



Summer Celebration

Michigan Marketplace

July 1-3, 2011



Dear Michigan Marketplace Food Vendor

Thank you for your interest in the 2011 Michigan Marketplace scheduled for July 1-3. The Marketplace along with the Village Craft Market and Art in the Park attract over 180,000 patrons to historic downtown Muskegon.

Muskegon Summer Celebration will celebrate it's 19th year. Our music festival has grown into one of Michigan's best entertainment experiences. We have something for everyone, from the nearly 400 artisans that take over our downtown to The Bistro, located near Hackley Park that offers a street-style cafe' for patrons to sample Michigan wines and specialty beers.

Please review the attached rules and regulations. Deadline for submission of your application, and booth fee is April 15, 2011.

Sincerely,

Michigan Marketplace Committee

EXHIBITION RULES

All vendors at the Michigan Marketplace are required to remain open for the full-published hours of the exhibition.

Friday, July 1	10:00 AM – 6:00 PM
Saturday, July 2	10:00 AM – 6:00 PM
Sunday, July 3	11:00 AM – 4:00 PM

Displays must not in any way exceed the boundaries of the assigned space. Access walkways and aisles must remain clear. All materials need to be contained in the designated display space.



No debris may be left on the grounds. All booth operators are responsible for bagging their own trash and placing it in the large commercial dumpsters.

VENDORS ARE STRICTLY PROHIBITED FROM PLACING TRASH IN THE TRASH RECEPTACLES PLACED IN THE STREET FOR CUSTOMERS. USING THE TRASH RECEPTACLES WILL ELIMINATE YOUR CHANCE TO RETURN TO THE MUSKEGON SUMMER CELEBRATION.

Exhibitor's pets are not allowed.

Any cancellation received after June 3, 2011 is non-refundable. Any prior cancellation will be assessed a \$25 fee.

There will be a \$35 charge for returned checks. Resubmission of payment must be made by money order or certified check with the \$35 charge included.

Any vendor determined to be engaged in "buy-sell" will be asked to leave immediately without a refund.

**For more information visit our website at:
www.summercelebration.com**

GENERAL INFORMATION

Michigan Marketplace is one small part of Muskegon Summer Celebration, an 8 day music festival with everything from nightly national headliners to family fun on the Midway. As part of the artisan activities over 180,000 patrons make their way to historical downtown Muskegon. Michigan Marketplace hosts vendors with pre-packaged "homemade" food products that patrons can take home with them. Our focus is on the many wonderful food products our state has to offer.

SPACE Each display space is **12' x 12'**. There is a fee of **\$200 per space**, which is due with the application. The Michigan Marketplace will have up to 35 spaces available for exhibitors. A limited number of spaces are available with 120-electricity. There will be a \$30 fee if an electrical hook-up is requested. All canopies **must** be weighted down with 25 lbs on each leg.

APPLICATION DEADLINE April 15, 2011

SECURITY Overnight security will be provided July 1-2 only.

SALES TAX Exhibitors must collect and remit 6% sales tax. Call the Michigan Department of the Treasury at 1-800-367-6263 for sales tax forms.

DEPARTMENT OF HEALTH NOTICE Contact Muskegon County Health Department at 231-724-6208 to see if you need a license to give samples to the public.

NOTIFICATION OF ACCEPTANCE Notification of acceptance will be mailed by **May 14, 2011**.

CUSTOMER SERVICE CENTER Complimentary coffee, juice and rolls will be available on Friday and Saturday morning at 8 a.m. and on Sunday morning at 9 a.m.



The Michigan Marketplace 2011 staff shall make all final decisions regarding rules compliance.

Exhibitors who violate the Exhibition Rules will not be allowed to participate the following year.



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Please complete the following Application and mail with your check or money order made payable to:

Muskegon Summer Celebration

587 W. Western
Muskegon, MI 49440
231-722-6520

Name: _____

Address: _____

City: _____ St: _____ Zip: _____

Email: _____

Phone: _____

Please list all packaged food items that you intend to sell:

Please check here if you require electrical power and include the \$30 charge with your space fee.

Vendor Statement

Enclosed is the \$200 booth fee and \$30 electrical fee (if applicable). Muskegon Summer Celebration (MSC) shall not be held responsible for loss or damage to property from any cause whatsoever during the period of the Michigan Marketplace. MSC shall be held harmless for any injury that may occur to exhibitors or their guests while they are within the exhibitors booth space. I will not be part of any legal action against the Muskegon Summer Celebration, the City of Muskegon, Michigan Marketplace or its personnel. I have read the rules and regulations for the 2011 Michigan Marketplace and I agree to abide by them. I understand that violation of the rules may result in immediate dismissal without reimbursement of my booth fee.

Signed: _____ Date: _____

**ALL APPLICATION MATERIALS MUST BE RECEIVED ON OR BEFORE April 15, 2011.
Notification will be mailed by May 14, 2011.**