_\_\_\_\_ TFF Received \$ \_\_\_\_\_ TFF Form Received Date \_\_\_\_\_

## ARTISANAL LA EXHIBITION RULES: "THE FINE PRINT" (1 of 2)

- 1. Agreement Acceptance:** This Agreement shall become effective when it has been submitted by the exhibiting company in the manner described on page 2 and accepted by a duly authorized representative of Angeleno, Inc / Artisanal LA.
- 2. Qualification of Exhibitors:** Artisanal LA is a curated event and Artisanal LA reserves the right to determine eligibility of exhibitor for inclusion in the Exhibition prior to, or after, execution of the Agreement. Products and services displayed must be Exhibition industry related. No other products can be displayed. Artisanal LA, in its sole judgment, will determine the appropriateness of products exhibited, and reserves the right to prohibit display or advertisement of products which are in violation of these Exhibition Rules or do not meet the Exhibition's objectives.
- 3. Space Assignment and Attendees:** Although Artisanal LA will attempt to accommodate Exhibitor requests for specific exhibit space, no guarantees can be made that the Exhibitor will be assigned the specific exhibit space requested. Exhibitor acknowledges that he/she is not contracting for specific exhibit space, but rather for the right to participate as an Exhibitor in Artisanal LA. Angeleno, Inc / Artisanal LA makes no representations or warranties with respect to the demographic nature and/or number of exhibitors and/or attendees. The method of determining space assignment shall be established by Angeleno, Inc / Artisanal LA and may be changed from time to time without notice to exhibitors in order to accommodate what Angeleno, Inc / Artisanal LA perceives as the best interest of the Exhibition.
- 4. Use of Space:** Exhibitor shall not assign, sell its rights, sublet, share, or apportion the whole or any part of the space allotted, or have representatives, products, equipment, signs or printed materials from other than its own company in the said exhibit space without the written consent of Angeleno, Inc / Artisanal LA. Sharing of an exhibit space is permitted only by written approval from Angeleno, Inc / Artisanal LA.
- 5. Cancellation of Participation:** Cancellation of all or a portion of any exhibit space must be in writing via certified mail (return receipt requested). Angeleno, Inc / Artisanal LA shall withhold 50% of total exhibit space fees for any cancellation of confirmed exhibit space, on or before January 21, 2017. After January 21, 2017, this refund schedule will be strictly followed with written notification received: January 22, 2017 – February 21, 2017, Exhibitor shall be liable for 75% of the total exhibit space fees of each space canceled as liquidated damages. After February 22, 2017, Exhibitor shall be liable for 100% of the total exhibit space fees of each space canceled as liquidated damages including TFF fees. A 100% cancellation fee will be charged after February 22, 2017 for any reason whatsoever. Refunds and liquidated damages are based on the total exhibit space and listing fees, and not the deposit or TFF fees. Angeleno, Inc / Artisanal LA shall not be liable for interest on any amount refunded. All application fees are non-refundable.
- 6. Exhibit Space Occupancy:** Any Exhibitor failing to occupy its assigned space one hour prior to the Exhibition's opening, or who leaves his or her space unattended during the Exhibit hours, forfeits their rights to the space. All exhibits must be open for business during the Exhibition hours. Exhibitors may not dismantle their display until the official closing time or until the Exhibition is officially closed by Angeleno, Inc / Artisanal LA. Exhibitors vacating their booths early agree to pay Artisanal LA/ Angeleno, Inc a \$500 fine which will be charged to the credit card on file, or in the event there is no card on file or the card is declined, will be due by check within five (5) business days of the close of the Exhibit. Exhibit spaces will be left "broom clean." Failure to properly clean exhibit space prior to leaving Exhibitors agree to pay Artisanal LA/ Angeleno, Inc a \$500 fine which will be charged to the credit card on file, or in the event there is no card on file or the card is declined, will be due by check within five (5) business days of the close of the Exhibit.
- 7. Exhibitor Breach; Cancellation of Exhibit Space:** If an Exhibitor fails to make required payments as described in the exhibit space contract, or any other material breach, Angeleno, Inc / Artisanal LA may terminate the Exhibitor's participation in the Exhibition without further notice and without obligation to refund moneys previously paid. After February 17, 2017, the balance must be paid in full. Exhibitors may not move-in until full payment is received.
- 8. Cancellation of the Exhibition:** If Angeleno, Inc / Artisanal LA and/or California Market Center cancels the Exhibition due to circumstances beyond the reasonable control of Angeleno, Inc / Artisanal LA (such as Acts of "God," Act of War, governmental emergency, labor strike or unavailability of the exhibit facility), Angeleno, Inc / Artisanal LA shall refund to each Exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred in full satisfaction of all liabilities.
- 9. Exhibit Design and Inclusions:** Exhibitor agrees to abide by the California Market Center Exhibitor Services Manual. All Exhibitors must remain within the confines of their own space, and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury, or disadvantageously affect the display of other Exhibitors. This applies to sights and smells including, but not limited to, the use of incense, candles and cooking elements.
- 10. Character of Displays; Use of Aisles and Common Areas:** The aisles, passageways, and overhead space remain strictly under the control of Angeleno, Inc / Artisanal LA and no signs, decorations, banners, advertising material or special exhibit will be permitted in the aisles or columns outside of Exhibitor's space. Any and all advertising distribution must be made from the Exhibitor's exhibit space.
- 11. Listing and Promotional Materials:** By exhibiting at the Exhibition, Exhibitors grant Angeleno, Inc / Artisanal LA a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, likeness and contact information of Exhibitors in any directory listing the exhibiting companies at the Exhibition and to use such names in promotional materials. Angeleno, Inc / Artisanal LA shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. Exhibitors may not use the Angeleno, Inc / Artisanal LA or Sauce LA corporate logo but, with permission, may use the approved show collateral to indicate their status as an exhibitor at the show.
- 12. Safety, Fire and Health:** All Federal, State and City laws must be strictly observed.
- 13. County Health Permits:** Individual Food Exhibitors may be subject to additional Los Angeles County Health special event permit fees at the County's sole discretion. If the Exhibitor is required to secure a temporary special event health permit, Angeleno, Inc / Artisanal LA will notify all vendors subject to special event health permits, provide you with the required paperwork, and act as your liaison for completion and submission of the forms to the County for expediting of permits. Exhibitors are responsible for payment of all required permit fees and agree to reimburse Angeleno, Inc, / Artisanal LA for any payment of fees or late fees on their behalf. Required Health Department temporary event permit fees are due to Angeleno, Inc / Artisanal LA by February 17, 2017.

