



# PORTLAND ROSE FESTIVAL

# 2012 CITYFAIR EXHIBITOR APPLICATION

Portland's Official Festival will be Rock 'n' Roses at the Rose Festival CityFair, Portland's largest and most visible event. Now open three full weekends, CityFair features exciting attractions, great stage performances, popular special promotions, and a strong emphasis on music and entertainment.

The 2012 Portland Rose Festival's activities include four parades, Fleet Week, Dragon Boat Races, and nearly 40 other events in and around Portland that help drive attendance at the Portland Rose Festival's CityFair. Join us at CityFair, where Portlanders celebrate their favorite family traditions, diverse cultural influences, while experiencing a taste of Portland.

## 2012 Rose Festival CityFair Dates

### Weekend of May 25 - 28

May 25 5pm - 11pm

May 26 - May 28 11am - 11pm

### Weekend of May 31 - June 3

May 31 - June 1 3pm - 11pm

June 2 - 3 11am - 11pm

### Weekend of June 7 - 10

June 7 - 8 3pm - 11pm

June 9 - 10 11am - 11pm

*CityFair will be closed: 5/29, 5/30, 6/4, 6/5, and 6/6.*

### What you can find at Rose Festival CityFair:

**Entertainment-** In our outdoor entertainment venue, the RoZone you can experience national concerts and featured events. Watch for free events taking place in the RoZone, as well as free performances on our Dex Grand Wheel Community Stage within CityFair.

**Funtastic Traveling Shows-** The region's finest, cleanest and family-friendliest carnival around.

**Free activities-** Wonderful and unusual adventures, including live, exotic animal displays, interactive educational exhibits, and free give-aways. Stay tuned for more information regarding *free* shows in our outdoor entertainment venue, the RoZone and the Dex Grand Wheel Community Stage.

**Promotions-** In addition to free admission with fireworks on opening night, an array of other promotions will be available, including discount ride days and two for one admission into CityFair on select days.



[WWW.ROSEFESTIVAL.ORG](http://WWW.ROSEFESTIVAL.ORG)

## Exhibitor program overview:

The exhibitor program allows for small business owners and non-profit organizations to sell their consumer products, offer interactive exhibits, and/or provide informational services.



Applications will be considered based on quality, product diversity and price points. Signage, staff attire, booth appearance will be assessed, along with the overall presentation.

2012 CityFair Exhibitor applications must be postmarked by February 24, 2012 to be considered. Applications must include a complete list of items to be sold, the price (or range) of each item, and a photo or detailed drawing of the booth set-up.

## Exhibitor Pricing:

All pricing includes general overhead lighting, one 20 amp/120 volt outlet, and 24-hour on-site security inside a fully fenced perimeter. Exhibitors will need to choose one location: Rose Festival Shopping Center or the Rose Festival CityFair.

**Rose Festival Shopping Center-** Large covered area, centrally located inside Rose Festival CityFair. Each exhibitor is provided with an 8' x 8' spot. There are three options available:

1. **Premium Plus-** \$2,000: Located in the front row of the shopping center with double the amount of counter space as the Standard position and includes corner placement.
2. **Premium-** \$1,400: Located throughout the shopping center (excluding the front row) with double the amount of counter space as the Standard position and includes corner placement.
3. **Standard-** \$1,100: Located throughout the shopping center (excluding the front row) with 8 feet of counter space.

**Rose Festival CityFair-** Individual booths located outside of the Rose Festival Shopping Center. There are three sizes available:

1. 10' x 10'- \$1,750
2. 10' x 20'- \$3,500
3. 20' x 20'- \$6,000



## Exhibitor location options:

Each exhibitor will be assigned a space by Rose Festival staff. A location map will be provided prior to move in. Management reserves the right to change Exhibitor's assigned space at their discretion.

# Exhibitor Application

## DUE BY FEBRUARY 24, 2012

Check one:  New exhibitor  Returning exhibitor

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

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

On-Site Contact \_\_\_\_\_ On-Site Phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

### Rose Festival Shopping Center

- Premium Plus- \$2,000
- Premium- \$1,400
- Standard- \$1,100

**OR**

### Rose Festival CityFair

- 10' x 10'- \$1,750
- 10' x 20'- \$3,500
- 20' x 20'- \$6,000

*\*For payments received after March 23, add a 5% late fee*

### Terms & Conditions:

- Applications must be postmarked by **February 24, 2012** to be considered.
- This is not a contract. **Do not send money with this application.** Once approved, accepted exhibitors will be offered contracts along with details of participation, payment and insurance requirements.
- Space will be assigned based upon completed applications being approved and payment being received. Space isn't guaranteed until payment has cleared the bank.
- Acceptance notifications will be mailed on March 2, 2012. Payment is due upon receipt and must be received by Rose Festival no later than March 23, 2012.
- The Portland Rose Festival does NOT offer product exclusivity to any exhibitor. However, we place an emphasis on limiting the number of matching products to allow for appropriate spacing between similar products.
- Please note: Use of music and other sound equipment is restricted and must be preapproved. No tobacco or narcotics products, including paraphernalia. No weapons or replicas, unless preapproved by Portland Police and PRFF. No permanent tattoos or body piercing items. No images, materials or commonly known references to violence, gangs, and drugs, the occult, controversial issues and sexual content allowed.
- The Portland Rose Festival reserves the right to decline exhibitor applications or adjust booth assignments based up: application guidelines & exhibitor history, product quality, appropriateness, repetition, space availability and site layout considerations, booth appearance and other pertinent factors as determined solely by Rose Festival.

**Please sign below to confirm that you have read and understand this application and the terms listed.**

Signature \_\_\_\_\_

### Mail completed applications to:

CityFair Exhibitor Coordinator  
Portland Rose Festival Foundation  
1020 SW Naito Parkway  
Portland, OR 97204

### Did you include?

- Complete list of items to be sold
- Price or range of each item
- A photo or drawing of your booth set-up