



Saturday, September 9, 2017

10:00 am to 4:00 pm

www.monarchfestival.org

2017 EXHIBITOR INFORMATION & APPLICATION

The Minneapolis Monarch Festival™ is currently accepting applications for exhibit space at the 2017 Festival, to be held on Saturday, Sept. 9, 2017, at Lake Nokomis. Festival hours will be 10:00 am – 4:00 pm. If you are interested in having a booth at the festival, please fill out the enclosed application and agreement and return to the Minneapolis Monarch Festival, at the address below.

The Festival is expected to draw 8,000 or more participants in 2017. We expect 30 percent of the visitors will be native Spanish speakers. Its popularity lies in the broad cross-cultural interest in the monarch butterfly and the festive, bilingual atmosphere the festival provides for everyone attending. The festival strives to be open and welcoming to all residents of Minneapolis and the Twin Cities Metro area.

Live music, dance, art activities, games and more, are all designed to highlight the Minnesota-Mexico connection and to foster an appreciation for monarch habitat conservation. By raising awareness and making it easy for people to access and grow monarch friendly plants, the festival contributes to the viability of the monarch's 2,300 mile migration (which is an endangered phenomenon).

Exhibitors will be selected based on the **educational value** they bring to the festival regarding monarch protection and habitat conservation, Minnesota-Mexico cultural connections and closely related topics. Closely related topics may include: threats to other pollinators, habitat loss, native plants, Latinos in Minnesota, and so on. Exhibitors should offer festival-goers information and opportunities for actions that support habitat conservation in the USA, Mexico, and/or Canada. The variety of exhibitors, experience and performance at previous festivals (if applicable), will also be considered.

Exhibits must be interactive and engaging to people of all ages. Special consideration will be given to organizations that can provide information in English and Spanish, or will have bilingual staff at the booth.

The final determination of exhibitors is at the sole discretion of the Festival Organizers – the Minneapolis Monarch Festival, the Minneapolis Park and Recreation Board (MPRB) and the Nokomis East Neighborhood Association (NENA).

The festival will notify accepted exhibitors by **May 25** for applications received by **May 15**.

Notification of acceptance for applications received after **May 15** will be within three weeks. No applications will be accepted after **August 10**.

Please include the following items:



Completed Application.

Include a copy of each handout you propose to distribute at the festival.



TWO Checks.

1. One check for exhibitor fee for listed amount (payable to NENA). See fee schedule. Note: there will be no refunds after notification of acceptance.
2. A separate damage deposit check for \$100 (payable to NENA). The deposit will be refunded following compliance with all festival conditions - including the removal of all non-recyclable or non-compostable trash. Please review the conditions carefully. Engaging in activities not approved by the festival will result in loss of the deposit and in future participation.



Signed Exhibitor Agreement.



If you will be selling any taxable products, complete and enclose a ST-19 Sales Tax Form, available at: http://taxes.state.mn.us/sales/documents/forms_st19.pdf



Mail your completed forms and payment as soon as possible. Rental of canopies, tables and chairs will not be available for applications received after **May 15**.

Minneapolis Monarch Festival
C/o NENA - Nokomis East Neighborhood Association
4313 E. 54th Street
Minneapolis, MN 55417

Reminder: Do NOT combine the exhibitor fee with the damage deposit fee. Send two separate checks.

For additional information, please contact:

Becky Timm, NENA Executive Director

612-724-5652

becky.timm@nokomiseast.org



minneapolis monarch festival festival de la monarca



2017 EXHIBITOR APPLICATION

Applicant Information	Business/Organization Name			
	Contact Person			
	Mailing Address	Street		
		City	State	Zip
	Contact Information	Phone:	Email	
		Phone/Cell	Alternate Email	
	Type of Business/Organization	<input type="checkbox"/> Nonprofit <input type="checkbox"/> For-profit		If nonprofit, Federal Tax ID:
Business Information	Number of years in business:	Have you participated at the Minneapolis Monarch Festival previously?		

Materials to be Distributed	Item Description:	Cost (if applicable):
	1.	
	2.	
	3.	
	4.	
	5.	
	6.	
	7.	
List all material (promotional items, literature, etc) you intend to sell or hand out at the Festival. Include the amount you will charge, if applicable. <u>Enclose copies of the materials you will distribute.</u> You may not distribute items that are not on this list. Minneapolis Monarch Festival reserves the right to limit/exclude items. The distribution of adhesive stickers is not allowed.		

1. Why you want to participate in the festival:
2. What information will you be providing and how does it relate to the festival themes? (Exhibitors will be selected based on the **educational value** they bring to the festival regarding monarch protection and habitat conservation, Minnesota-Mexico cultural connections and closely related topics. Closely related topics may include: threats to other pollinators, habitat loss, native plants, Latinos in Minnesota, and so on)
3. Describe your exhibit and all interactive activities you will offer to engage people of all ages. Will you provide materials in Spanish and bilingual staff/volunteers?

4. For Plant Vendors Only:

Can you offer kits of monarch-friendly plants that include milkweed, nectar and shelter plants?
If yes, please list the plants and cost of the kit below (or attach a separate page).

Are you willing to hold people's plant purchases during the festival so they can pick them up just before leaving?

5. **Fee Schedule**

Check All that Apply:

Amount

Equipment Needs:

Canopies are required for all exhibitors.

NEW! You may **bring** your own or **rent** one from the festival organizers. The organizers offer a 10x10 pop up tent. The exhibitor is responsible for setting up and taking down the tent.

