

**5th annual...Jelly Belly Candy Palooza**  
Jelly Belly Visitor Center • 1 Jelly Belly Lane • Fairfield, CA 94534  
**Saturday Sept 23 and Sunday Sept 24, 2017**  
**9 am to 5 pm**

You are invited!! Fifth annual Jelly Belly Candy Palooza at the Jelly Belly Visitor Center!

The event will feature rides and games, arts and crafts and quality commercial vendors, live entertainment, pre-packaged and eat-in food, Wine and Chocolate Experience, pony rides, Jelly Belly art and vehicles, free factory tours.... and more! There is something for everyone. The Candy Palooza has free admission and acres of free parking!

Jelly Belly plans a huge advertising blitz... with anticipated attendance of 7,000 to 10,000 over the two days! Jelly Belly marketing of the events includes broad advertising around northern CA., ads in the local newspaper, local *Your Town Monthly magazine* (mailed to 75,000 home in Fairfield and Vacaville) and similar Bay Area magazines mailed throughout the region, postings on Internet events and community calendars, and more. Also 5,000 marketing post cards will be distributed,

The Visitor Center's digital billboard on Hwy 12 will advertise the show to thousands of drivers!

Here are the details:

- 10x10 space: Crafts or Pre-packaged food \$150; Eat-In food \$400; Commercial \$300
- 10x20 space: Crafts or Pre-Packaged food \$275; Eat-In food \$400; Commercial \$500
- If needed, you can date your check for Sept 1<sup>st</sup> and it will be cashed on Sept 1<sup>st</sup>. After Sept.1, \$15 late fee.
- Vendors provide their own canopy, tables and chairs. Easy unload and parking.
- Electricity is NOT available but you can bring a quiet generator
- All spaces are on asphalt or concrete
- Vendors provide weights or sandbags. It can get windy
- Security is provided overnight
- Vendors are required to have a Seller's Permit issued by the CA State Board of Equalization. Vendors are responsible for collecting CA sales tax. Fairfield, CA = 8.375%.
- Event is held rain or shine. No refunds for inclement weather
- If your application is not accepted, you will be notified and your check returned.
- Cancellations are accepted in writing and must be received by Sept 10. \$25 handling fee will be deducted from your refund.
- Vendors must participate both days. Visitor center is open at 9 am. Show starts at 9 am. You can start selling when you are set up.

Previous year's participants given priority; then accepted first come first served. Categories close as they are filled.

#### FOOD VENDORS

- "Eat-In" Food Vendor spaces are 10 x 20. Pre-packaged Food Vendor spaces are 10 x 10.
- **All FOOD VENDORS must provide Proof of Liability insurance naming Jelly Belly Candy Company as additional insured. COPY OF PROOF OF LIABILITY MUST BE RETURNED WITH YOUR APPLICATION OR BY SEPT 10, 2017**
- **Food vendors must submit the REQUIRED one day permit to the Solano Health Dept. one month prior to each event. Please call Solano County Dept. of Resource Management (707) 784-6765 for questions or clarification of Health Dept. rules or permits. Link to permit attached.**

This is a great opportunity to showcase your items or business to Solano County residents and beyond! Please let me know if you have any questions.

I look forward to working with you! Thank You!!! Brenda

—  
Brenda Mossa • Event Coordinator • (707) 646-9006 • [brenda@brendamossaevents.com](mailto:brenda@brendamossaevents.com)

\* Please LIKE us on [www.facebook.com/BrendaMossaEvents](https://www.facebook.com/BrendaMossaEvents)

# Jelly Belly Candy Palooza ~ Sat Sept 23 & Sun Sept 24 ~ 9 am to 5 pm

## Registration Form

Contact person(s) \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

E-mail \_\_\_\_\_ Business name \_\_\_\_\_

Web site \_\_\_\_\_ \*Resale number \_\_\_\_\_ (required)

Address \_\_\_\_\_

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

Hand-crafted? Y N Please describe in detail what you will be selling or nature of your business. Please email or enclose photos of your items or brochure, business card from your business. \_\_\_\_\_

\*Requests \_\_\_\_\_

(note: electricity is not available)

**You can date your check for Sept 1<sup>st</sup> and it will be cashed on Sept 1<sup>st</sup>. \$15 late fee after Sept 1**

<b>10' x 10' space</b>	<b>10' x 20' space</b>	<b>Check enclosed for:</b>
Arts and Crafts \$150	Arts and Crafts \$275	\$
Pre-Packaged food* \$150	Pre-Packaged food * \$275	\$
Eat-In food * \$400	Eat-In * \$400	\$
Commercial Business \$300	Commercial Business \$500	\$
Non-Profit No charge	Non-Profit \$100	

**Please mail Registration Form and check to:**

**Brenda Mossa Events  
3250 Congressional Circle  
Fairfield, CA 94534**

- Cancellations are accepted in writing and must be received by Sept 10, 2017. A \$25 handling fee will be deducted from the refund.**
- Hold Harmless Agreement** I do hereby agree to indemnify and hold harmless the Jelly Belly Candy Company, Brenda Mossa Events and their respective officers, agents, members, and employees of any sponsoring organization and underwriters, individually or collectively from all fines, penalties, liabilities, losses, claims, damages, and expenses, including court costs and attorney's fee, incurred or suffered as a result of relating to my participation in any event sponsored by the Jelly Belly Candy Company.

X \_\_\_\_\_ X \_\_\_\_\_  
Signature of applicant Date

### **\*FOOD VENDORS:**

**I will provide required Proof of Liability naming Jelly Belly Candy Company as additional insured (please include with this registration or no later than Sept 10th....thanks)**

**I will obtain the required Special Event Permit from the Solano County Health Dept. .Please call Andrew Dye (707) 784-6765 for questions or clarification of Health Dept. rules or permits. Link for permit is attached.**

**Brenda Mossa Event Coordinator • (707) 646-9006 • [brenda@brendamossaevents.com](mailto:brenda@brendamossaevents.com)**

\* Please LIKE us @ [www.facebook.com/BrendaMossaEvents](https://www.facebook.com/BrendaMossaEvents)