



2024 DAY OF THE DEAD FESTIVAL

Saturday, November 2, from 11:00 a.m. – 9:00 p.m.

Sunday November 3, from 11:00 a.m. – 7:00 p.m.

Name: _____ Company: _____

Address: _____ Returning Vendor: Y / N

City _____ State _____ Zip _____

Home Phone: _____ Office: _____

Cell Phone: _____ Fax: _____

Email: _____ Web Site: _____

Vendor/Spo: _____ Price Range: _____

Vendor Product: _____

Food Vendor: Product: _____

All products and food type must be approved in advance

Day of the Dead Celebration (Enclose the following fees as required.)

Booth Fees (Payment due upon acceptance, credit card will be charged after acceptance. Sponsorships see below)

Processing fee due with application:

\$25 non-refundable application processing fee per person if more than one in a booth: **(Insurance required)**
Vendors who would like to be considered must submit up to 5 photographs plus booth – these will not be returned.

Sponsorship requests: A sponsorship deck will be emailed with packages and options, and will be later contacted

Vendor Booth, 2 days, Sat & Sun:

10 x 10 - \$600 • 10 x 20 - \$1,100 • Special location request, add 15% to booth fee (subject to availability)
2 days, Sat & Sun must be approved in advance (Special circumstances only)

Food Vendors Fee, 2 days, Sat & Sun:

10 x 10 - \$1,000 • 10 x 20 - \$1,850

Add-Ons: (Optional) 10 x 10 booth

Electrical Fees: \$75 - 110 volts / 5 amps \$100 - 110 volts / 15 amps \$65 each additional 15 amps

CREDIT CARD AUTHORIZATION

Visa MasterCard AMX - No. _____ AMT \$ _____

Expiration Date _____ 3 digit # security code on back of credit card: _____

Name on card: _____

Address on card (if different from above) _____

City _____ State _____ Zip _____

I have read and agree to abide by Day of the Dead San Diego rules and regulations. I understand that this application does not guarantee a space and agree to abide by the decision made by the Day of the Dead jury.

Signature: _____ Date: _____

Please email the application form, payment and submissions by **September 15, 2024**

to Email: chris-vslmedia@cox.net

Visual Media Group

3940 Hortensia Street, San Diego CA 92110 Phone 619.656.4721

Initial _____

Day of the Dead San Diego Celebration (DODC)

Rules, Regulations and General Information for Participation

The Day of the Dead Celebration San Diego is a two-day event in the Historic Liberty Station San Diego. **The Day of the Dead Celebration San Diego** is a free event, open to the public. Artists/ Vendors can expect 50,000+ attendees to visit the DODC that offers live entertainment. We try to make sure that the majority of the vendors are DOD related. **Remember that this is a celebration and we want to keep it related and make sure people have a good time.**

Terms of Exhibition: I have read and agree to all of the specified terms and conditions set forth in the DODC Application. As a participant, I further release and indemnify Visual Media Group (VMG) and all of its duly appointed representatives of liability and responsibility for any damage, injury, or loss sustained by exhibitors, guests or other participants before, during, and after the event or as a result of the display of my work, equipment, or materials. I understand that the DODC and Visual Media management reserves the right to remove anything that does not meet the standards set forth in this application. I understand that there are no refunds or rain checks due to inclement weather. I agree to accept all decisions of the Organizers and management. I agree to allow the management and use of enclosed slides, photos, and other promotional materials, including photographs and videotapes taken at each DOD Event for the purposes of promotion of the event this year and future years. The undersigned agrees to indemnify and hold harmless, the VMG, City of San Diego, Monique Management, Visual Media Group their clients and affiliated organizations or entities, directors, officers, agents, employees, or any of the above from any and all liabilities, demands, claims, damages, or costs to property or persons as a result of participating in the **2024 Day of the Dead Celebration San Diego.**

Registration Information: To register for the **Day of the Dead Celebration San Diego**, please fill out the application and email to: chris-vslmedia@cox.net. The last day to register is **September 15, 2024 or until spaces are filled.**

Sales Tax: Vendors must have a valid California Sellers Permit (State Sales Tax License). Vendors are responsible for collecting and reporting any and all sales tax.

Space Allocation and Rentals: Visual Media Group will assign artists/vendors to a designated area along the Vendor area located in Liberty Station San Diego. The DODC does not accept responsibility for artists' or vendors work before, during, or after the event.

Refund Policy: Accepted exhibitors at the DODC may withdraw from the event 60 days prior to the event date and receive a 50% refund on their fees. If withdrawal is made within 60 days of the event date after which no refunds are available as all funds are committed to the production, promotion, and marketing of the DODC. All refund requests must be made in writing. We will not process your payments until you are accepted to the event.

What You Do:

- Pay all booth fees.
- Vendor must provide staff at your booth at all times.
- Keep booth open (required) for the entire **Day of the Dead Celebration San Diego**, all days, hours noted on front of form.

What We Do:

- We distribute cards and/or flyers in the San Diego and nearby areas to promote the Day of the Dead celebration.
- Promote the **Day of the Dead Celebration San Diego** through calendar listings, press releases, and media alerts.
- Promote the **Day of the Dead Celebration San Diego** through web sponsors, and may include radio sponsors, TV spots, and advertisements in San Diego as well as Orange County.
- List registered vendors on the **Day of the Dead Celebration San Diego** website.

