

# **Exhibitor Application**

## **Brazilian Day in L.A. 2011**

**“O Dia da Comunidade Brasileira em Los Angeles”**

**Saturday, September 10, 2011, from 12 noon to 6 pm**

**Hancock Park (outside Page Museum)**

**5801 Wilshire Blvd., Los Angeles CA 90036**

The applications for booths must be submitted by August 30th, 2011. No application will be accepted after this date. Please note that there is limited space for booths. Booths will be assigned on a first-come, first-served basis. The reservation of booth space is only guaranteed after the signing of this agreement and the payment of all fees (money order payable to **SambaLa Samba School** and SENT TO SAMBALA, plus, in the case of food booths, applicable Health Department fees).

In 2011, booth prices are as follow:

-Educational/Cultural/Merchant/Retailer booths:

Until August 25th – US\$ 120.00

After August 25<sup>th</sup> until deadline (August 30th) – US\$ 180.00

-Food/Beverage:

Until August 25th – US\$ 412.00

After August 25th until deadline (August 30th) – US\$ 512.00

-Own booth:

Until deadline (August 25th) – US\$ 90.00 for non food booth, \$312 for food booth

**Exhibitor** (please, check one):

☐ Food ☐ Food Pre-packed ☐ Beverage ☐ Merchant/Retailer ☐ Services

**Contact Information:** (all information **REQUIRED**)

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Name of Business

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Name of Booth (if different from above)

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Contact Name

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Address

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City, State and Zip Code

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Phone

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Fax Number

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Email address – Preferred communication - print clearly

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On-site Contact Name and Number

Description of Items to be sold/displayed at the event: (use attached sheet if necessary)

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**Terms of Payment:**

- Applications **MUST** be submitted with payment in order to be considered. If the application is not accepted, payment will be returned.
- Only **money orders** will be accepted. **No exceptions! Payments should be made out to SambaLa Samba School and sent to SambaLa Samba School.**
- Cancellations made until August 20 will be entitled to a full refund.
- Application must be sent to the SambaLa Samba School\*

**Booth Space:** (select one)

1. Educational/Cultural Booths: US\$ 120.00 until August 25th or US\$ 180.00 after August 30th Booth Space includes: 10x10ft Tent, one 6ft. Table, 2 Chairs. If additional equipment is needed, extra charges may be applied. If needed, list additional materials below:

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2. Merchant/Retailer: US\$ 120.00 until August 25th or US\$ 180.00 after August 30th

Booth Space includes: 10x10ft Tent, one 6ft. Table, 2 Chairs. If additional equipment is needed, extra charges may be applied. If needed, list additional materials below:

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3. Food and/or Beverages: US\$ 412.00 until August 25th or US\$ 512.00 after August 30th  
(**Please Note**: This fee **DOES NOT** include Health Department Fees. Those responsible for booths that will sell/offer food and/or beverages will receive the Health Department's form by email, and should contact the **Department of Health Services – Mid Wilshire District**, and follow Health Department requirements in order to obtain the appropriate permit.  
Hand-washing facilities will be provided by a company hired by SambaLa. The sale of alcoholic beverages is prohibited.

Booth Space Includes: 10x10ft tent, three 6 ft. tables, 4 chairs, flooring, sink, and barricade. If additional equipment is needed, extra charges may be applied. If needed, list additional materials below:

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4. Own Booth:

You may bring your own booth. Charges for those with booths will be \$ 90.00 for non-food booths, and \$312 for food booths until August 30th.

5. Services: For available sponsorship opportunities, please contact David de Hilster at [sponsor@braziliandayla.org](mailto:sponsor@braziliandayla.org) and/or Valeria Ruggieri at [valeria@braziliandayla.org](mailto:valeria@braziliandayla.org)

**Desired specific space location is not guaranteed. The organization of the event plans the lay-out according to fire and health department regulations.**

**Electricity**: (if power points are needed, it should be specified below)

(Voltage: 110/120V: house current; 220V: freezers, pizza ovens, etc.; 480V: Heavy Equipment. Current: 15 amps: normal household appliances; 20 amps: heat lamps, electric cookers, etc.; 40 amps: deep fryer, refrigeration, etc.)

Appliance Type, Quantity, Voltage and Amps:

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- You must provide your own extension cords, if needed.
- Only one appliance per outlet.



## Insurance:

**Certificate of Insurance is mandatory**, including automobile liability, worker's compensation, and employer's liability to the Natural History Museum of Los Angeles, the Natural History Foundation and the SambaLa Samba School. Insurance is required for all exhibitors.

## **RULES AND REGULATIONS:**

1. Contract Cancellation: SambaLa reserves the right to cancel an exhibitor contract at any time for the good of the festival, on its own discretion. Any cancellation by the management will be refunded if exhibitor has followed the rules and regulations.
2. Exclusivity: It is the interest of the festival not to have two or more booths offering the same services or the same products. However, we **DO NOT** guarantee exclusivity.
3. Booth Placement: We reserve the right to relocate a exhibitor whenever necessary, even after the space has been assigned.
4. Water: Unless otherwise specified, running water is **not** provided.
5. Set-Up and Tear-Down: By signing this agreement I am also aware that loading of exhibitor's goods will be on Saturday, September 10, between 8am and 11 am. **All exhibitors must have their booths ready at 11:30 am.** Tear-down must take place right after the end of the event, on Saturday, September 10, after 6:00 pm, or when area is cleared of visitors. Exhibitors **MUST** follow schedule for booth set up and tear down. Schedules will be sent by email.
6. **Cars and trucks must be kept off of all grass areas.** Exhibitors must be aware of pedestrian traffic on all walkways at all times. Please note that exhibitors may **ONLY use the parking area located at 6<sup>th</sup> and Curson for loading and unloading!!** No exceptions will be made.
7. Audio/Video: The festival limits the playing of recorded or live music in your booth. Music, audio or video equipment must be pre-approved by SambaLa.
8. Meeting: It is mandatory for all exhibitors to be present at the meeting to be scheduled two weeks before the event, to take place at the site of the event.
9. Payment: The money order made out to Special Events rents should be sent, along with the signed application, and proof of insurance, to SambaLa.
10. SambaLa RESERVES THE RIGHT TO DECLINE ANY APPLICATION.

**By signing this agreement, I hereby acknowledge and accept all terms of this exhibitor application, and therefore accept all terms and conditions of this agreement, including all rules and regulations, as stated above. I understand that it is my responsibility to ensure that the premises I occupy during the event, including the booth area, are clean and free of any material, utensils, trash, or food after the event. I am also aware that I am required to bring a fire extinguisher if any cooking apparatus using fire is present in my booth. I am initialing all pages of this Agreement.**

**Please, make a copy of the agreement for your records and as reminder of the rules and regulations. The non-compliance of this agreement will disqualify applicant from future participation.**

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Print Name

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Signature

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Date

**SEND AGREEMENT TO SAMBALA - Brazilian Day in L.A.**

SambaLa Samba School  
ATT: BRAZILIAN DAY IN L.A.  
726 W. 28<sup>th</sup> Street  
Long Beach, CA 90806

**Contact for Health Department Fees and Application:**

Environmental Health  
Mid-Wilshire District  
Att: Marina Bernstein, Naira Narinyan, Zepyur Manjikian, Veronica  
3530 Wilshire Blvd., 9<sup>th</sup> Floor  
Los Angeles, CA 90010  
Tel.: (213) 351-7895  
Fax: (213) 351-2787