



Dear Exhibitor,

Planning has already begun for the wildly popular Northalsted Market Days®! What began as a small sidewalk fair more than two decades ago has grown to become the largest two-day street festival in the Midwest. Celebrating 34 years in 2015, Northalsted Market Days® will continue its legacy, attracting spectators from all over the country. Held just a few blocks from Wrigley Field and spanning a mile along famed Halsted Street, Northalsted Market Days® draws a unique and diverse professional audience including a high concentration of attendees from the GLBT community. With four music stages featuring over 30 entertainers and more than 200 artisans and restaurants, Northalsted Market Days® looks forward to celebrating its 34th year in the community.

This year's event will be held on Saturday and Sunday, August 8th and 9th, from 11:00 a.m. until 10:00 p.m. each day.

Please note the **application deadline date** is **May 15, 2015**. **This is a firm date**. You must submit all of your paperwork including payment. All payments will be processed upon receipt and does not indicate acceptance into the fair. .

Below are several rules & regulations we ask that you adhere to as a participating exhibitor:

- Exhibitors must use all exhibit spaces for which they apply (e.g. 10x10 or 10x20 feet of space); no booths may be vacant at any time. Entryways to businesses must be no wider than 3 feet.
- As a vendor you must stay within the footage you have purchased. This means you may NOT use any portion of the sidewalk for equipment or a larger setup.
- Exhibitors are **strictly prohibited** from re-selling booth spaces to third parties.
- In the spirit of Northalsted Market Days®, and to maintain the integrity of the event throughout the weekend, **all booths must remain open during festival hours**.
- You may NOT have amplified sound in your booth without festival committee approval. The Northalsted Market Days® Committee reserves the right to approve all performers for Northalsted Market Days®. All talent booking for the event must go directly through Special Events Management. Music (even pre-recorded) must be pre-approved by Festival Management.

You will find a full list of rules and regulations on the final page of this application packet, please ensure that you have review the entire list before submitting your application. If you fail to comply with these rules, it may jeopardize your future participation in this event.

If you have any questions, don't hesitate to contact me. I look forward to working with you and producing a fun, enjoyable and successful event for all!

Sincerely,

Exhibitor Relations
exhibitors@chicagoevents.com



APPLICATION DEADLINE: May 15, 2015

2015 Northalsted Market Days®

Sat., August 8, 11am 10pm & Sun., August 9, 11am 10pm

ARTIST/MERCHANT/NOT-FOR-PROFIT APPLICATION

Please note: There is a non-refundable \$15 Application Processing Fee included in booth space cost. Applications submitted with credit card payments will be charged an additional Regonline Service Fee of \$4.75 plus 3.95% of your total purchase. If you have any question regarding this please contact Exhibitor Relations at exhibitors@chicagoevents.com

Exhibitor Type:

Artist

(All items must be handmade)

☐ 10'x10' Space \$475*

☐ 10'x20' Space \$800*

*Includes: Application fee, Booth space, City Itinerant permit fee

Merchant

(Not-for-Profits will not be accepted in this category)

☐ 10'x10' Space \$600*

☐ 10'x20' Space \$950*

*Includes: Application fee, Booth space, City Itinerant permit fee.

Not-for-Profit

(Must provide a 501C3)

☐ 10'x10' Bump Out Space \$500*(If Available)

☐ 10'x10' Space \$675*

*Includes: Application fee, Booth space, City Itinerant permit fee

Total Booth Fee: \$_____

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Total Booth Fee: \$_____

Late registration fee of \$100 incurred for applications received between May 15 - June 2, 2015

Late registration fee of \$175 incurred for applications received after June 2, 2015 if space is available

*Please note: Corporations, chain stores, franchises, product brands, field marketing & promotional companies, marketing agencies, public relations firms and all their respective clients, including free giveaways and sampling are considered sponsors, and must contact Karyn Serota at 773-584-6625.

Have you previously participated in this event? ☐ Yes ☐ No

Booth Request:

(We will do our best to honor any special request, however, desired locations are not guaranteed)

CONTACT INFORMATION

Contact Name: _____ Business Name: _____

Home Address: _____ City: _____ State: _____ Zip: _____

Business Address: _____ City: _____ State: _____ Zip: _____

Home Phone: _____ Business Phone: _____ Fax: _____

On-site Contact Phone: _____ Email: _____

Website: _____ FEIN/SSN/IL Business Tax #: _____

Please provide a DETAILED description of items to be sold/displayed:

(You MUST also provide 3 (three) images of work, either digital or hard copies for your application to be considered. Digital images should be e-mailed to exhibitors@chicagoevents.com; hard copies should be mailed to Market Days c/o Special Events Management, 2221 W. 43rd St, Chicago, IL 60609)

Music: The festival prohibits the playing of recorded or live music in your booth. All music within the festival is strictly planned and approved by the festival committee and Special Events Management (hereinafter "SEM"). Unless prearranged and permission is granted in advance, no live performance is allowed in your booth space.

