



# NuLu Festival Vendor Form and Application

## WHAT WE PROMISE YOU AND SOME RULES:

- Reserved 10' x 10' vendor booth space. There will be a maximum of (3) spaces per exhibitor
- Opportunity to distribute coupons, special offers, sampling, conduct raffles and special promotions specifically for YOUR business
- Includes fee to obtain vendor permit from City
- Electricity provided to each booth; does not include power cords / adapters
- Receive (1) 2011 NuLu Festival t-shirt
- Booth does not include signage
- Display equipment must be provided by the exhibitor
- Security is being provided at the festival however, the festival is not responsible for stolen or ruined items.

## VENDOR INFO:

- The NuLu Festival will take place in the 700 block of East Market Street. The street will be closed from 8:00am Saturday until 1:00am Sunday. Festival activities and entertainment are scheduled from 2:00pm until 11:00pm Saturday, September 24<sup>th</sup>.
- All booth set-up must be complete by 1:00pm and take-down complete by 12:30am. Vendors will have vehicle access to their space before 12:00pm and after 11:00pm. **\*Festival organizers request that breakdown and removal of tents not take place until scheduled closing at 11:00pm.\***
- NuLu event staff members will be available Saturday to direct you to your assigned space.

## PRICING:

- \$50 EMDA Member (food and non-food vendor)
- \$50 Non-profit
- \$150 Non-EMDA Member
- \$250 Food Vendor- Non-EMDA Member

Please forward your request by mail or e-mail NO LATER than September 3, 2011 to :

Rick Murphy

Jeb Advertising

616-618 East Market Street

Louisville, KY 40202

[Rick.murphy@jebadvertising.com](mailto:Rick.murphy@jebadvertising.com)

**NuLu Festival Vendor Deadline is September 3, 2011**

Company Name:	
Address:	
Contact Name:	
Phone Number:	
Email Address:	
Number of Booths:	
Electricity Required? (Yes/No)	
Do you plan to use a tent or canopy?	
Will you be selling anything? (Yes/No)	
Special Requests:	

Release of Liability

I will not hold the NuLu Festival/East Market District Association (EMDA) or its representatives liable for any loss, damage or injury. I further agree to indemnify, save harmless, and defend the NuLu Festival/EMDA and its representatives in interest from and against any and all claims, demands, actions, debts, liabilities, and attorney fees arising out of, claimed on account of, or in any manner predicated upon loss or damage to the property of and injuries to or death of any and all persons whatsoever, in any manner caused or contributed to by the vendor, its agents or employees while in, upon, or about the NuLu Festival grounds where the booth is located, or while going to or departing from the same, and to indemnify and save harmless the NuLu Festival/EMDA and its representatives in interest from any liability and that the NuLu Festival/EMDA may suffer as the result of acts of negligence, fraud, or misconduct of any vendors agent or employees on or about the NuLu Festival grounds.

I release the NuLu Festival/EMDA from any and all liability for loss or damage to the property and merchandise used by the vendor in the operation of the concession due to theft, vandals, fire, storm, flood and damage through any force of nature otherwise.

I further grant the NuLu Festival/EMDA permission to use any photographs, motion pictures, recording, or any other record of my participation in the festival for any legitimate reasons.

*\*Signature must be from the same vendor as on the application submitted.\**

Signed: \_\_\_\_\_

Date: \_\_\_\_\_