



2011 FOOD VENDOR INFORMATION

Hours of Operation

YONGE DUNDAS SQUARE

SATURDAY, JULY 30th - 12 noon to 11:00p.m.

QUEEN'S PARK

SATURDAY, JULY 30th - 12 noon to 10:00p.m.

SUNDAY, JULY 31st - 12 noon to 10:00p.m.

MONDAY, AUGUST 1st - 12 noon to 8:00p.m.

Booth Fee

See 2011 IRIE Vendor Categories & Fee Structure on page 4 for booth fees and early bird rates. Booth fees will be returned in full if applicant is not selected. Booth fees WILL NOT be refunded for rain or any other reason.

Payments

Full payments must be received by the deadlines listed above to take advantage of the Early Bird or Regular Rates. There are no extensions. Payments in the form of a Money Order, Certified Cheque, Cash or Company Cheque can be made at or sent to our office at 6-295 Queen St. E., Suite 370, Brampton, Ontario, L6W 4S6. (Do not send cash by mail). Cheques will NOT be accepted after July 15th and a \$25.00 surcharge will be charged for NSF cheques.

Canopies/Tents

Vendors are required to supply their own canopies or tents. Sandbags, other heavy objects or stakes MUST be used to secure the canopy/tent to prevent movement in cases of strong winds. Please note City of Toronto and/or festival staff will inspect your canopy/tent each day to ensure that it is adequately secured.

Tables & Chairs

Vendors are required to supply their own tables and chairs. The vendor fee covers the booth space only.

Electrical Power

A \$100 fee will be charged for each 120 VAC electric drop requested. Vendor must supply their own 100 foot heavy duty outdoor AC 120 VAC electric extension cord(s) to reach reserved electrical outlets. If electrical service is required the \$100 must be paid when the completed application is submitted. Vendors are required to provide sufficient lighting within their booths during evening hours.

Personal Generators

All personal generators brought onsite must be silent generators. Generators must be surrounded by barricades or other secure structures to prevent access by the public. Vendors will not be permitted to use generators that are not appropriately secured.

Water Supply

Access to water will be provided by the Festival organizers.

Temporary Health Permit

You will be required to complete an Application for Special Event Temporary Food Establishment Permit from Toronto Public Health which is available on the IRIE site at www.iriemusicfestival.com/vendor/vendor.html. A City of Toronto Public Health Inspector will review the application and may contact you or visit your premises to discuss safe food handling practices specific to the foods you are planning to serve. All person(s) involved in preparation and selling of food to the public must attend a Food Handler Training course offered by Toronto Public Health. A Health Inspector will be on site at the Festival and all food vendors will be inspected. Should a food vendor not pass inspection they will not be allowed to operate until they are in compliance with the Health Department.

Insurance

Each vendor must carry a minimum of \$2,000,000 in liability coverage. A valid CERTIFICATE OF INSURANCE naming the Toronto Urban Music Festival Incorporated and the City of Toronto as additionally insured must accompany each application. Short-term liability insurance may be purchased from an insurance provider of your choice. The following insurance broker can provide short-term insurance coverage for IRIE Vendors if necessary:

Wm. B. Mather, FCIP
Registered Insurance Broker
2350 Birchmount Road, Suite 1016
Scarborough, Ontario M1T 3N4

T: 416-214-2421 Toll Free: 1-888-708-6667 Fax: 416-214-4843 E: williammather@sympatico.ca

Ground Cover

Vendors are required to provide adequate ground protection such as plywood, cardboard sheets or rubber mats under food cooking/serving areas.

Parking

Parking is NOT included in your vendor fees. Parking fees are the responsibility of the vendor. Parking is available in public lots in the immediate area. A limited number of vehicles will be allowed on site for loading and unloading ONLY. Except for specific load-in and load-out times, **all illegally parked vehicles will be tagged and towed at the owners' expense. The Toronto Urban Music Festival Incorporated is not responsible for any parking infractions incurred during the IRIE Music Festival.**

Fire Regulations

Fire extinguishers are mandatory for food vendors and must be in the booth for the duration of the festival.

Damage/Clean-up Deposit

A separate \$100 damage/clean-up deposit cheque must be included with each application. The deposit cheque will be returned after the festival following confirmation that site clean-up is satisfactory.

