



Pacific BeachFest is a free outdoor festival located adjacent to the boardwalk and the ocean in Pacific Beach. Approximately 50,000 shoppers will stroll the boardwalk and visit the booths. **Mark your calendar and sign up by August 1, 2009.** First come, first served. Booth space is limited.

Pacific BeachFest is **FREE** to the public, professionally managed and heavily advertised.

This fun-filled event is produced by Discover Pacific Beach, the largest business improvement association in San Diego.

“I had phenomenal sales at BeachFest! I do tons of trade shows and when I compare gross sales, BeachFest is absolutely the best show I’ve done.”
— Dziner Eyez, 870 Garnet Ave.



Pacific BeachFest
1503 Garnet Ave.
San Diego, CA 92109

50,000 shoppers expected
at Pacific BeachFest 2009



Merchant Sidewalk Sale Application



Exclusive to Pacific Beach Businesses only!

Pacific Beach, San Diego, California
Saturday October 10, 2009
Booth Hours 11am–6:30pm
Fireworks: 7:30pm

Information, Rules, and Regulations

Booth Space & Tent

Each merchant will be provided a 10 x 10 booth space and tent. The merchant provides signage, tables, chairs, trash cans, etc. No sky signs, please. Pacific Beach Merchants Only! Only merchandise or services that you normally provide will be allowed in your booth. Please be creative with your displays. The BeachFest Committee encourages public interaction.

Merchandise

The Pacific BeachFest committee reserves the right to determine those businesses, organizations or activities most suitable for this event.

- No material unsuitable for family viewing
- No merchandise with the words "Pacific BeachFest"
- No food or drinks for sale
- No balloons for sale

Only items listed on application will be allowed to be displayed or sold.

Booth Set-up

8 a.m. - Pacific Beach merchants may begin to unload at 8 a.m. All merchants must have their vehicles off the street by 10 a.m. Absolutely no vehicles on the street during Pacific BeachFest.

Booth Breakdown/Clean-up

6:30 p.m. - Merchants must begin breakdown at 6:30 p.m. All merchants must keep their booth open until 6:30 p.m. No early departures. Clean-up of the booth area is the responsibility of the merchant. Booth space must be cleaned immediately after closing.

Booth Decoration

The Pacific BeachFest Committee asks that all vendors use tables, sandwich boards, easels, etc. to display all goods for sale. Signage, and decorations of booth are encouraged as long as it is in good taste and doesn't interfere with neighboring vendors. No sky signs. The committee

reserves the right to remove any décor deemed inappropriate for the event.

Seller's Permit Number

The State Board of Equalization requires that all vendors provide a California Seller's Permit Number. A temporary or regular permit is free. Vendors simply complete an application. For more information, please call 619-525-4526 or visit 1350 Front Street (at the corner of Ash), Ste. 5047, San Diego, CA 92101-3612, 8 a.m. - 5 p.m., Monday - Friday.

Application

Be sure that your application is complete including the following items:

- The completed and signed sidewalk Sale Application form
- Your check to Discover Pacific Beach for the correct amount

Sidewalk Sale Application

Name of Company: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____ Email: _____

1. CA Seller's Permit # _____

(As required by State Board of Equalization)

2. Description of products to be sold. Only items or services that you currently sell: _____

3. You are required to donate a product/service valued at \$25 or more. To be delivered event day.

4. Booth Space (Tent Included)

Merchant _____ \$250 _____

TOTAL \$ _____

Event Location



Mail this application and check made out to Discover Pacific Beach to: 1503 Garnet Avenue, San Diego, CA 92109

Pacific BeachFest assumes no responsibility for any loss, damage, injury or claim arising out of the acts or omissions of the participating vendors. Participant (indemnitor) shall defend and indemnify the PacificBeachFest and Discover Pacific Beach (indemnities) for any claims and liabilities arising from the negligence, fault, acts or omissions of the participant (indemnitor). I understand that:

- Pacific BeachFest is an outdoor event. The event will occur regardless of weather conditions.
- I can sell/provide services or items I sell in my business currently.
- Pacific BeachFest cannot guarantee booth space will be outside the range of music.
- I will display Pacific BeachFest posters prior to the event.
- My annual BID assessment fee is paid.
- I will donate a product/service valued at a minimum of \$25.
- There are no refunds. I have read the above and agree to the terms stated herein.

Participant's Signature: _____

Date: _____ Name Printed: _____