



## WELCOME FOOD VENDOR PARTNERS!

We are extremely excited to bring the FIRST Foodie Fest celebration in Orange County BACK to Orange County with this year's 2<sup>nd</sup> Annual OC Foodie Fest: Back for Seconds to be held at Angels Stadium in Anaheim. The Orange County market is full of foodies, many of which have traveled far and wide to sample your delicious cuisine. This event will provide an amazing opportunity for exposure to the ever-expanding foodie community and is a great opportunity for those of you looking to expand in to a growing market. Orange County has not only caught on to the truck movement but has established a whole foodie community and this event will highlight that enthusiasm.

## WHAT YOU CAN EXPECT FROM US

**Award Recognition & Competitions:** The "Best of the Fest" Award will be the headlining competition, with more awards to come! Chosen by judges and attendees, The "Best of the Fest" Award will come with not only bragging rights, but also prizes and tons of media exposure!

**Entertainment:** Foodies of all ages will be entertained with live Music from local bands and famous DJ performances. Entertainment will also extend to fun for the whole family. An entire kids area will highlight Angels Baseball themed activities, an enhanced Beer Garden will draw heavy foot traffic with opportunities for your Food truck to be one of the exclusive Beer Garden Food Trucks.

**Marketing & Media:** We're leveraging our media partners for an aggressive PR, print, online & radio to campaign leading up to the event.

**Online Recognition:** Food vendors will be highlighted on our Facebook, Twitter & Website each week that has a combined following of 8,000 people and growing! Get your application in early to lock in this opportunity.

**On-Site Support:** Event volunteers & street-level performers will be on-site to help direct traffic, answer questions and keep the crowd entertained throughout the event.

**Promotional Kits:** Kits will be provided to you to help show support and promote your involvement at the event.

**Additional Storage:** Complimentary refrigerated and dry food storage areas will be provided to keep your customers full and happy!

## WHAT WE NEED FROM YOU

We anticipate the attendance to be 20,000+, which means that you will have the opportunity to serve thousands of hungry foodies, eager to try your delicious food. We want to do our best to keep their tummies full, keep them happy and coming back for more. To make this possible, we are asking you, our Food Vendors to follow these guidelines & tips:

**All items should be tasting-sized portions**, which typically are about an appetizer size portion (or about 1/3 of your average serving size).

**Choose the top 3-5 specialties** that you're known for so that you can focus on your signature specialties and wow the crowd! Pre-made or pre-packaged goods will not be restricted.

**Menu items should be priced from \$1-\$5** This is not a requirement but we want to encourage your customers to try more items from your menu and visit a wider variety of vendors.

**Use printed menu flyers or sandwich boards** to give customers time to make their choices before they get to the front of the line.

**Proper staffing** will help you serve the crowds! We encourage you to have additional staff outside the truck or table to distribute menus, take orders and serve your customers. For the Food Trucks, we have optional rentals (upon request) to help accommodate a larger serving area in front of your truck.

**Sample, Sample, Sample!** We highly encourage you to provide samples your guests with bite-sized teasers, while they wait in line. This will help keep their tummies wanting more.

**Focus on your amazing food & leave the beverages to us.** Our beverage partners have asked that we only sell their products at controlled stations and ask our food vendors to refrain from selling beverages (with the exception of handmade beverages created on site).

# FOOD VENDOR APPLICATION APPLICATION CHECKLIST

- Completed & Signed Application (Including Company Biography)
- Copy of Applicable Business License/Permit
- Payment in Full
- Proof of Applicable Insurance

**(Due on/before 7/22/11)**

## FOOD VENDOR APPLICATION

Vendor fees are listed on the next page. Space locations will be reserved on a first to register basis and will be officially reserved on the date we receive payment. The venue layout is designed to provide all vendors with an equal opportunity to showcase their amazing food. We also have additional opportunities to increase your company's visibility during the event. Please note: spaces will be assigned at the sole and absolute discretion of Event Management.