Please Initial that you have reviewed and understand your order and the rules outlined on this page x_____

ELECTRICITY OPTIONS:

If electricity is required, it **MUST** be purchased from Special Events Management (SEM). Personal generators and car batteries are not acceptable. Please note that you are responsible for providing your own extension cords.

☐ YES, I WILL NEED ELECTRICITY (\$200)

☐ NO, I WILL NOT NEED ELECTRICITY

Please list ALL appliances, including lighting, which will require a power source at the above event. If the volts and amps for each appliance are not correctly listed you run the risk of not having the necessary amount of electricity on site to power your booth.

Voltage = the current: 110/120: house current; 220: Freezers, pizza ovens; 480: Heavy equipment

Amps*: 15 amps: Normal household appliances; 20 amps: Heat lamps, electric cookers; 40 amps: Deep fryer, refrigeration

*Amp rating can be found on the back of the appliance near the cord.

Appliance Type	Quantity	Voltage	Amps
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.

FEE SUMMARY & PAYMENT OPTIONS:

Booth Rental Equipment Options:

☐ 10'x10' Tent (\$350) Qty___ \$ _____

☐ 10'x20' Tent (\$525) Qty___ \$ _____

☐ Tent Sides (\$30/10' side) Qty___ \$ _____

☐ Tent Lights (\$75) Qty___ \$ _____

☐ 8' Table (\$50) Qty___ \$ _____

☐ Chairs (\$25/chair) Qty___ \$ _____

☐ 10' Counter (\$20) Qty___ \$ _____

☐ Sign Poles (\$25/set) Qty___ \$ _____

TOTAL RENTAL FEE: \$ _____

TOTAL FEE CALCULATOR:

Total Booth Fee \$ _____

Rental Equipment Fee \$ _____

Electricity Fee \$ _____

Late Registration Fee:

May 15 - June 2, 2015 \$ 100

After June 3, 2015 \$ 175

TOTAL AMOUNT DUE: \$ _____

PAYMENT OPTIONS

(Applications **MUST** be submitted with full payment to be considered. There are **NO EXCEPTIONS** to this rule. All payments will be processed regardless of your status of acceptance into festival. Submission of an application does NOT automatically guarantee acceptance into the festival.)

Please select a payment method:

☐ **Cash** (DO NOT MAIL. All cash transactions are only accepted at the office location)

☐ **Check or Money Order**

Make check/money order payable to: Special Events Management

Mail to: Northalsted Market Days®
c/o Special Events Management
2221 W. 43rd St.
Chicago, IL 60609

☐ **Credit card** (you **MUST** fill out all the information below)



Name (on card) _____

Billing Address _____

City _____ State _____ Zip _____

Credit Card # _____

Sec Code (3 digit code on back of card) _____ Expiration Date: ____/____

****Credit card payments will be charged an additional Regonline Fee of \$4.75 + 3.95% of your total purchase****

2015 REFUND PROCESS

If the event is faced with inclement weather, Acts of God and/or any situation that threatens the safety of exhibitors and patrons, Special Events Management has the authorization to cancel the event which will not result in the refunding of your fees.

1. The \$15 application fee is non refundable.
2. Security Deposits will be refunded approximately 60 days after the event.
3. A \$50 non refundable administration fee will be applied to any canceled application.
4. Cancellations made prior to July 8, 2015 will forfeit 50% of total fees paid.
5. Cancellations made on or after July 8, 2015 (including the day of event) will NOT be entitled to a refund.
6. Vendor will be charged \$35 for a returned check and cancellation of contract may result for charges submitted and returned as insufficient funds.

If due a refund, make check payable to:

☐ Name of Business ☐ Contact Name

IMPORTANT INFORMATION ON BUSINESS HOLDS (With the City of Chicago and/or State of Illinois)

Any standing debt that you have with the City of Chicago (parking tickets, water bills, awning, etc.) both personally and through your business will put a hold on your (Itinerant Merchant) license being issued. All of these debts should be paid as soon as possible prior to the event. You can access debts you have with the City by calling 312-744-6249.

