



March 5, 2019

Dear Downtown Merchant:

Thank you for your interest in participating in the **10th Annual Arizona Celebration of Freedom** to be held on **Thursday, July 4th from 6:00-10:00PM** in Downtown Mesa, AZ. Please read through all of the information carefully and let me know if you have any questions.

Vendor placement will be determined based on displays, relevant content, unique set up and booth space footprint. Please review this submission checklist before sending in your application and any applicable fees:

**SUBMISSION CHECKLIST**

- ✓ Completed and signed application
- ✓ Applicable fees (certified check or money orders only, please no partial payments)
- ✓ Diagram or photo of booth space, product details and other set up details

This unique annual celebration of America's freedom and independence has brought an exciting evening of patriotic activities and attractions to more than 50,000 attendees on the streets of Downtown Mesa. The event will, once again, take place at the Mesa Convention Center, Mesa Amphitheater, and surrounding areas. Maps will be sent out to vendors and sponsors once they are accepted. Please visit <http://arizonacelebrationoffreedom.com/> for additional information about this event.

We look forward to seeing you in Mesa!

Sincerely,

*Krissy Wertz*

Krissy Wertz  
Vendor Coordinator  
Entertainment Solutions, Inc.



**Event Consulting • Event Marketing • Event Production**

7542 E Camelback Rd • Scottsdale, Arizona 85251 • Tel: (480) 663-0700 • Fax: (480) 663-0718  
[www.EntertainmentSolutionsInc.com](http://www.EntertainmentSolutionsInc.com)



**APPLICANT INFORMATION**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Have you participated in the Arizona Celebration of Freedom event in years past? :  Yes  No

**BOOTH SPACE FEES**

<input type="checkbox"/> <b>10' X 10' MERCHANT SPACE</b> Space only. No product sales. Includes (1) 110/20 amps	<p style="text-align: center;"><b>FEE WAIVED</b></p> <ul style="list-style-type: none"> <li>- Fee includes <b>SPACE ONLY</b>. Vendors are required to provide all needed equipment including tent, tables, extension cords, lighting, etc.</li> <li>- If additional equipment is needed, Vendors are required to rent equipment from our provider. See page 3 for pricing.</li> <li>- Vendors <b>MUST</b> stay within their purchased space boundaries.</li> </ul>
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Please list any special requests:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

FOR INTERNAL USE ONLY:

<b>ENTERED</b>	<b>APPLICATION</b>	<b>PAYMENT</b>	<b>INSURANCE</b>



**BOOTH LAYOUT**

In order to properly assign your booth space, you must submit a photo of your booth layout AND a detailed sketch including dimensions, etc. Vendor layout may not exceed booth space paid for.



### EQUIPMENT RENTALS

Vendors are required to provide all of their own equipment. If additional equipment is needed, Vendors are required to rent equipment from our provider. See below for pricing.

\_\_\_\_\_ I **will not need** to rent any additional equipment.

\_\_\_\_\_ I will **need to order** additional equipment as follows:

<u>Item</u>	<u>Cost</u>	<u>Qty</u>	<u>Extended Cost</u>
Tent 10'x10'	\$175.00	_____	\$ _____
Tent 10'x20'	\$325.00	_____	\$ _____
Sidewall per Ft.	\$5.00/ft	_____	\$ _____
Umbrella	\$80.00	_____	\$ _____
Table 6' with skirt	\$25.00	_____	\$ _____
Table 8' with skirt	\$30.00	_____	\$ _____
Chairs Folding	\$5.00	_____	\$ _____
Elec. Cord 25'	\$35.00	_____	\$ _____
Other	Call for Cost and Availability		

**TOTAL ADDITIONAL EQUIPMENT COSTS: \$ \_\_\_\_\_**

### WATER & POWER REQUIREMENTS

**Direct hook up to water WILL NOT be available; access to water will be available, you would need to provide a means to transport water to your location.**

**Vendor is responsible for supplying own 100' extension cord for power.**

**Overnight power is NOT provided.**

**Power Requested** (Check all that apply):

NO POWER NEEDED (*only quiet generators will be accepted*)

