



**Saturday, September 19, 2020**

19th and Liberty streets, Allentown, PA  
noon - 11 p.m.

[www.westendworldoffoodfestival.com](http://www.westendworldoffoodfestival.com)

West End World of Food Festival is produced by the West End Alliance, Inc., an independent not-for-profit neighborhood development organization, to promote and support the West End Theatre District.

## Retail Vendor Application

Return this application, signed terms and conditions sheet, liability agreement and payment no later than **July 1, 2020**.

### Business Information

BUSINESS NAME

WEBSITE

CONTACT NAME

PHONE

EMAIL

ADDRESS

CITY

STATE

ZIP

TYPE OF CRAFT

10 x 10 SPACE(S) REQUESTED

### Festival Details

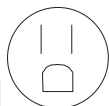
We are seeking retail vendors who sell food-related, packaged food items or kitchen-related wares. Examples: salsa, kitchen utensils, packaged teas, etc.

Vendor placements will be determined by electrical requirements and are the decisions of event organizers.

Accepted applications will be sent a confirmation and further details prior to the festival date which will include entry points, set-up times and city regulations.

If you have requested electricity, please indicate the plug configuration and requirement in amps. AMPS required \_\_\_\_\_ .

Please check:







### Select Rate for 10 x 10 Space

\$75, early discount  
RECEIVED ON OR BEFORE 3/1/2020

\$100, after 3/1/2020

\$25, for electricity

**TOTAL** \_\_\_\_\_

A check or credit card details must accompany the application to have your space reserved.

Make check payment to West End Alliance or complete credit card information below.

AMEX, DISCOVER, MC OR VISA

CARD NUMBER

BILLING ZIP CODE

EXP. DATE AND 3 OR 4 DIGIT CODE

TOTAL AMOUNT

PRINT NAME ON CARD

SIGNATURE

**The event is rain or shine.  
No refunds will be given.**

West End Alliance, Inc., P.O. Box 173, Allentown, PA 18105

[info@westendworldoffoodfestival.com](mailto:info@westendworldoffoodfestival.com)

610.703.8004

[www.westendworldoffoodfestival.com](http://www.westendworldoffoodfestival.com)



## Terms and Conditions, Retail Vendors

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1. **All vendors must be onsite by 10:00 a.m.** Set up can begin as early as 8:00 a.m. on the day of the festival.
2. Vendors will keep all profits from sales at the event.
3. The event is rain or shine and no refunds will be given.
4. The festival is free and open to the public.
5. Alcoholic beverages are permitted for sale by the West End Alliance only.
6. Placement will be selected at the discretion of the event committee based on electrical needs and space requirements.
7. All vendors are required to supply their own tables, coverings, chairs, tent(s), needed equipment, supplies, promotional materials and signage.
8. If electricity is requested, vendors are required to bring their own lighting and heavy duty extension cords.
9. Retail vendors are required to remain until sunset, 7:00 p.m., and can choose to stay or leave after that time.
10. You agree to allow the West End Alliance, Inc. to use your business name and image in photos or in videos and grant permission to use this information in print and on social media without compensation.
11. The West End Alliance is committed to ensuring a varied representation of craft vendors at the event. Although this is not a juried show, we will be unable to accept multiple vendors in the exact craft category.

### Business License

All for-profit businesses need a business license from the city of Allentown. You can contact them at 610.437.7759 or through this link: [https://www.allentownpa.gov/Portals/0/files/BuildingStandards/BRQ\\_INCITY.pdf](https://www.allentownpa.gov/Portals/0/files/BuildingStandards/BRQ_INCITY.pdf)

**Return the signed terms and conditions form, application, liability agreement and payment no later than July 1, 2020, to the address shown below.**

**I have read the above and agree to the terms and conditions for the September 19, 2020, West End World of Food Festival. I will have all applicable business licenses in place by the day of the event.**

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SIGNATURE

BUSINESS NAME

DATE



## Vendor Liability Agreement

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I wish to participate as a vendor in the 2020 West End World of Food Festival on September 19, 2020 in Allentown, PA.

I agree to accept all liability and responsibility for any personal injury, property damage, loss, theft or any other harm suffered by myself or others arising from or any other incident related to my participation in the event.

I/We \_\_\_\_\_ (the vendor) shall indemnify and hold the West End Alliance harmless against all suits, claims, demands and losses including costs, expenses and attorney's fees incurred as a result of any act or omission, neglect or misconduct of the vendor during the event.

I have liability insurance in the amount of \_\_\_\_\_. If so, please provide a certificate of insurance naming the West End Alliance as additionally insured.

**By signing this agreement, the vendor/participant hereby requests the West End Alliance, Inc., to reserve vendor space, if available, at the 2020 West End World of Food Festival and attests and affirms that you have read, understood and agree to all terms and provisions of this agreement.**

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SIGNATURE

BUSINESS NAME

DATE