



Saturday, September 7, 2019

10:00 am to 4:00 pm

Online Registration: <https://goo.gl/forms/ZWkhmBTpUq3pxZw13>

[www.monarchfestival.org](http://www.monarchfestival.org)

## 2019 EXHIBITOR INFORMATION & APPLICATION

The Minneapolis Monarch Festival is currently accepting applications for exhibit space at the 11<sup>th</sup> Annual Festival to be held on Saturday, September 7, 2019, at Lake Nokomis.

The festival is expected to draw 9,000 or more participants in 2019. We expect 35 percent of the visitors will be native Spanish speakers. The festival's popularity lies in the broad cross-cultural interest in the monarch butterfly and the festive, bilingual atmosphere the festival provides for everyone attending. We strive 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.

Exhibitors/vendors 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.

Please call the festival organizers **FIRST** if you are unsure if your organization meets the selection criteria. We are happy to discuss your exhibition idea to see if it would be a good fit for the Minneapolis Monarch Festival.

Discounted Early Bird Rates until May 15. No applications accepted after August 6. 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.

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).

## Online Application Available at <https://goo.gl/forms/xb5IAZtZUs1QXBhJ3>

Please include the following items:



Completed Application. (Pages 3-6 and Page 8)  
Include a copy of each handout you propose to distribute at the festival.



TWO Checks.

1. One check for exhibitor/vendor 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.
3. Contact NENA to make arrangements for online payment. Exhibitor/vendor will be responsible for the credit card processing fees (About 3%).



Signed Exhibitor Agreement. (Page 7)



If you will be selling any taxable products, complete and enclose a ST-19 Sales Tax Form, available at: [http://www.revenue.state.mn.us/Forms\\_and\\_Instructions/st19.pdf](http://www.revenue.state.mn.us/Forms_and_Instructions/st19.pdf)



Mail your completed forms and payment as soon as possible. Early Bird registration ends on **May 15**. No applications will be accepted after **August 6**.

Minneapolis Monarch Festival  
C/o NENA - Nokomis East Neighborhood Association  
4313 E. 54<sup>th</sup> 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](mailto:becky.timm@nokomiseast.org)



# minneapolis monarch festival festival de la monarca



## 2019 EXHIBITOR APPLICATION

Online Application Available at <https://goo.gl/forms/fKtcUFna4Aqfa8i33>

Applicant Information	Business/Organization Name			
	Contact Person			
	Mailing Address	Street		
		City	State	Zip
		Phone:		Email
	Contact Information	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?		

Promotional Information	<b>Voluntary Information Request:</b> The festival will use information provided by exhibitors in festival promotions (ie print, website and social media). Please provide concise responses limited to 1-2 sentences. Feel free to share photos and other graphics.	
	Organization / Business Mission	
	How does your organization / business help monarchs and habitat preservation?	
	What will be offered at your booth? (ie activities, education, art, giveaways)	
Other information to share?		

Materials to be Distributed	Item Description:	Cost (if applicable):
	a.	
	b.	
	c.	
	d.	
	e.	
	f.	
	g.	
List <b>all</b> materials (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</u> you will distribute. You may not distribute items that are not on this list. Minneapolis Monarch Festival reserves the right to limit/exclude items. <b>The distribution of adhesive stickers is not allowed.</b>		

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?

For Plant Vendors Only:

4. 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).

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

**Fee Schedule - Check all that apply**

	<u>Amount</u>
<b>6. Exhibitor/Vendor Fees</b>	
<b>Early Bird Rates – Applications received on/before <u>May 15</u></b>	
<input type="checkbox"/> Nonprofit	\$100
<input type="checkbox"/> For-Profit Business	\$125
.....	
<b>Regular Rates – Applications received between <u>May 16 - August 6</u></b>	
<input type="checkbox"/> Nonprofit	\$125
<input type="checkbox"/> For-Profit Business	\$150

**No applications accepted after August 6, 2019.**

**7. Damage Deposit**

- Separate check for Damage Deposit \$100
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**8. Equipment Needs**

Canopies are **required** for all exhibitors. The organizers offer a 10x10 pop up tents, tables and chairs for rent.

You may **bring** your own or **rent** one from the festival organizers. You may also share a canopy with another approved exhibitor (separate applications required), but must make your own arrangements to do so.

The exhibitor is responsible for setting up and taking down the tent at the festival.

- We will **bring** our own canopy \$0
  - We will **rent** a canopy from the festival \$50
  - We will **share** a canopy with \_\_\_\_\_ (list name of other exhibitor) \$25
  - We will **rent** a Table (6' x 30") & 2 Chairs \$25
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**9. Total:** \_\_\_\_\_

Contact NENA to make arrangements for online payment. Exhibitor will be responsible for the credit card processing fees (About 3%).

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Applications will not be considered complete until payment is received.

For additional information, please contact:

Becky Timm, NENA Executive Director

(612) 724-5652

becky.timm@nokomiseast.org

# minneapolis monarch festival festival de la monarca



## 2019 EXHIBITOR/VENDOR AGREEMENT

EXHIBITORS/VENDORS 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. Tearing down before 4:00 pm or 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. 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. Exhibitors are responsible for compliance with all relevant city and state codes and licenses.
11. 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>
12. 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.
13. Stickers may not be distributed.
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/vendors 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/Vendor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Position

Accepted by:

\_\_\_\_\_

\_\_\_\_\_  
Date

Notes: (for office use)