Security

Overnight security WILL NOT be provided. **The IRIE Music Festival IS NOT responsible for any damages, theft or losses to your merchandise or your personal belongings during the festival.** As well, the Festival organizers' special event liability insurance does not cover vendor's products, or negligence within the vendor's booth. The vendors will be responsible for any damages to City of Toronto property or fines due to negligence. The Festival and the City of Toronto do not assume any responsibility for injury to persons, or loss or damage to any property of the Vendor, including theft, accident or acts of God.

Menu Information

Vendors must attach a complete and descriptive menu, including prices, with your application. Vendors will be selected who meet the festival's goal of providing the public with a variety of tropical foods. Please be as descriptive as possible. Only menu items (at prices) listed on the vendor application may be sold at the festival. Once you have listed your items, you will not be permitted to change them.

Restrictions

Only food items indicated on the application may be sold. Hot Dog and Hamburger sales are not permitted. These items will be sold by the festival organizers exclusively. No merchandise or alcoholic beverages may be sold.

Beverages

No beverages can be brought on site. If you intend to sell beverages (water, juice & pop) you will be required to sell beverages supplied by our beverage sponsors which must be purchased through the IRIE Music Festival for resale. Details will be provided prior to the Festival. No alcoholic beverages may be sold.

Ice Supply

An ice vendor will be onsite for ice purchases.

Barbecues

Only propane barbecues will be permitted, provided that the vendor supplies one fire extinguisher per barbecue unit. CHARCOAL BARBECUES WILL NOT BE PERMITTED. Barbecues must be enclosed within barricades.

Signage

Vendors must provide their own signage. Handwritten signs are not allowed and signs must look professional. Each booth is restricted from distributing flyers or posting banners from any outside sponsors/business. Any promotions must pertain to your booth and products only. Vendors are not permitted to hang or tie anything from the trees.

Set-up Times

Vendors are responsible for setting up their own booths. Vendors will be advised of the load-in times after acceptance. Set-up must be completed 30 minutes prior to festival start times. All vehicles must be removed from the site 30 minutes prior to exhibit hours. Please report to the Vendor Check-in table upon arrival for set-up information. You will be directed to your designated area by the vendor coordinator.

Clean-Up

You will be responsible for your own clean-up and removal of trash including cooking oil and/or grease. The area surrounding your booth must be completely cleaned during and after the event. **Trash must be placed in appropriate containers and dumpsters provided by the Festival. You will be responsible for disposal of your grease containers.** Materials should be recycled and re-used whenever possible.

Breakdown

Vendors are responsible for the breakdown of their booths. Vendors may not begin booth breakdown until 30 minutes prior to the festival end time.



2011 IRIE VENDOR CATEGORIES & FEE STRUCTURE

VENDOR TYPE	BOOTH SIZE	DURATION (Location)	EARLY BIRD RATE ENDS MAY 31, 2011	REGULAR RATE JUNE 1 to JUNE 30, 2011	LATE RATE BEGINS JULY 1, 2011
QUEEN'S PARK					
FOOD-QP	10 X 20	3 days (QP)	\$1,500	\$1,750	\$2,050
MERCH-QP	10 X 10	3 days (QP)	\$525	\$600	\$700
NONPROFIT-QP	10 X 10	3 days (QP)	\$225	\$275	\$320
GOV-QP	10 X 10	3 days (QP)	\$250	\$300	\$360
YONGE DUNDAS SQUARE					
FOOD-YDS	10 X 10	1 day (YDS)	\$750	\$875	\$1,020
MERCH-YDS	10 X 10	1 day (YDS)	\$275	\$350	\$395
CORP-YDS	10 X 10	1 day (YDS)	\$500	\$600	\$700

VENDOR TYPE DESCRIPTIONS

FOOD VENDOR (FOOD): *Open to vendors selling International foods (e.g. Caribbean, South American, African, South Asian, Greek, Italian, Middle Eastern, etc.), Single foods (e.g. Fresh Fruit, Roasted Corn, etc.) and Pre-Packaged Foods (i.e. food not prepared on site e.g. chips, cakes, candy, etc.)*

MERCHANDISE VENDOR (MERCH): *Open to independent vendors selling craft and non-craft items.*

NON-PROFIT VENDOR (NONPROFIT): *Open to not-for-profit organizations distributing information and promotional materials only. NO SALES ALLOWED. Proof of Not-For-Profit status will be required.*

GOVERNMENT (GOV): *Open to government agencies or political candidates.*

CORPORATE VENDOR (CORP): *Open to national and international corporations and product sampling companies.*

BOOTH SPACE

Vendor is responsible for tent/canopy, tables and chairs. Displays must be contained within the allocated space.