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COMPANY NAME ("VENDOR")

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CONTACT PERSON CONTACT'S EMAIL ADDRESS

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STREET ADDRESS CITY/STATE/ZIP

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WORK PHONE & WEBSITE

CONTACT PERSON RESPONSIBLE FOR ON-SITE MANAGEMENT AND CONTACT PHONE NUMBER:

## SPECIAL OPPORTUNITIES

We will be selecting a limited number of vendors to participate in promotional & charity events before the event. Those vendors selected will have the entry fees discounted. We are also offering \$50 off to **any** vendor that participates in our gift card program pre-determined lunch for two or flat \$20 allotment.

If interested, please mark below:

Promotional/Charity Event Participation \_\_\_\_  
\$20 gift certificate or Lunch for Two Donation \_\_\_\_

Our Beer Garden will feature a variety of food trucks and restaurants that are exclusively available to those 21+. Please indicate if you are interested in being featured inside of the Beer Garden.

Yes, I would like to be considered for the Beer Garden.

-----FOR OFFICE USE ONLY-----

AREA \_\_\_\_\_ BOOTH# \_\_\_\_\_  
OC Foodie Fest 2011 Vendor Application

## CHOOSE YOUR FOOD VENDOR SPACE

### STANDARD FOOD VENDOR SPACE

PACKAGE FEE

\_\_\_\_\_ 30' X 10' standard food vendor space \$275

(Includes: Contest entry fees, access to shared back-up generator, access to dry and cold food storage areas)

### DESSERT VENDOR SPACE PACKAGE FEE

(ie: Vendors primarily selling cupcakes, ice cream, slushies etc.)

\_\_\_\_\_ 30' X 10' standard food vendor space \$175

(Includes: Contest entry fees, access to shared back-up generator, access to dry and cold food storage areas)

**\*\*ALL APPLICATIONS & PAYMENTS ARE DUE - FRIDAY 7/22/11\*\***

## EVENT SCHEDULE

### FRIDAY AUGUST 26

Venue Set-up and Media Day

### SATURDAY AUGUST 27

LOAD-IN / SET-UP 6:00AM - 10:00AM VIP EARLY ENTRANCE 10:00AM – 12PM

GENERAL EVENT 12pm - 7:00PM

## FOOD VENDOR LOAD-IN

Food vendors will each be given a specific timeslot within the load-in/set-up timeframe to enter the venue and can begin set-up once they are in their assigned location. **All food vendors** must arrive during their specific load-in time to ensure proper access to their assigned location, which is necessary to make the event run smoothly for everyone.

## PAYMENT

Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \_\_\_\_\_ Check \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_

Billing Address \_\_\_\_\_

Credit Card # \_\_\_\_\_ Security Code: \_\_\_\_\_

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

No checks will be accepted after July 1st. Only credit card or money order will be accepted.

Make checks payable to OC Foodie Fest.

## PAYMENT/CANCELLATION POLICY

Payment in full is required to register as a food truck vendor at the **OC Foodie Fest 2011**. All cancellation requests must be made in writing. No refunds will be given to those canceling after **August 1, 2011**.

Please mail or email this form along with payment to:

