

Dolce Vita Holiday Shopping Event

a Dolce Vita Shopping Event
brought to you by Savvy Girl PR

Vendor Application

THE Studio@ROYCE
17500 Red Hill Ave., Ste. 160
Irvine, CA 92614
Contact: (949) 515-8050 for booking info

The Ultimate Holiday Shopping Experience

The Dolce Vita Holiday Shopping Event

- ✓ Upscale location in the heart of OC
- ✓ Freeway close, easy load-in & parking
- ✓ Heavy event marketing/advertising
- ✓ Lots of perks and benefits for our upscale female shoppers!!

Tis' the season to book your next party!

Sunday, December 15th, 2013 12PM-4PM (Vendor Set Up time: 10:30AM)
The Studio @ Royce, 17500 Redhill Ave., #160, Irvine, Ca 92614

PAYMENT MUST ACCOMPANY APPLICATION TO PARTICIPATE.

Please Fax Completed Application to Fax# (949)335-9854

Company Info:

Company Name: _____ Website: _____

(Don't have a website? Please submit product photos and/or brochure and business card.)

Contact Info:

Name: _____ Title: _____

Mailing Address: _____ City: _____ Zip _____

Company Phone: _____ Cell Phone: _____

Fax: _____ Email: _____

Product Info:

Products/Service: _____

Retail Price Range: _____ Products/Services should be discounted by 15-20%. (not required.)

Early Bird Registration Space Fees: Prices Valid for apps received before Oct. 15th

- Small Table space (4 ft. x 30 inch deep** *Single table only – NO ADDITIONAL SPACE*): **\$99.00**
Must supply own linens. [] Table Needed. ADD \$10.00 Total space fee:\$_____
- Standard Space: (full size 6 ft. table only – NO ADDITIONAL SPACE): \$149.00**
Must supply own linens. [] Table Needed. ADD \$10.00 Total space fee:\$_____
- Double Space:(6x6L-shape, suitable for (2)6ft. banquet table and/or racks) \$199.00**
Must supply own linens. [] Table Needed. Qty. _____ADD \$10.00 ea._____ Total:\$_____
- Event Sponsor space: \$375.00**
Up to 10x10 area with Event Sponsor signage, custom incentives/advertising, plus custom press releases, inclusion in all press/media marketing campaigns, priority booth placement, website display ad, and logo placements on all marketing materials.

Vendor Agreement:

This vendor agreement dated _____, is between Priscilla Thomas/Savvy Girl PR (herein referred to as “event coordinator”) and _____ (herein referred to as “Vendor”). Terms and conditions of this agreement are stated herein, the sufficiency of which is hereby acknowledged, Event coordinator and vendor hereby represent, warrant, acknowledge, and mutually agree on the terms and conditions set forth as follows:

SCOPE OF SERVICES AGREEMENT:

Event Coordinator will coordinate and manage a holiday shopping event (“Event”) that will feature merchandise offered for sale by multiple designers and/or organizations, including Vendor.

Event Coordinator will assign and reserve a specified area (“space”) for the sole and exclusive use by the vendor during the event. Absolutely no space assignment will be guaranteed until payment has been received.

GENERAL TERMS/PROVISIONS:

No mixed company sharing of vendor space is allowed. Violators that share a booth with another designer will be liable for a fee of \$75.

All materials, including props, signage, fixtures, must fit with the allotted space. No wall banner hanging is available.

Vendor shall sell or promote only merchandise indicated on application and approved by event management.

Vendor shall keep the space clean and in attractive and welcoming condition. Vendor is responsible for the cleanliness of their space after the event and discarding of any of their trash, boxes, bags, etc.

Vendor shall be liable for any damages done to the premises in their space and for damages caused by vendor or any of vendor’s representatives, agents, or employees anywhere on the premises.

Vendor will be checked in and setting up their space during allotted load in times. Vendors not checked in and set up prior to 30 minutes before event start time will forfeit their space and vendor fees. **NO EXCEPTIONS.**

Vendor must remain set-up and selling for the entire time of the event. **Vendor must vacate space and premise no later than 60 minutes from end of event time,** less be subject to pay additional facility rental fees as imposed by the venue management.