PAYMENT

Rental fee must be paid in full when completed application is submitted.



QUEEN'S PARK
 SATURDAY, July 30, 2011
 SUNDAY, July 31, 2011
 MONDAY, August 1, 2011

**2011 FOOD
 VENDOR
 APPLICATION**

YONGE DUNDAS SQUARE
 SATURDAY, July 30, 2011

EXHIBITOR INFORMATION

Name of Vendor (Company or individual name): _____

Contact Person: _____ E-Mail: _____

Address: _____ Website: _____

City: _____ Prov./State: _____ Postal/ZIP Code: _____

Phone: _____ Cell Phone: _____ Fax: _____

SPACE & FEES

BOOTH LOCATION QUEEN'S PARK (QP) YONGE DUNDAS SQUARE (YDS)

BOOTH TYPE (See 2011 IRIE Vendor Categories & Fee Structure)

Vendor Type _____ # booths _____ @ _____ = \$ _____

ELECTRICAL POWER Required NO YES

If yes, you must attach a listing of appliances and the amps/watts and voltage (110 or 220) of each appliance.

_____ # of 15 amp electrical outlets @ \$100.00 each _____ = \$ _____

If you do not require power, how will your booth be powered? I will bring a generator Other

REFUNDABLE DAMAGE/CLEAN-UP DEPOSIT

A separate \$200 damage/clean-up deposit cheque must be included with each application _____ = \$ 200.00

PLEASE MAKE CHEQUES PAYABLE TO:
TORONTO URBAN MUSIC FESTIVAL INCORPORATED
 6-295 QUEEN ST. E., SUITE 370,
 BRAMPTON, ONTARIO, L6W 4S6

We accept cash, company cheques and money orders. Vendors will not be considered registered until full payment has been received. Post-dated cheques are not accepted.

MENU

List COMPLETE menu including prices. Attach a separate sheet if necessary. Once you have listed your items, you will not have the ability to change them. Any item NOT LISTED below MAY NOT BE SOLD. We encourage vendors to sell sample sized food items priced between \$1 and \$5. We also encourage vendors to sell foods served 'to go' ie. items that can be easily consumed while standing/walking.

FOOD ITEM	FOOD DESCRIPTION	PRICE

APPLICATION CHECKLIST

Food Vendors must submit the following:

- Completed Vendor Application Form (Return pages 5, 6 and 7. Keep pages 1, 2, 3 & 4 for your records)
- Full payment of Vendor Fee by Certified Cheque or Money Order (**No Post-dated cheques**)
- A separate cheque in the amount of \$200 as a **Damage/Clean-Up Deposit (Fully refundable)**
- Completed Toronto Public Health Special Event Temporary Food Establishment Application Form
- Valid certificate of insurance
- A complete menu with prices
- A photo of the concession booth
- List of ALL electrical equipment and power requirements (voltage & amperage)
- List of ALL delivery vehicles (Make/Model/Plate Number)
- Retain a photocopy of pages 5, 6 and 7 for your records and return the originals with payment

IF YOUR INSURANCE IS NOT INCLUDED WITH YOUR APPLICATION, PLEASE INDICATE WHEN IT WILL BE SENT:

I understand that as an independent contractor I will be responsible for reporting all sales tax directly to the provincial and federal government. I further understand that the vendor fee will not be refunded after acceptance.

