



2011 NON-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 3 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.

Equipment Provided by the Festival

The initial fee covers the vendor space only. Vendors are required to supply tents/canopies, tables and chairs.

Clean-Up

You will be responsible for your own clean-up and removal of trash. The area surrounding your booth must be completely cleaned during and after the event. **TRASH MUST BE PLACED IN APPROPRIATE CONTAINERS AND DUMPSTERS.** Materials should be recycled and re-used whenever possible.

Damage/Clean-up Deposit

A separate \$100 damage/clean-up deposit cheque must be included with each application. The deposit cheque will not be returned until 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.

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.

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.

Restrictions

Only items indicated on the application may be sold. Only registered Food Vendors may sell food and/or beverages.

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

Electrical Power

A \$100 fee will be charged for each 120 VAC electric outlet 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.

Parking

Parking is NOT included in your vendor fees. 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. Please provide vehicle license plate numbers for all delivery vehicles on a separate sheet. Delivery vehicles will be allowed on site prior to the event start time but MUST be removed 30 minutes before the start of the event. Vehicles left in the loading zone will be ticketed. **The Toronto Urban Music Festival Incorporated is not responsible for any parking infractions incurred during the IRIE Music Festival.** Parking fees are the responsibility of the vendor.

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 festival staff will inspect your canopy/tent each day to ensure that it is adequately secured.

Signage

Vendors must provide their own signage. Signs must look professional. Handwritten signs are not allowed.



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 NON-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

TOTAL DUE = \$ _____

REFUNDABLE DAMAGE/CLEAN-UP DEPOSIT

A separate \$100 damage/clean-up deposit cheque must be included with each application = \$ 100.00

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.



2011 NON-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, 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 those items approved by the Festival organizers may be sold.
16. No food or beverages may be sold.
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 \$100 damage/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. 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 ONE COPY OF THIS AGREEMENT FOR YOUR RECORDS AND RETURN THE ORIGINAL TO THE IRIE MUSIC FESTIVAL

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