



## La Habra Host Lions Club

P.O. Box 248 La Habra CA 90633-0248  
www.lahbralions.com www.thecornfestival.com



### *Greetings from the Corn Festival & Marketplace ~ 2009*

On behalf of the La Habra Host Lions Club and the Corn Festival Marketplace, I would like to invite you to complete the application for the 61<sup>st</sup> Annual La Habra Corn Festival and Marketplace. This year the festival will be held on August 7, 8 and 9 2009 celebrating 61 years of fun. Completion of the application does not insure acceptance but secures a "place in line" for consideration based on the postmarked date.

**Sorry NO OUTSIDE FOOD VENDORS are allowed in the festival. Food is provided by the Lions Club and it's non-profit organizations. No exceptions.**

The Corn Festival attendance is estimated between 30,000 and 50,000. It should, however, be understood that all attendees don't necessarily visit the **Corn Festival Marketplace** located in the Southeast corner of the park. El Centro-Lions Park is located on Cypress St. just north of La Habra Blvd. in La Habra. Marketplace access is at the corner of Erna St. and Cypress St.

### *About the Corn Festival Marketplace*

The Corn Festival and the Marketplace starts Friday, August 7, 2009 at 5:30 PM and continues until 11:00 PM. Saturday hours are 11:00 AM until 11:00 PM, and Sunday hours are 11:00 AM until 7:00 PM.

The area is located on a fenced and illuminated concrete surface. Minimum security will be provided during the closed hours between Friday evening and Saturday evening and gates will be locked. Bring a face cover with clips to improve your security. The Lions Club and the City of La Habra accept no responsibility for vendor property at any time.

Each 10 x 10 booth has an overhead canopy and have 115 volt electrical power for low current use only. Close access for loading and unloading. Vendors will be allowed in to start setting up at 10:00 AM Friday, and will be allowed in one hour before opening on Saturday and Sunday. A limited number of "Multiple booths" are available. See attachment for more rules and guidelines.

**Customer Demographic** - anecdotal estimates based on prior years: Low to medium income, broad ethnic mix with 65% Latino. Friday night more young people, Saturday all ages, Saturday night more young adults and Sunday mostly families. We have a visible/friendly police presence and people are generally well behaved. They normally spend \$5 - \$30 with obvious exceptions. **High-ticket items do not do well and are discouraged.** Most attendees consider the Marketplace as a fun opportunity to purchase memorable items and not necessarily a shopping destination. However we are always pleasantly surprised to hear success stories from new services and products offered and some veteran vendors that enjoy repeat business year after year. We discourage handing out information literature as they produce litter throughout the park. **These are only anecdotal estimates and observations for you're consideration.**

Priority is given to returning vendors from the previous year. New vendors are assigned after returning vendors on a first come first placement basis. You can register up to the festival date but space generally runs out in July. If you think you're interested, please act right away.

Thank you in advance.

Sincerely,

Mark Sturdevant, Chairman  
Corn Festival Marketplace  
[www.lahbracornfestival.com](http://www.lahbracornfestival.com) or [www.thecornfestival.com](http://www.thecornfestival.com)



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## PLEASE COPY AND RETURN THIS DOCUMENT ONLY WITH PAYMENT Agreement Document 1

All blanks must be completed – typed or printed clearly

Applicants Name \_\_\_\_\_ Best Phone ( ) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Web site www. \_\_\_\_\_

(Please print clearly)

(Please print clearly)

I am requesting \_\_\_\_ Standard booths at \$230 each ~ together \_\_ separate \_\_. I am requesting \_\_\_\_ corner booths at \$275 each. **These are requests only** and booths will be assigned at the discretion of the Marketplace committee. Please list products in general to be sold or distributed and any special requests. Include pictures if available. **SORRY, NO FOOD VENDORS**

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I am interested in vendor advertising / promotion opportunities, please contact me.

Requests for cancellation must be in writing postmarked no less than 10 ten days prior to the start of the festival and sent to the address listed on this form or faxed to (562) 697-8359 or E-mailed to [marketplace@lahabracornfestival.com](mailto:marketplace@lahabracornfestival.com) or mailed to La Habra Host Lions – CFM P.O. Box 248 La Habra CA 90633-0248 . Call to confirm receipt (562) 697-1704. These cancellations, 10 days before then festival will be subject to a 20% cancellation fee and will be deducted from the refund.