Signature _____ Date _____

Vendor Fee Enclosed: \$ _____ Clean-up Deposit Enclosed: \$ _____

Make cheques payable to:
Toronto Urban Music Festival Incorporated, 6-295 Queen St. E., Suite 370, Brampton, ON, L6W 4S6

OFFICE USE ONLY:
 Required Fee _____ Amount Enclosed _____ Date Received _____ CHQ/MO/Other _____
 Deposit Fee Received _____ CHQ/MO/Other _____ Deposit Fee Returned _____ Electrical _____
 Public Health _____ C.I. _____ Menu Approved _____ Booth Confirmed _____



2011 FOOD VENDOR RULES & REGULATIONS

1. Vendors space is assigned on a first come first served basis when payment is made in FULL. (**Post-dated cheques will not be accepted**)
2. Final assignment of booth spaces will be at the discretion of the Festival Organizers. Failure to comply with the siting instructions will result in removal from the site without a refund of fee.
3. Applicants will be notified of acceptance at the phone number, e-mail addresses and/or mailing address specified by the applicant.
4. All fees are non-refundable after acceptance.
5. Vendor must display the assigned IRIE/City of Toronto Vendor Permit for the duration of the festival.
6. Vendor must obtain \$2,000,000 liability coverage naming the Toronto Urban Music Festival Incorporated and the City of Toronto as additionally insured.
7. Vendor agrees to indemnify and hold harmless the City of Toronto, the Toronto Urban Music Festival Incorporated, organizers of the Irie Music Festival, their employees, officers, sponsors and agents from any loss or damage to my property or any personal injury which may be sustained while participating in the IRIE Music Festival on July 29, 30, 31 & August 1 2011.
8. Vendor understands that the festival does not carry insurance to cover personal property and that the vendor's equipment and merchandise will be stored at the vendor's risk.
9. Vendor agrees to adhere to the load-in and load-out schedule.
10. Vendor is required to supply their own canopies or tents and are aware that they must be secured with sandbags/heavy objects or stakes.
11. Vendor shall be responsible for set-up and removal of their own tents/canopies, equipment and other property.
12. Vendor shall provide adequate staffing for the operating hours of the festival.
13. Sharing or subletting of space is strictly prohibited.
14. No solicitations shall occur outside of the assigned booth space.
15. Only the menu items approved by the Festival organizers may be sold.
16. Vendor agrees to exclusively sell sponsor beverages.
17. Vendor is required to supply their own tables and chairs.
18. Vendor agrees to remove all garbage and trash from their allocated space on a regular basis during the festival.
19. Vendor agrees to submit a \$200 clean-up deposit and understands that the deposit will not be returned if site clean-up is unsatisfactory.
20. Vendor understands that all parking fees and parking infractions are the responsibility of the vendor.
21. All sales and income taxes are the responsibility of the vendor.
22. Each Vendor is expected and agrees to maintain their booth in a professional, clean and safe manner.
23. All vehicles must be removed from the site 30 minutes prior to exhibit hours.
24. Absolutely no alcohol or drugs are permitted in a Vendor's booth or on site at any time.
25. The IRIE Music Festival organizers reserve the right to cause removal of vendors from the grounds if regulations are not observed anytime during the festival.
26. The IRIE Music Festival organizers reserve the right to reject any and all applications.
27. Th Festival organizers assumes no responsibility for sales, inclement weather, nor guarantees attendance.
28. This is a "Rain or Shine" event (no rain date scheduled).
29. Vendors must be in attendance and booths must remain open during the designated hours.
30. Playing loud music is prohibited.
31. Limited overnight security will be provided, however, the vendor understands that the organizers and the City of Toronto do not assume any responsibility for injury to persons, or loss or damage to any property of the Vendor, including theft, accident or acts of God. Vendors are encouraged to store valuable items in a secured area overnight.
32. Vendor shall be responsible for obtaining all health permits.
33. If a personal generator is to be used, generator must be secured with barricades to prevent access by the public.

I have read and understand the Rules & Regulations and agree to abide by all policies and guidelines developed by the IRIE Music Festival organizers. I understand that failure to follow these regulations can mean expulsion from this year's or future festivals.

Signature _____ Date _____

PLEASE KEEP A COPY OF THIS AGREEMENT FOR YOUR RECORDS AND INCLUDE THE ORIGINAL WITH YOUR APPLICATION

T: 905-799-1630 x: 26 F: 905-799-2788 E: vendors@iriemusicfestival.com W: www.iriemusicfestival.com