



INDIAFEST 2010

West Palm Beach, FL. Feb 27, 2010

Dear Prospective Vendor,

Palm Beach India Association (hereinafter PBIA), A nonprofit organization is excited to host seventh all Indian Cultural Festival –IndiaFest 2010.

This event will be held on Saturday Feb 27. 2010 from 11:00 AM to 9:00PM at the Meyer Amphitheater in down town West Palm Beach, Florida.

PBIA is organizing this event to create cultural awareness of India and Indian people to the South Florida Community. PBIA wants to introduce the community to the different flavors of Indian food, different colors of traditional costumes, different beats of music and different steps of dances that are an everyday part of life in India.

The first India Fest was organized in 2004. Since then it's popularity has been growing year over year. In 2009 more than 10,000 people attended India Fest and we are expecting the biggest ever turn out for this upcoming event.

PBIA is inviting vendors that will strengthen the cultural image of India's different forms of art, crafts, music, food etc. Vendors are primarily grouped under two broad categories:

- ✚ Food Vendors
- ✚ Merchandise & Service Vendors

If you are a prospective vendor and would like to take advantage of this opportunity please review attached application and contract.

PBIA appreciated your patronage..

MERCHANDISE AND SERVICE VENDORS

Application and Contract IndiaFest 2010

This application is for vendors who would like to sell merchandise such as clothing and crafts, and services such as Mehndi or Social Services. If you fall in this category, please review the following carefully, fill out the application and forward it as indicated.

- * Vendors will be provided approximately 10' X 10' booth which is constructed of tent type structure
- * Each booth will have one electrical outlet (two plugs) and one light. Should you require additional light or electrical outlets please indicate this on the application form. (Additional Charge Applies).
- * Each booth will have two tables and two chairs. Should you require additional tables or chairs please indicate this on the application forms. Vendors will not be permitted to bring their own tables or chairs.

All additional items required must be indicated on the application form since we cannot accommodate such requests on the day of the event.

India Fest will provide table cloths for all tables provided.

Vendor may bring their own banner for advertising however please be aware that the booth height is 8" so the banner taller than 12' may not be appropriate. Vendor will also be responsible for installation of such banners and in a manner not to puncture or mutilate the structure of the booth. Vendor has ultimate responsibility in the event any damage occurs.

Vendors must carry appropriate occupational license and copy of which must be attached with application.

Vendors must list products or services they are planning to sell or promote. This is very important since PBIA is trying to promote any and all things relating to Indian culture.

Vendors are strictly prohibited from "Sub Leasing" the booth. If PBIA determines that a booth has been sub leased, the vendor will be asked to vacate the booth immediately. No refund will be provided of the rental agreement.

Under no circumstances any vendor will be allowed to serve any beverage, alcoholic or non alcoholic, including water, Bottled or non bottled.

In the past, we have experienced a large number of tripped circuits due to extra appliances plugged in multiple power strips. All vendors need to notify the organizing committee in writing number of amps. Power ratings of your electrical equipment need for their operation. To determine your electrical needs, please provide a list of equipment that you plan to use during the event and no. of amps and volts required for operating each piece of equipment. This detail has to be provided at the time of application.

INDIAFEST committee has determined following rates for merchandise and service vendors.

Regular Booth \$650.00

Premium location Booth \$800.00

PALM BEACH INDIA ASSOCIATION

IndiaFest – February 27, 2010

Vendor Commitment form

Please print your Name/Company Name as you would like it to appear on listings.

Contact Name & Title: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Product or Services: _____

Additional Tables: \$20.00/Each _____

Additional Outlets: \$25.00/Each _____

Please note that the submission of the application/commitment form does not guarantee a booth. The vendors will be chosen based on the quality and uniqueness of the product or service. The final Selection decision will be at the discretion of the executive committee of the IndiaFest Organizer PBIA..

This form must be received by PBIA no later than **January 15, 2010.**

The India Fest committee will begin to assign booths as the applications are received so it is in your interest to send it in at your earliest.

If your application is not approved any money including deposit will be returned to you by Feb 15, 2010. If your application is approved and you need to cancel your booth reservation we cannot refund any money.

If you have any questions, please contact the following.

Prashant Babriwala @ 561-951-9656

Or Email: prashant33410@hotmail.com.

Please forward all correspondence to

PALM BEACH INDIA ASSOCIATION
P.O. BOX 31225
PALM BEACH GARDENS, FL. 33420