



THE AFRICAN AMERICAN HERITAGE
FESTIVAL

March 2009

Prospective Vendor,

Thank you for your interest in participating as a Vendor in the upcoming 8th Annual African American Heritage Festival, which will be held on July 3rd through July 5th in Baltimore, Maryland at Camden Yards. Our three-day family event offers history, culture, financial literacy, education, health awareness and a host of daily activities including national, regional and local entertainment. The festival averages nearly a half-million spectators annually.

The application process starts in early March. Early Bird registration rates will apply to applicants that submit completed vendor registration forms by May 1st. Standard rates will apply thereafter thru the application deadline, June 15th. Spaces are pre-assigned on a first-come, first-serve basis. All special spacing requests will NOT be honored. Approval notifications will be sent via mail/email on a rolling basis no earlier than fourteen (14) days of receipt.

Please take the time to review the enclosed items. For more information and exciting updates, visit our website at www.aahf.net. If you have questions, please email me at vendor09@aahf.net or contact Ashley Boone at (410) 235-4427 ext. 211.

Best Regards,

Ericka Dickerson

Ericka Dickerson
Vending Committee Chair

Important Dates:

Festival Dates:	July 3-5, 2009
Early Bird Rate deadline:	May 1 st
Final Application Deadline:	June 15 th

AAHF c/o VMG, Inc. ▪ 2514 N. Charles St ▪ Baltimore, MD 21218



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Application Instruction Sheet

Applicants must read the terms and conditions and enclosed materials.

Applicants must read, complete and sign the attached application form.

* Please provide an email address.

All “new” retail vendors must enclose (3) photos displaying their merchandise and/or booth set-up for review. Photos will be returned upon Vendor Load-in on the festival grounds.

Food vendors will NOT be allowed to retail water or soda products. Pepsi holds exclusive rights to sell these items. Also, alcoholic beverages are not to be sold.

Vendors will receive email/mail notifications of their approval to participate no earlier than fourteen (14) days of receipt.

Approval packets will contain the following:

- Vendor Load-In/Out information
- Festival ground rules and regulations
- Map of the festival grounds (if available)

Vendors will receive booth credentials (i.e. badges, parking passes) at Load-in. Please understand that parking is available on a first come-first served basis and limited to one space per vendor. However, if you are occupying more than one space, the Vending Committee will provide parking on an as needed basis. Paid parking is available daily.

Return Applications and Supporting Documentation to:

AAHF c/o VMG, Inc.
2514 N. Charles St.
Baltimore, MD 21218

CASHIER’S/CERTIFIED CHECKS & MONEY ORDERS ONLY!

All Vendors:

Sales Tax- AAHF will issue each vendor a 30-day temporary Maryland sales tax license. The temporary license will be used in reporting 6% of taxable sales. Each vendor must be in compliance with the Department of Assessments and Taxation.

New Retail Vendors:

Must submit (3) photos displaying your merchandise and/or booth set-up. Photos will be returned at Vendor Load-In.

Food Vendors:

Sales- (NEW!!) Vendors will be prohibited from the retail sales of water and soda products during the 2009 festival. Pepsi has been given the exclusive rights to sell them.

Permits- Upon written approval from the Vending Committee, each Food Vendor will need to obtain a food permit and pay any additional fees necessary to conduct their business. If a Vendor is forced to close due to lack of necessary permits and/or licenses, AAHF will not be held accountable and will not issue any refunds. An application form will be enclosed in your approval packet. Please know that the fee is \$50.00. All fees will be handled directly by the Baltimore City Health Dept.

Certificate of Insurance- Each food vendor is required to present AAHF no later June 15, 2009 with a Certificate of Insurance for the 3-day event. Such insurance must include the following provision or its equivalent: “The African American Heritage Festival, the African American Festival Foundation, Visionary Marketing Group, Inc. (VMG Inc.), the Mayor & City Council of Baltimore City, the Dept. of Public Works, the Maryland Stadium Authority, Aramark, the Orioles, the Baltimore Office of Promotions, and their elected officials, employees, agents, and volunteers are hereby covered as additional insured with respect to liability arising out of the activities of the insured at the 2009 African American Heritage Festival.

Payments: Acceptable forms of payment include Cashier’s checks, Certified checks and Money orders. **Make payable to: AAHF Foundation, Inc.**

Approval Packets: Notifications sent via email/mail no earlier than fourteen (14) days of receipt, will contain the following:

- Acceptance letter
- Baltimore City Health Dept application for food permit
- Festival ground rules and regulations
- Vendor Load-In/Out information
- Map of the festival grounds (if available)
- Directions & Hotel information

Vendors will receive booth credentials (i.e. badges, parking passes) at Load-in. Please understand that parking is available on a first come-first served basis and limited to one space per vendor. However, if you are occupying more than one space, the Vending Committee will provide parking on an as needed basis. Otherwise, paid parking is available daily.

2009 African American Heritage Festival

Vendor Contract Terms & Conditions

It is hereby expressly agreed and understood between each approved 2009 African American Heritage Festival Retail/Food Vendor and the 2009 African American Heritage Festival ("AAHF") that submission and acceptance of a completed vendor application is a contractual agreement with the following terms and conditions.

LIABILITY OF THE AAHF: It is expressly agreed and understood that AAHF shall not be liable for any theft, loss or damage to goods or property incurred by Vendor nor any personal injury to Vendor and his/her employees. By the Vendor's signature on the vendor application and the AAHF's subsequent approval of that application, Vendor expressly releases the AAHF, its entities, or its assigned employees from and agrees to hold them harmless from all such claims. Vendor further warrants that he/she will obey all rules, regulations, and laws of the AAHF and all local and federal laws.