110/20 amps PROVIDED

220 and up to 60 amps \$200

Please list all items requiring electricity with their amperages:

Item: \_\_\_\_\_ Amps: \_\_\_\_\_ Item: \_\_\_\_\_ Amps: \_\_\_\_\_

Item: \_\_\_\_\_ Amps: \_\_\_\_\_ Item: \_\_\_\_\_ Amps: \_\_\_\_\_

Item: \_\_\_\_\_ Amps: \_\_\_\_\_ Item: \_\_\_\_\_ Amps: \_\_\_\_\_



## **RULES & REGULATIONS**

**SELECTION PROCESS:** Once you have submitted your application, it will be reviewed and you will receive notice of your selection status 14 days prior to event. If your application is accepted, you will be contacted by Entertainment Solutions, Inc. to facilitate the onsite logistics for your booth set up.

**FEES:** If payment is required, a **BANK ISSUED Cashier's Check or Money Order should be made payable to Sertoma Club** must be received no later than deadlines listed on application's signature page. **Credit Cards will not be accepted.** If a different payment method is sent, payment will be returned and application will be considered incomplete. Payment is required at the time of submission.

**ASSIGNMENT OF SPACE:** If accepted, space will be assigned based upon booth footprint and layout. Vendors must submit a photo of your booth layout and a detailed sketch including dimensions, cooking and serving areas (if applicable), etc. A current photo of food trucks must be submitted for consideration (if applicable).

**SETUP AND BREAKDOWN:** Space locations, set up times and parking information will be included in your Set-up Information Packet, which will be mailed and/or emailed two weeks prior to each event. You must set up and breakdown your own booth. The event will inform you of the set up and breakdown times as part of your acceptance packet. A site coordinator from the event will be on-site to assist you in locating your booth space as well as addressing special needs that you may have throughout the event. **Due to security policies, no booths or structures may be left unattended at any time. All vendors must remain operating onsite during event hours.**

**BOOTH SPACE STRUCTURE AND SIZE:** Due to space limitations, you will not be allowed to expand beyond your designated booth space. You are responsible for providing all of your own equipment and for dressing your booth. You must provide all items needed to decorate your space including signage. You may not sublet your space. If you need to rent equipment, we can help facilitate through our rental equipment provider.

**SECURITY:** Overnight security will not be provided and the event assumes no responsibility for lost, stolen or damaged equipment.

**FIRE AND SAFETY:** You must obey all fire codes, laws, ordinances and regulations pertaining to health, fire prevention and public safety. You must not nail, staple or otherwise affix anything to walls, the ground or any part of the exhibit area.

**ALCOHOLIC BEVERAGES:** State law prohibits the consumption of all alcoholic beverages while an employee is on duty. No alcoholic beverages will be allowed in the confines of the event except in designated areas. Food vendors are prohibited from selling and serving alcoholic beverages.

**VENDOR SUCCESS:** The event does not guarantee revenue for vendors.

**WASTE AND CLEANUP:** Keep all areas clean of debris for safety of the event goers. Trashcans, recycling receptacles and dumpsters will be provided at the event site. A fair cleaning fee will be assessed to any vendors that don't take reasonable care of their assigned areas. Any damage to rental equipment will also be assessed a fee. If you are a food vendor, grease traps and gray water tanks will be made available. Please utilize the proper container for each item. All vendor equipment must be removed from event site by 11:30pm after the event ends. Any equipment left overnight will be disposed of and a cleaning fee may be assessed.

**ELECTRICAL USAGE:** Fees and electrical requirements are listed on the application. **All vendors must provide a Heavy Duty 100' extension cord for your hookup!** List all items and the correct amperage for each item in order to avoid power outages. All power hookups will be checked, and if you are drawing more power than requested, additional fees may be incurred. Overnight power is not available.

**PARKING AND ENTRY INFORMATION:** Parking and load-in information will be provided in the Info You Need to Know packet which will be distributed via email 7-10 days prior to event. Additional passes may be requested but are not guaranteed.

