

Sealy OUTDOORS, Inc.

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2010 BLOCK PARTY VENDOR/CONCESSIONAIRE RULES

Booth Costs:

Commercial Vendor: (10 x 10 Space Standard) - \$500 (10 x 20 Space) - \$750

Food Concessionaire: \$1,750 **Drinks:** \$250

Booth Assignment:

- Booths will be assigned based on category and content once signed agreement and payment is received. Commercial Concessionaire booths will be placed in the Food Court area. This is an OUTDOOR EVENT, please bring your own canopy/pop-up tent etc., these items will not be provided.

Electricity:

- Electrical hookups are extremely limited, but are available for concessionaires. Sealy Outdoors, Inc. will provide a technician for hookups. Extension cords WILL NOT be provided. YOU MUST SPECIFY YOUR VOLTAGE AND AMP.
- 110 Service- \$60
- 220 Service- \$75

Water:

- Potable water is not available; please make arrangements for your needs.

Move In/Out:

- Tuesday, April 13, 2010
 - Booth Space. 10:00 AM- 6:00 PM
 - Concessionaires. 10:00 AM- 6:00 PM
- ALL BOOTHS MUST BE SET UP BY 6 PM ON TUESDAY, April 13th. NO EXCEPTIONS.
- Vendors/Concessionaires not set up by this accordance will be subject to forfeiture of their booth space and vendors/concessionaires rights provided herein shall be immediately terminated and all payments made by vendors/concessionaires shall be retained by Sealy Outdoors, Inc. as liquidated damages and Sealy Outdoors, Inc. may resell or otherwise reuse the space.
- Vendors/Concessionaires MAY NOT tear down/move out until 6:00 PM Sunday, or after Final Awards Ceremony/Entertainment has concluded and crowd has dispersed, NO EXCEPTIONS. Vehicles will not be allowed to enter Block Party area until cleared by Sealy Outdoors, Inc. officials.

Insurance/Indemnity:

- Vendors/Concessionaires shall indemnify and hold harmless Sealy Outdoors, Inc., its sponsors, agents, employees, and volunteers from and against all claims, damages, losses and expenses, including but not limited to attorney's fees arising out of, resulting from, or any way associated with or contributed to, by any claimed act, omission, negligence, fault, violation of law, regulation or rule by Vendor, any of its employees, agents, or others employed directly or indirectly by Vendor, volunteers, or other persons in or about the Vendor's booth or bulk area.
- Vendors/Concessionaires are required to carry a general insurance policy covering their own exhibit(s), goods, and sale material, prior to, during, and after the Event, as well as covering its own conduct and that of its employees, agents, and independent contractors.
- Proof of General Liability Insurance must be provided by each vendor/concessionaire and must include bodily injury, property damage, and personal injury in the amount of not less than **\$1,000,000.00** (one million dollars), naming Sealy Outdoors, Inc., its sponsors, employees, and volunteers as additionally insured. Vendor/Concessionaire will not be allowed to enter Block Party without prior submission of proof of insurance.