PAYMENTS & GREASE DEPOSITS: June 15, 2009 is the postmark deadline for ALL applications, payments and grease deposits. Food Vendor agrees that his/her grease deposit will be refunded in full within 14 days following the festival only if Vendor has complied with all the rules and regulations set forth by the AAHF, including, without limitation, those stated herein or in any documents attached to the 2009 Vendor Application. Food vendor agrees that failure to comply with any such rules or regulations will result in the automatic forfeiture of the grease deposit.

REFUNDS: Vendor agrees that booth fee is not refundable, nor will credits will be issued. No exceptions.

BOOTH SPACE: The AAHF agrees to provide each Food and Exhibitor Vendor with a booth space approximately 8 ft. x 16 ft. in dimension, with slight variations, and to provide each Retail Vendor with a tent space approximately 10 ft x 10 ft. in dimension, with slight variations. Vendor agrees that he/she will supply his/her own tables (not to exceed 6 ft) and chairs. Vendor agrees that he/she will be confined within the area of the space assigned by the AAHF and that selling of merchandise will be permitted only in the area designated by AAHF. Any use of site space beyond that assigned to the Vendor, including the addition of tables outside or around the booth, is not permitted without the express prior written authorization from the Exhibits Manager. Vendor agrees that any failure to abide by these booth space rules will result in immediate removal by the AAHF without a refund and forfeiture of the security deposit. Vendor further agrees that the AAHF will not provide a refund or accommodation for minor variations in booth space. Any other accommodations as to vendor space will be made on case by case basis and are authorized only upon written permission by the Exhibits Manager.

ELECTRICAL REQUIREMENTS: The AAHF agrees to provide electricity at four (4) outlets of 120 volts 15 amps per booth. There will be no 220 volt hook ups provided. However, Vendor is permitted to bring his/her own self-contained generators. The AAHF will make not make any additional accommodations during the three-day event unless an electrical specification request has been completed and the Vending Chair has provided a prior written confirmation that the AAHF will accommodate such request.

MERCHANDISE SECURITY: Vendor agrees that it is her/her own responsibility to secure merchandise each night. Vendor is urged to remove valuables at the close of each event day. AAHF will provide general security of the area during and after the hours of operation, but the AAHF will not be liable for any product loss or theft incurred by the Vendor or the Vendor's employees at any time during the operation of the three-day event or during the overnight hours.

SOLICITATION BY NON-RETAILERS & FOOD VENDORS: Firms or representatives of firms not assigned booth space are prohibited from soliciting business in any form and violators of this prohibition will be promptly ejected. Vendor agrees not to aid or abet any individual or entity in any unauthorized solicitations during the 2009 festival.

SUB-LETTING: Vendor agrees not to assign, sublet or share the whole or any part of his/her assigned space. Violations of this prohibition will result in the Vendor's immediate removal from the event without a refund and forfeiture of the entire security deposit.

BOOTH CLEAN-UP: Vendors agrees to clean-up all materials, products and equipment and vacate the festival premises immediately following conclusion each evening. On the final close of the festival on Sunday, July 5th, Vendors agree to breakdown and clean up booth no later than 11:00 pm. Vendor further agrees to return its booth space in the same condition as it was received. Any failure to properly clean up booth space or any unauthorized grease dumping will result in the automatic forfeiture of the vendor's entire security deposit. Inspections will be conducted during final breakdown. AAHF will not supply cleaning agents and materials.

BEVERAGES (NEW): AAHF will not allow vendors to retail water or soda products. Pepsi holds the exclusive rights to sell water and soda products. AAHF also prohibits the sale or use of alcoholic beverages by vendors. Vendor agrees not to sell any alcoholic beverages during the 2009 festival.

NO SHOW POLICY: Vendor agrees that a no-show on any event day may result in forfeiture of booth space, unless notified and fees will not reimbursed for Vendor's failure to appear.

MISCELLANEOUS REGULATIONS: No loudspeakers, phonographs, sound movies or megaphones that interfere with adjoining booths will be permitted. Silent movies must be located as not to interfere with other Vendors or aisle space and operation must conform to any regulation as per the Baltimore City Visitors Association.

**2009 AFRICAN AMERICAN HERITAGE FESTIVAL
CHECKLIST**

DID YOU REMEMBER TO???????

- ENCLOSE A SIGNED & COMPLETED APPLICATION
- MAKE PAYMENT PAYABLE TO:
AAHF FESTIVAL FOUNDATION, INC.
- ENCLOSE FULL PAYMENT FOR BOOTH FEE
(CASHIER'S/CERTIFIED CHECK OR MONEY ORDER)
- ENCLOSE SEPARATE FULL PAYMENT FOR GREASE DEPOSIT
(CASHIER'S/CERTIFIED CHECK OR MONEY ORDER)
- SUBMIT (3) PHOTOS DISPLAYING YOUR MERCHANDISE AND/OR
BOOTH SET-UP (NEW RETAIL VENDORS)

RETURN TO: AAHF c/o VMG, INC.
2514 N. CHARLES ST.
BALTIMORE, MD 21218

***NOTIFICATIONS OF APPROVAL WILL BEGIN WITHIN 14 DAYS OF RECEIPT. PLEASE DO NOT OBTAIN A CERTIFICATE OF INSURANCE BEFORE RECEIVING AN APPROVAL NOTICE. ALSO FOOD PERMIT APPLICATIONS AND FEES WILL BE RETURNED BY THE BALTIMORE CITY DEPT. OF HEALTH WITHOUT AN AAHF APPROVAL NOTICE.**

STILL HAVE QUESTIONS? VISIT US AT WWW.AAHF.NET

OR CALL ASHLEY BOONE AT 410.235.4427 EXT. 211