

# May 23, 2010 11 AM-6 PM 77<sup>th</sup>-90<sup>th</sup> Streets AMSTERDAM AVENUE FESTIVAL<sup>SM</sup>

Sponsored by the West Manhattan Chamber of Commerce  
P.O. Box 1028-Planetarium Station, New York, NY 10024 (212) 787-1112  
NEW-10 Foot. Spaces ! EXHIBITOR APPLICATION NEW-Lower Prices !

**For Office Use ONLY—DO NOT WRITE IN THIS BOX!**

Record # \_\_\_\_\_

Date Rec'd \_\_\_\_\_

Amt. \$ \_\_\_\_\_

Check M.O. Cash Credit

San. Deposit: M.O. Cash

- |                                   |   |   |   |                                     |                                 |
|-----------------------------------|---|---|---|-------------------------------------|---------------------------------|
| <input type="checkbox"/> Entered  | <input type="checkbox"/> Space#'s           | <input type="checkbox"/> Change to be made in computer        | <input type="checkbox"/> Change made in computer        | <input type="checkbox"/> DOH Letter | <input type="checkbox"/> Badged |
| <input type="checkbox"/> Tax I.D. | <input type="checkbox"/> Street Fair Permit | <input type="checkbox"/> Second change to be made in computer | <input type="checkbox"/> Second change made in computer | <input type="checkbox"/> In         | <input type="checkbox"/> Letter |

L/Y/S

**To participate in the Amsterdam Avenue Festival, seven steps are necessary:**

- READ & FILL OUT BOTH SIDES** of this form. *You must sign this agreement or you cannot participate.*
- FESTIVAL FEE** may be paid by exact cash, credit card, check or money order made payable to the Amsterdam Avenue Festival. *After May 1, we will not accept checks.*
- SANITATION DEPOSIT – PAID SEPARATELY – BY CASH OR MONEY ORDER ONLY!** (General Merchandise – \$50 per location) (Food – \$150 per location; Cooking Food – \$250 per location). Festival hours are 11:00 AM to 6:00 PM. If your space is entirely **CLEAN & EMPTY** no later than 6:45 PM, your sanitation deposit will be returned to you automatically within 7 days after the festival. (That is why the two amounts **CANNOT** be included in just one payment). *Note: It is your responsibility to cash your returned money order in a timely manner. The Sponsor will not be responsible for expired money orders.*
- STREET FAIR PERMITS** valid for May 23, 2010 must be obtained from the Department of Consumer Affairs, 42 Broadway – 5th floor, New York, NY, for sellers of **general merchandise** (not food). A copy must be brought or faxed to our offices **PRIOR** to the Festival. No one will be allowed to sell at the Festival without the proper permits! Contact the Department of Consumer Affairs if you have any questions at (212-487-4104). or [www.nyc.gov/html/dca/html/111.html](http://www.nyc.gov/html/dca/html/111.html)
- FOOD PERMITS** (Temporary Food Establishment Permits) valid for May 23, 2010 – either a Processing Permit, if you are cooking, or a Non-Processing Permit, if your food is pre-packaged – must be obtained from the NYC Dept. of Health & Mental Hygiene, 42 Broadway – 9th floor, New York, NY. A copy must be brought or faxed to our office **PRIOR** to the Festival. **No one will be allowed to sell food at the festival without the proper permits!** Additionally, if you are purchasing **multiple spaces that are not connected to each other**, you will need an **additional** Temporary Food Establishment permit for **each group of spaces!** M7-008 is our Street Closing # which you will need when applying for permits.
- LIST ALL CATEGORIES** of items that you intend to sell at the Festival, and their price ranges, in the space reserved below. Any items observed by our Festival Team that are not stated on your application may be removed at Sponsor's discretion.
- SUBMIT THIS FORM** – fully filled out on both sides (**INCLUDING A SIGNATURE**) – a copy of your **STREET VENDOR PERMIT** valid for May 23, 2010 a copy of your **TAX ID.**, and the **TWO PAYMENTS** to the **Amsterdam Avenue Festival**  
P.O. Box 1028-Planetarium Station, New York, NY 10024

**THIS MUST BE FILLED IN FOR YOUR APPLICATION TO BE APPROVED**

**LIST ALL ITEMS, FOOD, DRINKS, ACTIVITIES HERE:** and the price range (i.e., “women’s sweaters \$25-\$80” or “promotion only”).  
Sponsors reserve the right to disapprove the sale of one or more items. Only items listed may be exhibited or sold. Items may **NOT BE ADDED** or **SUBSTITUTED** without approval of the Sponsor.