If an application is not accepted or there is no space available, a full refund will be sent 5 days after a decision is made. If you choose to remain on a waiting list, a full refund will be returned the week after the festival.

I / we hereby accept and abide by all the rules defined in Document 2: Information, Rules and Exclusives. It is understood that the La Habra Host Lions Club and each of its members shall be held free and harmless from any and all claims for damages, expenses or other liabilities incurred by any participant in the set-up or conduct of their activities defined herein. I am in full agreement with these stipulations.

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

Return immediately with payment to La Habra Host Lions Club – CFM PO Box 248 La Habra CA 90633-0248. Sorry no credit card payments.

[www.lahabracornfestival.com](http://www.lahabracornfestival.com)

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### Information, Rules, & Exclusives Document 2 Please Keep this for your records

**The hours of operation for the Marketplace start Friday, August 7, 2009 at 5:30PM and continue until 11:00 PM. Saturday hours are 9:30AM until 11:00PM, and Sunday hours are 11:30AM until 7:00PM.**

We sponsor a large parade on Saturday morning starting at 9:30 AM. The parade terminates in the area of the Corn Festival adjacent to the Marketplace, and the 9:30 AM start time allows merchants to be ready as the crowd arrives.

#### **SORRY NO FOOD VENDORS ALLOWED see #6**

**There are no parking passes issued for the Marketplace.** The confirmation allows you to park in the merchant unloading area **only long enough to unload your booth supplies and equipment.** This confirmation will allow you to park adjacent to the area **for unloading only.** The area is monitored and you are required to remove your vehicle immediately after unloading to allow for the next person to unload.

**It is strongly recommended** that you arrive early enough on Friday, Saturday & Sunday to unload your vehicle prior to the rush of other merchants who arrive later. This will allow you to find a prime parking spot on the street, **closer to the vendor area,** and will eliminate waiting while other vendors unload.

### Specific Rules

1. All booths must be ready for operation **by 5:30PM on Friday, by 9:30AM on Saturday and by 11:30AM on Sunday.**
2. The vendor area will be locked down **one hour** after the area is closed each night. You are expected to have any items within your booth secured or removed by this time.
3. All merchandise must be displayed **inside** your booth.
4. If you have highly flammable materials, you must have a 2A-IOBC fire extinguisher, with current service date available within your booth. If the extinguisher is new, proof of recent purchase is acceptable.
5. **No food or drink vendors** of any form may be sold or distributed within the festival, unless designated by the La Habra Host Lions Club or Marketplace Committee.
6. No selling or demonstrating **outside** your actual booth area is allowed.
7. Games of chance are not allowed within the Marketplace.
8. No bullhorns, or sound amplification systems are allowed.
9. If you plan to spray any product within your area, you must provide a certificate of liability.
10. You must not distribute or possess anything unlawful or in poor taste for the family oriented wholesome theme of our festival. The La Habra Corn Festival Marketplace and La Habra Police will make the final determination of content acceptability.
11. Body piercing or solicitation for body piercing is prohibited.
12. All of your property must be removed from the park shortly after the event closes on Sunday evening.
13. Any items that have been ordered for later pickup by the purchaser must be picked up during the hours of operation, not after we have closed for the night.
14. Halogen lights are not permitted as they draw too much power.
15. The sale or handing out of laser light devices is strictly forbidden.

### Exclusive Brands and Services

If your application indicates Jewelry, Cosmetics, Household Items, Collectibles, etc.:

We have issued exclusive rights to certain merchants. Exclusive merchants are selling branded items such as Italian Charms, Tupperware, Cookie Lee Jewelry, Avon Products, Mary Kay Products, Creative Memories, Homies, and Henna Tattoos. If any of these items are an intended part of your inventory for the Marketplace, you will not be allowed to display or sell them unless they were specifically listed on your application, and you were afforded exclusive permission to sell them by the Marketplace Committee.

[www.lahbracornfestival.com](http://www.lahbracornfestival.com)