## ARTISANAL LA EXHIBITION RULES: "THE FINE PRINT" (2 of 2)

- 14. Exhibitor Representatives:** Exhibitor reps are limited to personnel employed by the Exhibitor listed on the contract and its named participants who have been deemed appropriate and representative of the exhibiting company. The purchase of each exhibit space includes three (3) complimentary Angeleno, Inc / Artisanal LA exhibitor representative registrations plus ten (10) event guest passes.
- 15. Care of Exhibit Facility:** Exhibitor shall promptly pay for any and all damage to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by the Exhibitor or any of its employees, agents, contractors or representatives. Damage or theft of any venue or rental property will be charged to the credit card on file or in the event there is no card on file or the card is declined, will be due by check within five (5) business days of notification of the damage.
- 16. Taxes and Licenses:** Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals under Federal, State, or local law applicable to its activities at the Exhibition. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, or other fees, charges or penalties that become due to any governmental authority in connection with its activities at the Exhibition.
- 17. Observance of Laws:** Exhibitor shall abide by and observe all Federal, State, and local laws, codes, ordinances, rules and regulations of the Exhibit Facility. Without limiting the forgoing, Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.
- 18. Assumption of Risks: General Liability Insurance:** Exhibitors **MUST** provide a Certificate of Insurance evidencing Commercial General Liability insurance. Certificates must be sent to, and received by Angeleno, Inc / Artisanal LA by February 17, 2017. Not providing a Certificate of Insurance may exclude the exhibiting company from participating in Artisanal LA. Please note that Commercial General Liability Certificates of Insurance must show the following: Combined Single Limit of liability in the amounts of \$1,000,000 per occurrence/\$2,000,000 general aggregate. The certificate holder is Angeleno Inc. / Artisanal LA, and California Market Center. The Additional Insureds are Angeleno, Inc. / Artisanal LA and California Market Center with respect to their vicarious liability arising from Exhibitor's use and occupancy of the premises as required herein. Exhibitor assumes risk associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Exhibition, including, risks of theft, loss, harm or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, Act of God or otherwise. Exhibitor accepts sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any secure or courtesy storage areas), including any subrogation claims by its insurer. The exhibitor agrees to carry appropriate insurance to cover these risks. Neither Angeleno, Inc. / Artisanal LA nor California Market Center accepts responsibility, nor is a bailment created, for property delivered by or to the Exhibitor. Neither Angeleno, Inc. / Artisanal LA nor California Market Center and the Exhibit Facility, nor any of their respective officers, directors, shareholders, employees, representatives or assigns, shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, risks, damages and liability described in this paragraph. Lack of sufficient coverage may not preclude Exhibitor from participation, however, Exhibitor accepts all liability set forth in this paragraph and releases Angeleno, Inc. / Artisanal LA and California Market Center from any and all claims.
- 19. Consent to Use of Photographic Images:** Registration and attendance at or participation in Artisanal LA meetings, Exhibition and other activities constitutes an agreement by the registrant to Angeleno, Inc / Artisanal LA and California Market Center use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, or audiotapes of such events and activities.
- 20. Incorporation of Rules and Regulations:** Any and all matters pertaining to the Exhibition not specifically covered by this Contract and the rules and regulations as described in the California Market Center Exhibitor Services Manual, shall be subject to determination by Angeleno, Inc / Artisanal LA. Artisanal LA may adopt rules or regulations from time to time governing such matters, and may amend or revoke them at any time, upon reasonable notice to the Exhibitor. Exhibitor agrees that the rules as so amended from time to time with reasonable notice to the Exhibitor shall apply to and be binding upon Exhibitor.
- 21. Right To Offset:** Angeleno, Inc / Artisanal LA shall have the right to offset the amount of any obligation due and owing to Artisanal LA from the Exhibitor whether under this agreement or any other agreement between and the Exhibitor. Angeleno, Inc / Artisanal LA may cancel this contract in the event that the Exhibitor is past due on any amounts due to Artisanal LA for any reason.
- 22. Interest and Collection Fees:** Any exhibitor that does not meet all financial obligations when due including but not limited to application and space fees, health permit fees, damages and fines will be responsible for all outstanding debts, plus interest at one and one-half percent (2%) per month, and any fees (including attorney's fees and/or collection fees of not less than 30% of the remaining balance due) Angeleno, Inc / Artisanal LA incurs to recover the debt. There will be a \$30 charge for all returned checks. If the above interest amount, attorney's fees and/or collection fees, and returned check fees exceed the limits allowed by applicable laws, then the maximum interest and such fees as allowed by such laws shall be paid to Angeleno Inc / Artisanal LA by the Exhibitor.