

16TH ANNUAL CENTRAL COAST

# *Hair Design & Beauty Expo*

SUNDAY, OCTOBER 3, 2010 • COCOANUT GROVE, SANTA CRUZ

## *Vendor Application*

### *Exhibit Booths*

Exhibit booths are 8' x 8' and include:

- ⌘ Standard pipes and drapes
- ⌘ One (1) 2-1/2' x 6' skirted or draped table and two chairs.

### *Exhibitors*

Will receive:

- ⌘ Two exhibitor badges per exhibit booth. Badges allow in-and-out privileges.
- ⌘ Two free parking passes for Saturday load-in and Sunday Expo.
- ⌘ Business listing in the Central Coast Hair Design and Beauty Expo official program.

### *Booth Location*

- ⌘ Booth assignments will be based on the date the application is received and the availability of booth(s) requested.

### *Booth Fee & Deposit*

- ⌘ 8' x 8' booth fee is \$550.00
- ⌘ 8' x 8' corner booth fee is \$625.00
- ⌘ Shared 8' x 8' corner booth is \$325.00 per vendor
- ⌘ \$300.00 deposit per booth is required with application.
- ⌘ Balance of fee is due by September 10, 2010

### *Electrical Power*

- ⌘ 10 amp electrical service available - \$25.00
- ⌘ Electrical power must be ordered in advance.

### *Cancellation Policy*

- ⌘ Deposits will be refunded if application is not accepted.
- ⌘ No deposits/payments will be refunded if application is withdrawn.
- ⌘ If full payment is not received by September 10, 2010, the application may be withdrawn and the deposit retained by the Santa Cruz Seaside Company.

### *Expo Date & Hours:*

- Saturday, October 2, 2010
  - Vendor setup— 10:00 a.m. to 6:00 p.m.
- Sunday, October 3, 2010
  - Vendor setup— 7:30 a.m. to 9:00 a.m.
  - Exhibits open— 10:00 a.m. to 6:00 p.m.
  - Vendor teardown— 6:00 p.m. to 9:00 p.m.
- Monday, October 4, 2010
  - Vendor teardown— 8:00 a.m. to Noon

### *General Information & Conditions*

- ⌘ All exhibitors are responsible for recruiting and coordinating their own models. There will be four (4) model passes per booth. There will be a charge for any additional model passes needed.
- ⌘ Exhibitors agree to occupy exhibit space and remain open and staffed during all show hours.
- ⌘ The exhibitor releases the Santa Cruz Seaside Company from all liability for any damage, injury or loss to any person or goods which may arise from the rental and occupation of the exhibit booth.
- ⌘ Exhibitors are responsible for delivery and handling of their own displays and materials. Advance deliveries will not be accepted by the Santa Cruz Seaside Company.
- ⌘ Exhibitors may not assign, sublet, or share booth without the knowledge and written consent of the Santa Cruz Seaside Company.
- ⌘ Exhibitors will be required to have all business licenses and other permits that are needed for their operations.
- ⌘ A food concession and beverage bar will be operated by the Santa Cruz Seaside Company and all receipts retained by the Santa Cruz Seaside Company.
- ⌘ Please do not tape, tack or nail anything to painted or papered surfaces. Any damages to the Coconut Grove facility caused by an exhibitor will be the responsibility of the exhibitor.
- ⌘ No handmade signs will be permitted. Only professionally made signs may be used.
- ⌘ Exhibitors should refrain from eating at booths during show hours unless absolutely necessary.
- ⌘ The entire facility is designated as a smoke-free environment during the event. No smoking will be allowed in any portion of the Coconut Grove.
- ⌘ The Santa Cruz Seaside Company retains the right to deny the distribution of any item deemed inappropriate or dangerous to consumers.
- ⌘ Promotional transactions and demonstrations are to be confined to the booth limits. No activity that may cause any aisle congestion is allowed outside of the assigned space. Each exhibitor must provide for the safety, comfort and consideration of persons watching the promotional demonstrations.
- ⌘ NO sound systems are permissible at the booth.
- ⌘ Promotional literature may not be distributed at any location other than the assigned booth.
- ⌘ Vendors will not be allowed to serve alcoholic beverages in the Coconut Grove.

# Vendor Application

**PLEASE COMPLETE FORM AND RETURN THIS PAGE WITH PAYMENT**

www.cocoanutgrovesantacruz.com/hairshow

\_\_\_\_ Yes, I/we would like to participate in the 2010 Central Coast Hair Design and Beauty Expo.  
 \_\_\_\_ No, I/we cannot participate in this event, but would like to be notified of future events.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone (Days) \_\_\_\_\_

Phone (Evenings) \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_

Zip \_\_\_\_\_

E-mail \_\_\_\_\_

California resale # \_\_\_\_\_

Type of products/services to be exhibited (brand names, type of product):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

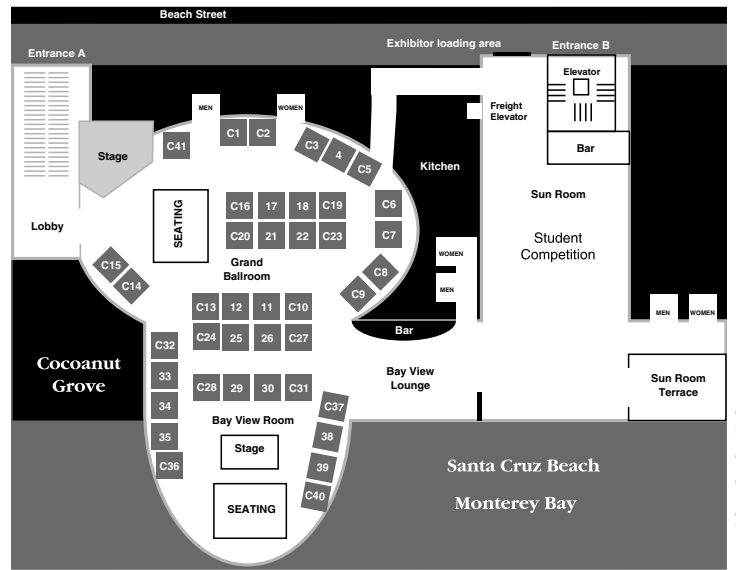
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Please reserve the following booth(s) for me at the 2010 Expo:

8' x 8' = \$550.00       Corner 8' x 8' = \$625.00

Please give three choices for booth location: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

Please indicate preferred booth setup:  Full booth  Back only  Space only  6' table  2 chairs

I will require electrical power and have enclosed \$25.00 in addition to other fees.

My check for \$\_\_\_\_\_ (\$300.00 deposit fee per booth plus other charges as indicated above) is enclosed.

**NO PERSONAL OR COMPANY CHECKS WILL BE ACCEPTED AFTER September 10, 2010. THEREAFTER, EXHIBIT FEES MUST BE PAID BY CASH, MONEY ORDER OR CASHIER'S CHECK. Make checks payable to the Santa Cruz Seaside Company and mail payments and applications to: Attn. Gary Green, Cocoanut Grove, 400 Beach Street, Santa Cruz, CA 95060-5491.**

For more information, please call Gary Green at (831) 460-3346.

I/we have read the General Information and Conditions on the previous page and agree to same.

Signature \_\_\_\_\_ Date \_\_\_\_\_