



Memorial Day Weekend 2012 – May 26, 27 & 28

History of Fiesta Hermosa

Fiesta Hermosa is a street fair in the heart of downtown Hermosa Beach. Started in 1972, Fiesta Hermosa is now the largest arts and crafts show in Southern California -- attracting as many as 120,000 visitors over each of the two 3-day weekends of Memorial Day and Labor Day. The show's demographics are 21-59 M-F from the South Bay and Greater 5-County Los Angeles area. Attendance is primarily composed of an upper middle class audience, with over half of the attendees spending \$100 or more at the event.

Fiesta Hermosa has hosted sponsors in the categories of fast food companies, soft drinks, car dealerships, hotels and resorts, beauty products and spas, health clubs, vacation packages, modeling agencies, newspapers, insurance agencies, home remodelers, and health & dental specialists.

As well as the popular arts and crafts booths, the festival offers a *kiddie carnival, beer and wine garden, food court, and two stages where live bands perform*. The festival hours are from 10 a.m. to 6 p.m. on all three days. Commercial Exhibitors must pay for participation on all three days, and provide the Chamber with an insurance certificate for \$1 million in liability.

Display Options

Commercial Exhibitor participation is available on four levels:

- **\$ 7,000 to \$ 15,000** - Space for 15' X 30' or 40' x 60" exhibits with special requirements
- **\$ 5,000** - Double Booths measuring 10' x 20' at the three intersections of Pier Avenue and Hermosa Avenue or at the end caps of Hermosa Avenue.
- **\$ 2,600** - A Single Booth measuring 10' x 10' at the center intersection of Pier Avenue and Hermosa Avenue, or at the end caps of Pier or Hermosa Avenues.
- **\$ 1,600** - A Single Booth measuring 10' x 10' along the venue on Hermosa Avenue between 14th and 10th streets.

Additional Charges

- **\$ 50** - Electricity. Generators are not allowed on the venue without prior approval.
- **\$ 500** - Required Clean Up Fee for Exhibitors offering Free Samples.
- **\$ 50** - Late Fee for applications and payments received after **April 13, 2012**

For more specific inquiries

Maureen Hunt - Executive Director
1007 Hermosa Avenue Hermosa Beach, CA 90254
phone: (310) 376-0951 ext.102 fax: [\(310\) 798-2594](tel:3107982594)

Fiesta Hermosa Commercial Exhibitor Application

Memorial Day Weekend 2012 – May 26, 27 & 28

Please Print Clearly

Company Name _____ Product Name _____

Address _____ City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____ Website _____

Applicant Name _____ Cell Phone (____) _____ Email Address _____

On-Site Supervisor _____ Cell Phone (____) _____ Email Address _____

Commercial Exhibitor Level and Additional Fees:

- | | | |
|--------------------------|----------------------|--|
| <input type="checkbox"/> | \$1,600 | 10' X 10' booth space within the venue |
| <input type="checkbox"/> | \$2,600 | 10' X 10' booth space at a corner of the venue |
| <input type="checkbox"/> | \$5,000 | 10' X 20' booth space within the venue |
| <input type="checkbox"/> | \$7,000 - \$15,000 | 10' X 30' or 40' X 60' Commercial Exhibitor booths on the venue |
| <input type="checkbox"/> | \$50 Electricity Fee | Required for Commercial Exhibitors using power |
| <input type="checkbox"/> | \$500 Clean Up Fee | Required for Commercial Exhibitors offering Free Samples |
| <input type="checkbox"/> | \$ 50 Late Fee | Required for applications/payments received after April 13, 2012 |

Equipment: Please **check off the equipment you require**. Equipment is provided **free** of charge -

- 10' x 10' canopy top + free setup
- 10' x 20' canopy top (for the \$5,000 level only)
- one 2' x 6' table with vinyl table cover
- two folding chairs
- check this box if you plan to gather research or compile a mailing list from fairgoers

For additional information or a special request, please contact Maureen Hunt at 310/376-0951 or email inquiries to Maureen@hbchamber.net.

Enclose this Application Form, Certificate of Insurance for \$1 million, and your Payment made payable to:
Hermosa Beach Chamber of Commerce, 1007 Hermosa Avenue, Hermosa Beach, CA 90254

We accept Visa, MasterCard, and American Express, Company Checks, or Money Orders / Cashier's Checks. Payment must be received no later April 13, 2012. A \$50 Late Charge is required after that date.

Application does not ensure placement, and the Chamber may refuse exhibitors who disturb the event with loud music or amplified messages. Commercial Exhibitors must work within their booth space unless approved previously by the Chamber for site sampling or couponing. All booths must be set up and vehicles must be off the venue by 9:30 a.m. each day. Show hours are 10 a.m. to 6 p.m. all three days. Commercial spaces for each Fiesta Hermosa are sold separately. No discounts for multiple shows. No refunds will be made unless cancellation is 60 days prior to the event. No refunds for inclement weather, national emergencies, or acts of God.

I agree to abide by the regulations listed above.

Signature of Applicant _____

1007 Hermosa Avenue – Hermosa Beach, California 90254 – (310) 376-0951 – Fax (310) 798-2594
For more information about the event, visit our website at www.FiestaHermosa.com