2015 RULES & REGULATIONS

1. **Contract Cancellation:** Special Events Management (hereinafter referred to as “SEM”) reserves the right to cancel a vendor contract at any time for the good of the festival, by its sole discretion or by the direction of its clients. Any cancellations by management will be refunded if vendor has followed the rules and regulations. Cancellation or suspension because of lack of proper city licensing or failure to meet or maintain guidelines will not be eligible for refunds.
2. **Account Holds:** SEM and the Northalsted Business Alliance are not responsible for denial of a license by the City of Chicago due to any hold placed on business accounts associated with the vendor. Each vendor is responsible for resolving any standing holds with the City of Chicago prior to submitting their application. Please note: Most business are not aware of a hold until their application is submitted and SEM is contacted by the City. It is essential that you call each government agency regardless of your assumed standing. Please call the City of Chicago Department of Business Affairs & Consumer Protection Agency at 312-744-6060.
3. **Exclusivity:** We do not provide guaranteed exclusivity to any vendor.
4. **Booth Placement:** We reserve the right to relocate a vendor when necessary even after a space has been assigned.
5. **Water:** Running water is **not** provided on site by SEM. You must supply your own fresh water.
6. **Electricity:** No small **portable generators or car batteries** are permitted on grounds of the event for use within your booth. All electricity on site is portable and provided by a third party vendor designated by SEM who is licensed and insured in accordance with state requirements. Any service disruptions and/or blackouts will not result in a rebate or refund of any kind.
7. **Music:** The EVENT strictly prohibits the playing of recorded or live music in your booth.
8. **Laws:** Drilling in the street is not permitted. Violators will be subject to a fine of \$200 and/or space cancellation by Special Events Management. You are directly responsible for any city violated ordinances and fines.
9. **Set-up and Tear-down:** Each vendor is responsible for setup, take down and clean up of his/her stand. Vehicles are allowed on the street only for setup prior to the event and tear down once the festival closes. You will be notified when it is safe to bring your vehicle on the street. Unless otherwise noted, parking is not provided to any vendor. Load-in/set-up times are provided in the confirmation letter sent to you prior to the event. You must remove your vehicle immediately after unloading your merchandise. You are allotted 2 (two) hours from the closing time of the event break-down and vacate your booth space. Please bring the necessary assistance/manpower to ensure this. For every 30 minutes you exceed this time frame (event closing time), \$50.00 will be charged to your credit card.
10. **No Show Policy:** Vendors who have not checked-in and/or called the Festival Emergency Number (number will be available in confirmation materials) by 8:00 AM Saturday, August 8th will be considered a “no-show.” No Show vendors will not be eligible for refunds and assigned space(s) will be forfeited.
11. **Trash Disposal:** Each space must be left clean throughout the event and each night. Trash receptacles and bags will not be provided. Each vendor must provide necessary trash receptacles and bags for garbage inside the booth. Trash (in bags) will be picked up from the booths. All garbage left not bagged will be subject to a fine of a \$100 and/or the cancellation of participation.
12. **Side walks must be left unobstructed at all times. It is strictly prohibited to store items on the sidewalk across or adjacent to your booth.**
13. **Business Conduct:** Vendors and their employees must maintain the highest degree of professionalism in their booths and on the event grounds at all times.
14. **Indemnification:** The Northalsted Business Alliance and Special Events Management, employees, related festival providers of goods and services, or any participating sponsor will NOT be responsible for any injury, loss, or damage that may occur to the vendor, or to the vendor's employees or property from any cause whatsoever prior to, during or subsequent to the period covered by the vending contract; and the vendor signing this contract expressly releases all of the foresaid from, and agrees to indemnify each of them against any and all claims from such loss, damage or injury from participation in the event. SEM cannot and will not be held responsible for equipment failure including any acts of GOD beyond the control of the event organizer.
15. **Booth Space:** Vendors must use all space that they are granted. No space may stand vacant. Only three feet of space as an entry way into your place of business is permitted.
16. **Event Hours:** Vendors must remain open during festival hours.
17. **Third Party Vendors:** Re-selling booth spaces to third-party exhibitors is strictly prohibited.
18. **Damages to Rental Equipment:** Extra fees will be incurred by participant for damages and clean-up of rental equipment as deemed necessary by rental equipment company for returned items which are damaged; or in need of cleaning following event.

By signing below, I hereby acknowledge and accept all terms of this vendor application by which will be considered a legal contract between myself (Vendor) and the Event Producer (Northalsted Business Alliance - sponsoring organization and or agent thereof, SEM) including all rules and regulations and understand that I am legally bound by this agreement. As a participating exhibitor, I acknowledge my financial responsibility for any damages to equipment items (i.e. tent, table, chair, sidewall, counter, sign pole, etc.), rented from the production company or third party supplier, inflicted by myself or an employee in my booth and the terms regarding the festival or city rules and violations as outlined in this document. I acknowledge that SEM is acting as an agent for the Northalsted Business Alliance who owns the event and at no time is SEM empowered to negotiate fees, offer discounts or refunds. Under all circumstances unless stated in the rules and regulations, there are no refunds.

(You will NOT be held accountable for rental equipment that you do not rent, however, we must have acknowledgment from you in the event that you add rental equipment to your application at a later time or rent an item on-site. It is your responsibility to inspect your tent during load-in and make management aware of any existing damages prior to the opening of the event.)

By _____

Date _____