**CANCELLATIONS AND REFUNDS:** If you cancel more than 14 days before the event, 50% of your money will be refunded. If you cancel less than 14 days before the event, no refunds will be issued.

**INCLEMENT WEATHER:** No refunds will be given due to inclement weather or any other uncontrollable act of nature; the event will occur rain or shine.

**RENTAL EQUIPMENT:** A fair replacement cost will be assessed to all missing rental items. Any damage to rental equipment will also be assessed.

**UNAUTHORIZED PROMOTION/MARKETING:** Only accepted exhibitors will be allowed to participate in the events. Outside vendors or promotional efforts are strictly prohibited, including flyering, sampling, selling, use of unauthorized PA systems, etc.



**RULES & REGULATIONS (CONT.)**

**BOOTH SIGNAGE:** Booth signage must be uniform, clean and professionally printed. Pole banner sign height may not exceed 10 feet tall. If signage is not uniform or does not follow regulations, the vendor will be asked to remove or readjust signage to meet requirements.

**AMPLIFIED SOUND:** By completing, signing and returning this form, the vendor agrees to not produce additional amplified sound from your booth display. The on-site contact and the contact names on this application will be held responsible for relaying this rule to your on-site staff. THIS POLICY WILL BE STRICTLY ENFORCED.

**ATTRACTIONS:** ALL times, acts, attractions are subject to change.

**INSURANCE**

All vendors must include proof of insurance *once space has been confirmed*.

**Insurance Levels: \$2 million general liability and product liability.**

The following entities must be named as additionally insured for the date of July 4, 2019:

- ✓ **City of Mesa AZ, Officers, Volunteers, Officials, Employees, Agents & Elected Officials –**  
20 E Main St. Mesa, AZ 85201
- ✓ **Entertainment Solutions of Arizona Inc., its subsidiaries, shareholders, directors, officers, employees & agents.** 7542 E Camelback Road Scottsdale, AZ 85251
- ✓ **Sertoma Club of Mesa -** 1042 E 3rd Street Mesa, AZ 85203

**PAYMENT**

<p style="text-align: center;"><b><i>Only BANK ISSUED certified check or money orders will be accepted.</i></b></p> <p><b>MAKE PAYABLE TO:</b> SERTOMA CLUB</p> <p><b>MAIL PAYMENT TO:</b> ENTERTAINMENT SOLUTIONS, INC. ATTN: Krissy Wertz 7542 E. Camelback Rd. Scottsdale, AZ 85251</p> <p style="text-align: center;"><i>Please remit payment with your application <b>INCLUDING</b> payment for equipment.</i></p>	<p style="text-align: center;"><b><u>FEE SUMMARY</u></b></p> <p style="text-align: right;">Booth Fees \$ <u>WAIVED</u></p> <p style="text-align: right;">Additional Equipment \$ _____</p> <p style="text-align: right;">Additional Power \$ _____</p> <p style="text-align: right;"><b>TOTAL DUE \$ _____</b></p>
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**SIGNATURE & AGREEMENT**

I, \_\_\_\_\_, have read and agree to abide by the rules and regulations of the Arizona Celebration of Freedom. I further acknowledge that by submitting this application and respective fees, I am not guaranteed acceptance into the event. All non-accepted applicants will receive a refund for all fees.

\_\_\_\_\_  
**Signature (required)**

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

**SUBMISSION CHECKLIST**

*(please check included items in box)*

- Completed and signed application
- Applicable fees (certified check or money orders only, please no partial payments)
- Diagram or photo of booth space, product items, other set up details and/or décor

**APPLICATION DEADLINE**  
Friday, June 7<sup>th</sup>, 2019

**EMAIL WORKSHEET & SUPPORTING DOCUMENTS**  
[Krissy@solutionsaz.com](mailto:Krissy@solutionsaz.com)

Application is not considered complete until payment is submitted.

Acceptance notices will be emailed 2 weeks following the deadline.

Parking & load in details will be emailed 7-10 days prior to the event.

If you have any questions concerning this application, contact Entertainment Solutions at 480.663.0700 or [Krissy@solutionsaz.com](mailto:Krissy@solutionsaz.com)