

Presents The

# FROSTIVAL

At The Dulles Expo & Conference Center

## APPLICATION

For Exhibitors & Retail Vendors

January 1-3, 2010  
10:00am – 5:00pm Daily

[www.Frostival.com](http://www.Frostival.com)

### EVENT LOCATION:

Dulles Expo & Conference Center  
4368 Chantilly Shopping Center  
Chantilly, VA 20151-4016

**NOTE: Return Completed Application by:**  
Email to: [Lilian.Seay@FairfaxCounty.gov](mailto:Lilian.Seay@FairfaxCounty.gov) or Fax to: 703-222-9784

Or By Mail to:  
Celebrate Fairfax, Inc.  
12000 Government Center Parkway, Suite 247  
Fairfax, VA 22035

# FROSTIVAL



# January 1-3, 2010

## EVENT DESCRIPTION

An exciting new winter-themed family festival, with programs targeted to elementary and pre-K aged children. Celebrate Fairfax's **FROSTIVAL** will include interactive rides, games, attractions, crafts, storytelling, musical performances, exhibits and vendors.

Celebrate Fairfax's inaugural **FROSTIVAL** will be held indoors at the Dulles Expo Center January 1 – 3, 2010, and is the perfect way to kick-off the New Year!



## EXHIBITOR FEES

### STANDARD SPACE **\$425**

Includes one 10'x10' space, 3' tall pipe and drape perimeter, one 6' table, two chairs and one trash receptacle.

### DOUBLE SPACE **\$700**

Includes one 10' deep x 20' wide space, 3' tall pipe and drape perimeter, two 6' tables, four chairs and one trash receptacle.

### NON-PROFIT or CRAFTER SPACE **\$225**

Includes one 10'x10' space, 3' tall pipe and drape perimeter, one 6' table, two chairs and one trash receptacle.

### Additional Options Available:

Premium Corner Space **\$75**  
Electricity **\$100**

## DISCOUNT CODES\*

### Codes:

### Discounts:

Code A – 2009 Celebrate Fairfax! Festival Exhibitor	20% Off
Code B – 2009 Fall For Fairfax KidsFest Exhibitor	20% Off
Code C – 2009 Both Event Exhibitor	30% Off
Code D – FROSTIVAL Sponsor	FREE

\*Exhibitors may use only one discount code.

*Celebrate Fairfax, Inc.*, reserves the right to deny space to any applicant who does not follow established exhibitor guidelines or whose activity and/or exhibit are not consistent with the goals of *Celebrate Fairfax, Inc.*

## FEE SCHEDULE, PAYMENT INFORMATION, DEADLINES

All applications, with full payment, must be received by December 14, 2009. However, if booth space sells out (only 70 spaces are available) prior to that time, additional space will not be provided. Please call (703) 324-5266 or e-mail [Lilian.Seay@fairfaxcounty.gov](mailto:Lilian.Seay@fairfaxcounty.gov) with any questions. If space remains after December 14, 2009, it will be filled on a first-come first-served basis.

### To Register by Mail:

You may pay by check, credit card or money order. Make checks payable to Celebrate Fairfax, Inc., and mail to:

*Celebrate Fairfax, Inc.*  
12000 Government Center Pkwy.  
Suite 247  
Fairfax, VA 22035

### To Register by Fax:

Payments may be made by credit card only. Fax your completed application to (703) 222-9784.

### To Register by Email:

Payment may be made by credit card only. You may submit your application by completing it electronically and emailing and/or scanning it back to [Lilian.Seay@fairfaxcounty.gov](mailto:Lilian.Seay@fairfaxcounty.gov)

### Exhibitor Information

Exhibitors will receive information packets no later than December 14, 2009.

### No checks accepted after November 30, 2009

A \$30 service fee will be added for any returned checks.

(703) 324 - 5266



FROSTIVAL



[Lilian.Seay@FairfaxCounty.gov](mailto:Lilian.Seay@FairfaxCounty.gov)

**Exhibitor Rules and Regulations****Cancellations & Exclusions**

Once an exhibitor or vendor has been accepted, payment of fees is non-refundable.

Exhibitors are permitted to distribute and/or sell their products without limit. However, sales must be confined to the exhibitor booth and all items to be sold must be listed on the exhibitor application and be approved by Celebrate Fairfax, Inc. (CFI).

**Load-In and Load-Out**

Load-in for exhibitors will be **Thursday, December 31, 9am-1pm**. Overnight surveillance will be provided for security purposes.