CANCELLATION:

Due to size cap in allowed vendors, registration fees are **NON REFUNDABLE**. If for any reason you are unable to attend the event and have already paid for your booth space, your rental fee is **non-refundable**, but you can send a replacement vendor to occupy your space with written consent and approval from Event Coordinator.

INDEMNIFICATION:

Vendor hereby agrees to indemnify and hold harmless Priscilla Thomas/Savvy Girl PR (a division of the Dolce Vita Group), (producer) , and its officers, directors, employees and agents (collectively, the “Indemnities”) from and against all demands, claims, actions or causes of action, assessments, losses, damages, liabilities, costs and expenses, including without limitation, interest, penalties and attorneys’ fees and expenses which shall be based upon a claim that: (i) event coordinator use of any of the materials or merchandise supplied by Vendor pursuant to this agreement (including any advertising or promotional use of such materials) infringes any patent, copyright, trademark, trade secret, rights of publicity or privacy, or any other proprietary right of any third party or is libelous or slanderous; (ii) if true would constitute a breach of any of Vendor’s representations, warranties or agreements hereunder; or (iii) arises out of the negligence or willful misconduct of Vendor and event coordinator is in no way responsible for such misrepresentation of vendor.

FORCE MAJEURE

Event coordinator will not be held responsible for delay or default of event caused by fire, riot, acts of God or war, weather, or venue management if the event should be cancelled or delayed. If for unforeseen circumstance event is cancelled for reasons beyond reasonable control, all efforts will be made to reschedule event to a later more opportune date and time. Event Coordinator reserves the right to make changes to date and or venue as necessary should any unforeseen conflict arise with regard to scheduling and the production of said event. Event Coordinator will give notice to Vendor immediately upon occurrence of the event causing the delay or default or that is reasonably expected to cause a delay or default.

PAYMENT DETAILS & CREDIT CARD INFORMATION:

NOTE: YOUR PAYMENT MUST BE MADE VIA CREDIT CARD. Your credit card will be charged for your space as soon as your application is received. There are fees in accordance with the payment terms of this contract that you will be liable for if you choose to cancel.

★Credit Card Info:

Upon signing this agreement, the client agrees to pay the total fee above to Dolce Vita Events/Fashion Day Soiree.

Registration Sub-Total: \$ _____ Must add 3.5% Handling/processing fee: Grand Total to charge: \$ _____

CREDIT CARD INFORMATION

Card Type: VISA ___ MC ___ Acct. Number: _____

Exp. Date: _____ CCV# (last 3 digits on back) _____

CC billing address: _____

City: _____ State: _____ Zip: _____

Print Name: _____ Signature: _____

NOTE: BY SIGNING THIS FORM YOU ARE ACKNOWLEDGING THAT YOU ARE AUTHORIZED TO USE THIS CREDIT CARD. ANY FRAUDULENT USE WILL BE REPORTED AND PROSECUTED.

Co-operative Contribution:

The Dolce Vita Holiday Shopping Event is a cooperative effort selling event for vendors (a Co-op). We can only offer low rates as a result of working in partnership with ALL of our vendors to secure event attendance. The current economic market has forced us to work very closely with each vendor to ensure the success of attendance at each shopping event. As a vendor you must agree to and understand you are also required to market and promote The Holiday Shopping Event to ALL of your contacts as your team effort is vital to the overall success of this event. We ask that each vendor provide contact emails for **10 clients. Additionally, Every vendor should make an extreme effort to bring in at least 10 customers from their own client base to the event. This ensures pyramid marketing success – a win-win for all vendors.** Thank you for your understanding and cooperation.

Vendor Customer emails:

Name:	Email:
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____

Vendor Signature

Date: _____

Print Name of Company

Title

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OFFICE USE ONLY:

Rcvd by: _____

Date rcvd: _____

Paid: _____