

2010 Del Mar Horse Shows

Del Mar International ~ September 29 - October 3, 2010
Del Mar Fall Festival ~ October 20 - 24, 2010

Application for Vendors

Deadline: September 15, 2010

Instructions for completing the application follow and some information pertaining to our guidelines is provided.

Instructions for completing application

- 1. Please type or print in ink only**
- This application is neither an offer nor a guarantee of space. You will be accepted unless the show contacts you within 30 days of application date.
- All questions on the form must be answered completely!
- Please submit only an original copy of the application.
- Be sure the information you give is accurate.
- The list of products you are requesting to sell/promote/display must be specific! Words such as accessories, etcetera, related products and other vague descriptions are not acceptable. If a contract is issued it will be assigned on the basis of this list, so please be thorough.
- If a contract is issued, the location of your booth will be determined by management.
- Be sure to list all persons (and their titles if applicable) who have financial interest or ownership in this company. Description such as none, self, or corporation is not acceptable.
- Credentials (daily admission and parking pass) will not be released to anyone not listed on the application as authorized to do so (this is not a list of employees, simply a list of those who may check in and pick up credentials).
- 10. NO VENDORS WILL BE ALLOWED TO MOVE IN AND APPLICATION IS NOT CONSIDERED COMPLETE UNLESS A CURRENT CERTIFICATE OF LIABILITY IS SENT IN WITH THE APPLICATION STATING THAT WEST PALMS COMMUNICATIONS IS ADDITIONALLY INSURED. NO EXCEPTIONS.**
- Separate completed application form and return *with full payment and certificate of liability to:*

West Palms Communications, Inc.
2683 Via De La Valle Ste G-717
Del Mar, CA 92014

ADDITIONAL INFORMATION

PRODUCT SALES

If a contract is issued, only those products listed on the contract may be sold/displayed, or given away. Any request for change in product must be submitted in writing for approval and represented by a photograph or brochure. If you have requested to sell certain items on your application that are not listed on your contract, you may not sell those items. Items that will not be considered for sale are items such as stun guns, switchblades, brass knuckles, high-powered water guns and rubber band toys/guns, products made from any endangered animal, pornographic or drug-related items, and stickers. Management reserves the right to determine whether an item is considered offensive or in poor taste, and to prohibit the sale/display of such an item. Watches must be listed separately.

SUBLEASING / BOOTH SHARING

Licensees are strictly prohibited from subleasing, assigning or apportioning the whole or any part of their contracted space to any other business or individual.

CREDENTIALS

- (2) Season Admission credentials per space
- (1) Parking permit

SIGNAGE

Each commercial exhibitor must post a sign, visible to the public, with the company name. (This name must match the contracted name.) These signs must be of a professional nature, no handmade signs will be allowed.

West Palms Communications, Inc.

2683 Via De La Valle Ste G-717

Del Mar, CA 92014

greystone@bendbroadband.com · E-mail

(949) 496-4064 Bus

(818) 887-0532 Fax

(818) 987-3336 Cell

VENDOR CONTRACT
DEL MAR HORSE SHOWS
Del Mar Fairgrounds
Del Mar, CA
DEL MAR INTERNATIONAL September 29 - October 3, 2010
&
DEL MAR FALL FESTIVAL October 20-24, 2010

PLEASE COMPLETE:

VENDOR NAME: _____

VENDOR BUSINESS NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

CONTACT PERSON: _____

CONTACT NUMBERS: Work: _____ Cell: _____
 (Include area codes)

E-Mail: _____ Fax: _____

BOOTH SPACE DESCRIPTION (Please check as needed & Note which week you are applying for if not both by circling below):

International

Fall Festival

_____ Outside Exhibitor Space (10'x10') (No tenting provided - space only)	\$350/Week or \$600 for both	=	\$ _____
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_____ Outside Exhibitor Space Trailer or Mobile Unit	\$350/Week Or \$600 for both	=	\$ _____
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_____ Electric	\$ 50/Week	=	\$ _____
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\$100 Late fee will apply for any applications received after September 15, 2010- No exceptions!

Move in date _____ GRAND TOTAL DUE: \$ _____

Checks Payable to: West Palms Communications, Inc
 Mail with full payment 2683 Via De La Valle Ste G-717
 Del Mar, CA 92104

All spaces are equal in visibility. Specific location requests will be accommodated as best as possible,
 However, no reservations held without completed contracts and fees.