OC Foodie Fest

Attn: Amanda Pearce

P.O. Box 11466

Costa Mesa, CA 92627

**[applications@ocfoodiefest.com](mailto:applications@ocfoodiefest.com)**

## **FOOD VENDOR AGREEMENT**

### **All 2011 Participating Companies Must Read and Sign the Following:**

- 1. Payment/Cancellation Policy:** Payment in full is required to register as a food truck vendor at the OC Foodie Fest. Payment must be received no later than July 22, 2011. All cancellation requests must be made in writing. No refunds will be given to those canceling after August 1, 2011.
- 2. Space Assignments:** A booth space consists of one or more 30' x 10' areas. Tents and additional booth furnishings are available at additional costs (see above). Tents that require stakes will not be permitted at the OC Foodie Fest – all tenting must utilize water barrels or sand bags for tie down. Booth assignments will be made only after payment is received and will be made in the sole and absolute discretion of Management and based on space requirements, products to be exhibited and with consideration of the overall best interest of the event. All booth and exhibit materials must fit within the dimensions of the booth, obstruction of walkways or general views of the event or other exhibiting companies will not be allowed. Any plans for specially built displays must be submitted to OF Foodie Fest ("Management") for approval.
- 3. Vendor Operation:** All food vendors must be open and staffed during the hours of the OC Foodie Fest. Management reserves the right to restrict exhibit noise level and to determine suitable methods of operation and display of materials. Vendors agree that Management may relocate Vendor to another space if necessary, in the sole and absolute discretion of Management.
- 4. Products and Exhibits:** No product bearing the OC Foodie Fest name, logo, or reference to such may be sold or distributed without written permission from OC Foodie Fest. Management reserves the right, in its sole and absolute discretion, to restrict the sale or display of any item which is deemed objectionable. If, for any reason, an exhibitor, exhibit or its contents are deemed objectionable, the exhibit, product, or item will be subject to removal. Should such an eviction or restriction be enforced, Management shall not be held liable for refunding of rental fees or funds for exhibition rental. Products being sold must be new and of first quality.
- 5. Management & Dismantling:** Management reserves the right should any rented Vendor's space remain unoccupied on during the event or should any space be forfeited due to failure to make payment, to rent said space to any other Vendor or use said space in any other manner, but this clause shall not be construed as affecting the obligation of Vendor to pay the full amount specified in this invoice for space rental should Management not re-let the space. Vendor shall be solely responsible at its own expense, for installing and dismantling its booth. Vendor shall repair any such damage caused by such dismantling and return the space in the same condition as received.
- 6. Fire, Safety & Health Regulations:** Vendors agree to comply with local, city and state laws, ordinances and regulations including, but in no way limited to, all applicable federal, state and local codes and regulations relating to the preparation and service of food products, as well as any and all regulations set forth by the Management covering fire, safety, health and all other matters. All exhibit equipment and materials will be reasonably located within the booth and protected by safety devices where necessary. Vendors shall take all necessary fire precautions.
- 7. Sub-letting of Space:** Vendor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials for firms other than its own in the exhibit space without written consent from Management.
- \*8. Indemnification/Release:** Management will take reasonable precautions to safeguard Vendor's property during event hours. However, Management will not be liable for loss or damage to the property from theft, fire, accident, or any other cause. By initialing below, Vendor agrees to indemnify, protect, defend and hold harmless the OC Foodie Fest, its officers, directors, and organizers, owners, and agents, representatives, or employees of the above from and against any and all claims, damages, costs, liens, judgments, penalties, attorneys' and consultants' fees, expenses and/or liabilities arising out of, involving, or in connection with, the occupancy of the assigned space by Vendor, the conduct of Vendor's business, any act, omission or neglect of Vendor, its agents, contractors, employees or invitees, and out of any Default or Breach by Vendor in the performance in a timely manner of any obligation on Vendor's part to be performed under this agreement. In addition, the Vendor expressly releases the aforementioned from all claims for loss, damage or injury arising from any cause whatsoever.

**VENDOR INITIALS:** \_\_\_\_\_

## FOOD VENDOR AGREEMENT CONTINUED

**9. Insurance and Liability:** The Vendor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Vendor's displays, equipment, and other property brought upon the premises of the festival site. ALL vendors MUST provide a Certificate of Insurance to Management, in the following amounts:

A Commercial General Liability limit of \$1,000,000 per Occurrence will be acceptable if an Excess Liability/Umbrella form provides an additional \$1,000,000 limit for a combined total of \$2M in occurrence and aggregate limits. Commercial Auto. Liability: \$1,000,000 Combined Single Limit. Deductible: \$5000

**The certificate MUST list the OC Foodie Fest , its officers, employees and Angels Basebal LP as the Named Insured Said certificate must be received by Management on or before August 1, 2010** or vendor will not be allowed to participate in the Festival. Management reserves the right, in Management's sole and absolute discretion, to require additional insurance based on vendor's permitted use of the assigned space.