Exhibitors may hand truck supplies, materials and equipment to their space between the hours of 8am – 5pm each day of the event.

Specific procedures regarding load-in (including time and other informational materials) will be sent in exhibitor information packets no later than December 14, 2009.

**Unless otherwise approved by CFI, all exhibits must be completely removed by 8pm, Sunday, January 3, 2010. Failure to do may result in a fine of \$5,000 per day payable directly to Dulles Expo, LLC. This is a facility regulation, not a policy of Celebrate Fairfax, Inc.**

**Electric**

Electric power is available at an additional fee of \$100 per 20-amp outlet.

NOTE: Exhibitors must supply their own extension cords to reach outlets (which will be located at the back of their space).

**Hold Harmless**

Each FROSTIVAL participant agrees that Celebrate Fairfax, Inc., including its Board of Directors, employees and volunteers shall not be held liable for damage to nor for the loss or destruction of the exhibitors' property or injuries to the exhibitor, its representatives, agents or employees. All claims for such loss, damage, destruction or injury shall be waived by the exhibitor.

Celebrate Fairfax, Inc. reserves the right to preclude or condition the sale, distribution or display of any materials that CFI, in its sole discretion, believes inconsistent with the purposes and goals of the FROSTIVAL and Celebrate Fairfax, Inc.

Information and products must be suitable for all ages. Exhibitors are responsible for adherence to all local, state and federal laws, whether stated or unstated in this application.

Exhibitors are responsible for the conduct and demeanor of their employees, agents and/or volunteers at the event. Exhibitors with displays and/or conduct that are deemed inappropriate will be required to leave the FROSTIVAL immediately upon notification by an official representative of CFI, and will be barred from future CFI produced events.

**Additional Rules**

- Exhibitors must keep their booths open during the entire event: 10am – 5pm daily. Failure to do so may result in exclusion from future CFI events.
- Exhibitors may sell products, distribute literature or other give-a-ways, or register guests for contests. All activities must take place within the booth or space for which the exhibitor has contracted.
- Exhibitors may not use amplification devices without prior approval of Celebrate Fairfax, Inc. (CFI) operations personnel.
- Unless approved in advance, exhibitors are prohibited from selling food or beverages. Exhibitors may not sample drinks in cups greater than 4 oz. and may not sample products for which prior approval has not been given by CFI. Alcoholic beverages may not be consumed anywhere on-site.
- Exhibitors are financially responsible for any damage to the event site or equipment damaged due to the fault of the exhibitor.
- Exhibitor may not conduct a raffle or contest for which registrants must pay an additional fee (other than the actual cost of the contest, if any) or schedule future appointments with the exhibitor or its representatives in order to be eligible for prizes (unless clearly specified at the time of ticket purchase or contest sign-up). Also, exhibitors may not conduct any contest or activity that requires the registrant to change their phone or other service to which they currently subscribe.
- **Exhibitors may not utilize helium balloons as part of their booth/activity unless approved by CFI.**
- Exhibitors are prohibited from sharing or sub-letting the booth or any equipment provided by CFI, unless approved in advance.

- Exhibits must not exceed a height of 8 feet. Signage and materials may not extend outside of established booth parameters.
- Equipment requiring greater than a 120-volt circuit is not permitted, without prior approval by CFI.
- Exhibitors are responsible for any sales tax required in accordance with Virginia law.
- Exhibitors may not conduct any activity that has not been approved prior to the event by CFI or that is deemed illegal in Fairfax County or the Commonwealth of Virginia.

Celebrate Fairfax, Inc. prohibits certain types of activities at the event, including but not limited to: dunking booths, ear piercing, and permanent tattoos. Please be specific on your application as to the activities you will conduct.

**Exhibitor Insurance**

In order to make your FROSTIVAL acceptance complete, you must send CFI a Certificate of Insurance (COI) no later than December 14, 2009. This proof of coverage must be in the amount of \$1 million for user liability and be effective for the period of December 31, 2009 - January 3, 2010 (this period includes set-up). Celebrate Fairfax, Inc. must be named as an additional insured on this policy.

Single event insurance may be purchased from CFI's carrier, Haas & Wilkerson for \$95 as part of this application. Any exhibitor, vendor or crafter who is accepted to participate in the FROSTIVAL that fails to provide their Certificate of Insurance by December 14, 2009 may be charged a fee of \$95 to purchase insurance through CFI.

**Sponsorship Opportunities**

For information on sponsorship opportunities please contact Barry Feil, President/CEO, at 703-324-5315 / [Barry.Feil@fairfaxcounty.gov](mailto:Barry.Feil@fairfaxcounty.gov).