You may also share a canopy with another approved exhibitor (separate applications required), but must make your own arrangements to do so. To reserve a canopy, and/or tables and chairs, Exhibitor Applications must be received by **May 15**.

- | | |
|--|------|
| <input type="checkbox"/> We will bring our own canopy | \$0 |
| <input type="checkbox"/> We will rent a canopy from the festival | \$50 |
| <input type="checkbox"/> We will share a canopy with _____ (list name of other exhibitor) | \$25 |
| <input type="checkbox"/> We will rent a Table (6' x 30") & 2 Chairs | \$20 |

Exhibitor Fees:

- | | |
|---|-------|
| <input type="checkbox"/> Nonprofit (501(c)3) or Other Tax Exempt Status # _____ | \$100 |
| <input type="checkbox"/> For-Profit Business | \$125 |
| <input type="checkbox"/> Late Fee – Exhibitor Applications received between May 16 – August 10 .
(Applications received after May 15 cannot reserve canopy, table and/or chairs). | \$25 |

- | | |
|--|-------|
| <input type="checkbox"/> Separate check for Damage Deposit | \$100 |
|--|-------|

Total Enclosed: _____

Please note that applications will not be considered complete without the correct amount of fees enclosed. Checks should be made payable to **NENA**. Contact NENA to make arrangements for online payment. Exhibitor will be responsible for the credit card processing fees. Mail completed materials to:

Minneapolis Monarch Festival
 C/o NENA - Nokomis East Neighborhood Association
 4313 E. 54th Street
 Minneapolis, MN 55417

For additional information, please contact:
 Becky Timm, NENA Executive Director
 (612) 724-5652
 becky.timm@nokomiseast.org

minneapolis monarch festival festival de la monarca



2017 EXHIBITOR AGREEMENT

EXHIBITORS MUST AGREE TO THE FOLLOWING TERMS:

1. Exhibitors are required to be open during all of the hours of the festival from 10:00 am to 4:00 pm on Saturday, September 9, 2017. Leaving early will result in loss of the damage deposit.
2. Exhibitors shall only set-up in the space designated by the festival organizers. Exhibition space may not be shared without permission, sublet or transferred or otherwise transferred to a third party.
3. Set up and load in times for the festival are from 7:00 to 9:00 am on the day of the event. This is the only time you will be allowed to drive your delivery vehicle in the festival area. No one will be allowed to drive into the park during festival hours.
4. Tear down and load out times for the festival are from 4:30 to 6:30 pm on the day of the event. No vehicles are allowed into the festival area until 4:30 pm and attendees have vacated the area.
5. To prevent compaction of tree roots in the park, exhibitors may not drive a vehicle under the tree canopies. Please plan accordingly by bringing a wagon or dolly if needed, or packing items in smaller containers.
6. Parking is available along E. Nokomis Parkway and adjacent neighborhood streets.
7. All exhibitors must have a canopy for protection from the sun and the possibility of rain. Exhibitors may bring their own canopy, table and chairs or rent them from the festival organizers, if the application is received prior to May 15. Canopies must be in good, presentable condition.
8. The festival organizers will provide all exhibitors with a sign to be attached to the canopy. Exhibitors may also bring their own banner/sign.
9. Exhibitors must keep their area presentable during the festival and clean their area completely before leaving at the end of the festival. Failure to comply will result in the loss of the damage deposit.
10. The festival aims to be a low waste event. We urge exhibitors to minimize the use of disposable materials that cannot be composted or recycled. Disposable materials must abide by the Minneapolis Environmental Acceptable Packaging Ordinance. More information available at:
<http://www.minneapolismn.gov/www/groups/public/@clerk/documents/webcontent/wcms1p-124773.pdf>
11. Stickers may not be distributed.
12. Exhibitors are responsible for compliance with all relevant city and state codes and licenses.
13. Exhibitors shall only distribute or sell items listed in and agreed to in this contract. All items will be reviewed by the festival organizers and the exhibitor will be notified if any items are not approved. Any and all activities at exhibitor booths must be described on the application, and are subject to approval by the festival organizers. Items may not be distributed outside of your booth.
14. The festival does not allow any music or other auditory programming to be played from or in exhibition spaces during the festival. There are no exceptions.
15. Exhibitors shall fully indemnify and hold harmless the festival organizers (Minneapolis Monarch Festival, the Minneapolis Park and Recreation Board and the Nokomis East Neighborhood Association) from any actions, suit, claims, payment, costs or damages which may be brought against them arising from participation in the Minneapolis Monarch Festival.
16. The festival organizers assume no responsibility or liability for any financial loss, theft or injury.
17. The festival organizers assume no responsibility or liability in the event of any weather conditions that may force cancellation of this event.

Upon acceptance, this document is a contract between the exhibitor and the festival organizers for exhibition during the Minneapolis Monarch Festival. All exhibitors must abide by this contract. Failure to comply with the terms listed above will result in cancellation of your participation in the Minneapolis Monarch Festival and forfeiture of your damage deposit and booth fee.

By my signature below, I promise the following:

1. That I have read, understand and agree to the terms and contained in this Agreement and the attached Application.
2. That if I am signing as a representative of an organization or business, that I have the authority to bind that organization or business to all of these contractual terms and obligations; and
3. That all of the information I have provided in this Agreement and attached Application is true, correct and complete.

Exhibitor Signature

Date

Printed Name

Position

Accepted by:

Date

Notes: (for office use)