COMMENTS/PROBLEMS such as tall racks, etc. \_\_\_\_\_

The use of amplified music or bullhorns is not permitted. Failure to comply will result in your expulsion from the festival. The sale or use of aerosol string propellants (i.e. “silly string” etc.) is not permissible. The selling of this item will absolutely exclude you from future Festivals.

**CORNER SPACES**

Corner spaces are limited and may not be available when your application arrives for processing. If we cannot accommodate your corner request, please check this box in order to be placed elsewhere in the festival. A refund will be mailed to you for the difference a week after the festival. Corner spaces are available only in 20 feet increments and above.

**SPECIAL NOTES FOR THE USE OF ICE and CHARCOAL**

**Charcoal:** The use of charcoal requires special arrangements. If you expect to use it, please check this box. All charcoal must be disposed of properly: cooled down, bagged and brought to designated corner dump sites.

**Ice:** ALL ICE MUST BE DISPOSED OF PROPERLY. IT IS NOT PERMITTED TO BE DUMPED IN THE STREET AS IT POSES A SERIOUS HAZARD. FAILURE TO COMPLY WILL RESULT IN A FORFEITURE OF YOUR SANITATION DEPOSIT.

**VENDOR FEES Circle The Total Footage You Want (from “SIZE” through “PRICE”)**

REGULAR SPACES						CORNER SPACES (NO Food)			FOOD SPACES		
Size	Non-Member	Member	Size	Non-Member	Member	Size	Non-Member	Member	Size	Non-Member	Member
10'	\$275.00	\$206.25	50'	\$1000.00	\$750.00	20'	\$700.00	\$525.00	20'	\$950.00	\$712.50
20'	\$500.00	\$375.00	60'	\$1150.00	\$862.50	30'	\$900.00	\$675.00	30'	\$1250.00	\$900.00
30'	\$650.00	\$487.50	70'	\$1250.00	\$937.50	40'	\$1100.00	\$825.00	40'	\$1400.00	\$1050.00
40'	\$850.00	\$637.50	80'	\$1300.00	\$975.00	50'	\$1250.00	\$937.50	50'	\$1500.00	\$1125.00

**NOTE: Unless You Tell Us Otherwise, we will put all your space together. If you want it split, tell us how:**

(10' units only, i.e., 10', 20', 30', etc.): \_\_\_\_\_

**YOU MUST SIGN THIS AGREEMENT FOR YOUR APPLICATION TO BE APPROVED (See other side).**

**I have read the rules and regulations on the reverse of this application and hereby agree to and will abide by all of them.**

SIGNATURE

Printed Name of Person Signing

TAX ID#

Please make a copy of this contract for your records.

SEE BACK OF FORM >>>

**HOLD THE DATE – COLUMBUS AVENUE FESTIVAL<sup>SM</sup> IS SEPT. 19, 2010!**

An Agreement between

(Unless other specified, all refunds, if applicable, will be sent to name and address below.)

The West Manhattan Chamber of Commerce
P.O. Box 1028-Planetarium Station
New York, NY 10024
As Sponsor

&

Form with fields for NAME of Company or Individual, STREET ADDRESS, CITY, STATE & ZIP, TELEPHONE (Days), TELEPHONE (Evenings), and EMAIL ADDRESS. As Exhibitor

This agreement sets forth the complete agreement between the Sponsor and Exhibitor in the Amsterdam Avenue Festival, on Sunday, May 23, 2010. No exception, change or other agreement is binding on the Sponsor unless such is in writing and signed by a designated officer of these organizations.

- 1. Exhibition space in the Festival is available ONLY in 10 foot units...
2. Exhibitor must provide all equipment necessary to its activities...
3. The Exhibitor agrees to be solely and completely responsible for restoration of the leased space...
4. The Exhibitor may not make ANY use of ANY lamp post, traffic or other sign...
5. The Exhibitor may have access to its designated space NO EARLIER THAN 8 AM ON THE DAY OF THE FESTIVAL...
6. Sponsor will provide a badge to the Exhibitor...
7. Festival hours are from 11:00 A.M. to 6:00 PM...
8. Exhibitor may not "sublet" any portion of his/her space...
9. Exhibitor agrees to secure his/her canopy with weights...
10. Sponsor fully complies with all relevant state and city government departments...
11. Payment of the Festival participation fees must be made with the application...
12. Sponsor reserves the right to position all exhibitors...
13. Sponsor shall not be liable for any failure to perform under the Agreement...
14. Exhibitor agrees to pay, save and hold harmless the Sponsor from any claim, suit, demand...

PLEASE NOTE: If you are not set up by 12:00 Noon on Festival Day, Sponsor reserves the right to release your space, and your fee will be forfeited.