**FROSTIVAL DEADLINES**

Nov. 30	Last day for payments by check (only credit card payment after this date)
Dec. 14	Applications Deadline Insurance Certificates due
Dec. 14	Exhibitor Information Packets Sent Via E-Mail
Dec. 31	Booth Set-up
Jan. 1- 3	<b>FROSTIVAL</b>

**EXHIBITOR APPLICATION**  
**The FROSTIVAL - January 1- 3, 2010**  
**Dulles Expo and Convention Center**

**Application Deadline - December 14, 2009**

[www.FROSTIVAL.com](http://www.FROSTIVAL.com)

Questions: Lilian Seay: 703-324-5266 / [Lilian.Seay@fairfaxcounty.gov](mailto:Lilian.Seay@fairfaxcounty.gov)

Company/ Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Office Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Company/ Organization Address: \_\_\_\_\_

City/ State/ Zip: \_\_\_\_\_ Fax: \_\_\_\_\_

**PART A - Booth Options (Please circle the price of the type of booth for which you are applying)**

Booth Options	Description	Price/Space
Standard	Includes one 10'x10' space, one 6' table, two chairs, 3' tall pipe and drape perimeter and one trash receptacle.	\$425
Double	Includes one 10'x20' space, two 6' tables, four chairs, 3' tall pipe and drape perimeter and one trash receptacle.	\$700
Non-Profit or Crafters	Includes one 10'x10' space, one 6' table, two chairs, 3' tall pipe and drape perimeter and one trash receptacle. <i>501(c)3 or crafters only.</i>	\$225

**SUBTOTAL – PART A:** \$ \_\_\_\_\_

**PART B - Additional Options (Please circle the price of any options you are requesting)**

Premium Corner Space	Spaces located on the corners of booth rows.	\$75
Electricity	One 20 amp/ 110v outlet, positioned at back of exhibit space.	\$100
Insurance	Limited Term Liability single event insurance to \$1 million under CFI's insurance. (Carrier: Haas & Wilkerson)	\$95

**SUBTOTAL – PART B:** \$ \_\_\_\_\_

**PART C – Discount Codes (If applicable, please mark any one code that applies to you)**

Codes	Description	Discount
A	2009 Celebrate Fairfax Festival Exhibitor	20 % Off
B	2009 Fall For Fairfax KidsFest Exhibitor	20% Off
C	2009 Both Events Exhibitor	30% Off
D	Frostival Sponsor	FREE

**SUBTOTAL – PART C:** \$ \_\_\_\_\_

**TOTAL (Part A + Part B – Part C):** \$ \_\_\_\_\_

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Company/Organization: \_\_\_\_\_

**Exhibit/Activity Information**

Briefly describe the products/ services to be exhibited. Include any additional specifics about your exhibit, including interactive activities, i.e., survey, contest, games, give-a-ways, etc. **Applications will not be considered without this information!**

**Payment Methods:**

- Check       Money Order  
 Visa       MasterCard  
 Discover       American Express

Applications being paid by check or money order must be payable to Celebrate Fairfax, Inc., may only be mailed in with application and must be received by December 14, 2009. A \$30 service fee will be charged for returned checks.

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

I have the legal right to act on behalf of the participating exhibitor and hereby authorize payment as indicated above, if using that form of payment.

Signature: \_\_\_\_\_

Office Use Only      Date \_\_\_\_\_

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Location      Booth #      Check #

Booth      \$ \_\_\_\_\_      AR \_\_\_\_\_

Electric      \$ \_\_\_\_\_      BD \_\_\_\_\_

Insurance      \$ \_\_\_\_\_      **Total \$** \_\_\_\_\_

**EXHIBITOR AUTHORIZATION**

The person submitting this application and signing below verifies he/she has the legal right to act on behalf of the participating exhibitor. The exhibitor including all of its employees, agents and other representatives hereby holds harmless and indemnifies Celebrate Fairfax, Inc., and its sponsors, board members, employees and other representatives, for any damages or liability incurred as a result of the actions of the participating exhibitor in the 2010 **Frostival**. Any damages to CFI or Dulles Expo equipment or property due to noncompliance with the information supplied at any time by the exhibitor will result in financial obligation to the exhibitor. I agree that all representatives acting on the exhibitor's behalf for any matter pertaining to the **Frostival** will be subject to all rules herein as well as any rules provided to exhibitor representative(s) prior to and/or during the **Frostival**.

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

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