**10. Utilities:** All food truck vendors are responsible for providing their own electricity services. Any food truck vendor desiring to utilize a generator may request a referral from the event venue, and will be responsible for any agreement or fees associated with the generator. Management takes no responsibility for such agreements.

**11. Inability to Perform:** If Management should elect not to, or be prevented from, holding the OC Foodie Fest or if it cannot permit Vendor to occupy Vendor's assigned space due to circumstances beyond its control, including but not limited to; strike, civil disobedience and acts of God, Management will refund to Vendor the amount of rental paid, less a proportionate share of OC Foodie Fest expenses, and Management shall have no further obligation or liability to Vendor. In the event Management is prevented from holding the OC Foodie Fest and Vendor shall have made no payment, he nevertheless shall be obligated to pay his share of the expenses. The right to cancel or terminate the OC Foodie Fest, in whole or in part, shall be in the sole and exclusive discretion of Management.

**\*\*12. Rules and Regulations:** Management shall have full power in the interpretation and enforcement of all rules contained herein to make such further rules and regulations as it shall consider necessary for the proper conduct of the Festival.

**13. No Animals Allowed:** No animals are allowed at the OC Foodie Fest.

**14. Alcoholic Beverages, Bottles & Cans:** All beverages must be purchased from an approved OC Foodie Fest designated beverage station, through a vendor licensed by Management to sell same. Food vendors will not be permitted to sell beverages that conflict with the mentioned agreement. No glass bottles are permitted at any time.

**15. Business License & County Health Permit:** The City of Anaheim requires that all food vendors conducting business in Anaheim maintain an Anaheim business license and a State of California business license. The County of Orange requires a valid health permit to operate in Orange County. Vendors who do not already have these in their possession must obtain a temporary special events business license and a temporary special event health permit. It is the sole responsibility of the vendor to obtain the necessary licenses and/or permits. No vendor will be permitted to exhibit without prior arrangements for business license issuance. Please include a copy of your license and permit with your paperwork.

**16. Inclement Weather:** In the event of inclement weather, this agreement may be terminated by Management only. Tenant shall have no right to terminate this Agreement based on inclement weather. In the event Management determines, in its sole and absolute discretion, that the prevailing weather conditions either make, or are likely to make, continuation of the event impractical, Management shall have the sole and absolute right to terminate this agreement. In the event of such termination, the amount of rental paid shall be refunded to Vendor pursuant to Section 11 above.

**17. No Guarantee of Results:** The OC Foodie Fest does not warrant or guarantee any particular results from exhibiting in the OC Foodie Fest nor does it guarantee any particular number of attendees or exhibitors.

By completing this contract we agree to exhibit our products/services at the 2011 OC Foodie Fest and to abide by the rules, regulations and conditions governing the Expo as stated above.

**VENDOR INITIALS:** \_\_\_\_\_

**FOOD VENDOR AGREEMENT CONTINUED**

**Food Truck Vendor Company:**

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**Authorized Applicant Signature:**

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**Print Name:**

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**Title:** \_\_\_\_\_

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



## COMPANY BIOGRAPHY INFORMATION

Please fill out the below information for use on our website & event program.

**SECTION 1: COMPANY / BIO** A brief overview about your truck or restaurant and your business. This may include the type of cuisine you offer, owner/chef's background, how the business began, your company's mission statement or goals.

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### SECTION 2: Average time per order

\_\_\_\_\_ (Average time in minutes to process one order)

**SECTION 2: LINKS** Provide links to your sites (Website, Twitter, Facebook etc.), write-ups & reviews to highlight all of your amazing accomplishments!

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**SECTION 3: SIGNATURE DISH** One menu item that is either your most popular, or best represents your truck or restaurant, and/or you are most proud of. Provide item and brief description.

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### SECTION 4: GRAPHICS

Please provide us with the following to highlight your brand:

- Logo
- Photos/Images High-Res/Vector Preferred of Food Truck/ Restaurant/Food/Customers

### CONTACT INFORMATION

Please submit this form and graphics to [Applications@ocfoodiefest.com](mailto:Applications@ocfoodiefest.com).