We look forward to your participation in the **2024 Day of the Dead Celebration San Diego in Liberty Station San Diego.**
www.dayofthedeaddsd.com

Please email the application form, payment and submissions by **September 1, 2024** to
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INSURANCE REQUIREMENTS

San Diego's Dia De Los Muertos

We need to get additional insurance from you by October 1, 2024. Listed below are the names and contact information of the business that need to be additionally insured, with the 30 day insurance cancellation noted on certificate, for \$1,000,000 for San Diego's Dia De los Muertos 2024 listing the dates November 2, and 3, 2024. You must also include the endorsement policy and it must list the below organizations on it or reference the policy number on it. Per the City of San Diego, you are also required to have you have the 'Worker's Compensation Statutory Limits' box checked (regardless of your coverage amount). If you use a different insurance company for your workers compensation you are required to provide that coverage as well. Please fax or email us back the additional insurance with copies for each holder. Failure to return the insurance by the above date will effect your participation in this event.

Please send all the copies of the insurance to Visual Media Group, to: chris-vslmedia@cox.net

If you have any questions please call 619.656.4721. Thanks for your help.

Additional Insurance Naming: ALL ON SEPARATE CERTIFICATES:

REQUIREMENT Since 2009! Your endorsement policy that comes with your certificate must name the below entities on the endorsement, or reference the policy number on the endorsement not just a blanket policy. The City of San Diego Must be listed on the Endorsement.

ON A SEPARATE
CERTIFICATE: 360 Studios
San Diego, CA 92106

ON A SEPARATE CERTIFICATE:
Visual Media Group
3940 Hortensia St. Suite 201
San Diego CA 92110

ON A SEPARATE
CERTIFICATE: Moniker Group
2751 Dewey Rd
San Diego, CA 92106

ON A SEPARATE CERTIFICATE:
City of San Diego
1200 Third Ave, Ste. 1000
San Diego, CA 92101

In the Description Section You Must State: The City of San Diego, its officers, employees and agents, are additional insured as required by contract with respect to The San Diego's Dia de Los Muertos.

TERMS AND CONDITIONS FOR ALL VENDORS

1. All vendors must have an approved application on file with Visual Media Group to share, sample or sell products and/or information with the public within the event footprint. Event producers reserve the right to limit the number of applicants for any one particular type of goods/services thereby protecting all vendors and maintaining diversity at the Fiesta. The vendor coordinator may request additional information, pictures or samples before the application is approved.
2. Booth space assignments and notifications will be made on a first come first served basis according to the date of the completed application form and PAYMENT is received.

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3. Event producers reserve the right to change or substitute vendor spaces for the good of the Day of the Dead and its participants.
4. Vendor Load In: You may drive your vehicle onto the event site to unload between 6:00 a.m. to 8:00 a.m. on Saturday November 2nd 2024. On Sunday you must walk in all equipment. Detailed load-in instructions will be sent one week prior to the event.
5. Vendors must be cleared out of the venue by 11:00 p.m. on Sunday. No vehicles are allowed within the venue until after the event closes and the Fire Marshal has cleared the venue of pedestrians.
6. Vendors are required to be open for the duration of the event all days contracted:
 Saturday, November 2, 2024 from 1100 a.m. – 9:00 p.m.
 Sunday, November 3, 2024 from 11:00 a.m. – 7:00 p.m.

CLOSING BEFORE THE END OF EVENT OR STAYING OPEN AFTER EVENT IS STRICTLY PROHIBITED AND IS GROUNDS FOR EXCLUSION FOR THE REMAINDER OF EVENT AND FORFEITURE OF FEES AND EXCLUSION FROM PARTICIPATION AT FUTURE EVENTS.

- 1 All business and other activity, for which the vendors have rented space, must be conducted within the designated booth space only! No distribution of promotional materials may be distributed by strolling through the festival grounds.
- 2 Due to potential sponsorship and contractual arrangements, only sponsor related water & beverages will be allowed to be sold. Any failure to comply with these beverage rules may result in expulsion from the event.
- 3 No solicitation of tobacco/alcohol products allowed. No racist, sexist, pornographic or otherwise offensive merchandise literature is allowed. No firearms, ammunition, alcoholic beverages or drugs are allowed on festival grounds. Determination is at the sole discretion of the event producers.
- 4 The sale of or distribution of alcoholic beverages of any kind is strictly prohibited unless contracted.
- 5 Consumption of alcoholic beverages by vendors, volunteers or employees of vendors at their booth is prohibited.
- 6 All vendors are responsible for collecting and reporting their own sales tax.

Additional Responsibilities:

1. Vendors must provide trash receptacles for waste generated by their booth. Improper trash disposal is grounds for and subject to additional fees and removal from remaining of event.
2. You are required to obtain and display all necessary permits and / or licenses. Visual Media Group, Moniker Group. 360 Studios and the City of San Diego are not liable and will not refund any fees.
3. Each vendor will be responsible for all of his / her own merchandise or equipment. Visual Media Group, Moniker Group. 360 Studios and the City of San Diego will not be liable for any lost, stolen or misplaced merchandise or equipment at the event.
4. INSURANCE: You must provide proof of general liability insurance naming Visual Media Group, Moniker Group. 360 Studios and the City of San Diego., as additionally insured as stated above. Insurance must be received by October 1, 2024
5. REFUNDS: Your booth fee is NON-REFUNDABLE, regardless of booth placement, sales, competing vendors, inclement weather, acts of nature or restrictions by governmental agencies to amend or cancel the event, over which the Event has no control
6. VENDOR PARKING: Vendor parking is at the responsibility of the vendor. No parking passes will be supplied.

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