

## **CHEESE DAYS WELCOMES COMMERCIAL VENDORS – Monroe, WI**

Green County Cheese Days is expanding the area for commercial vendors to sell items or promote their businesses at tables or booths during the festival planned for **September 17 – 19, 2010**. Attendance at this 3-day event is estimated at more than 150,000 visitors. Several of our vendors from 2008 reported great sales and have said this is a show they would not miss!

Booths in this prime area of the festival grounds can be reserved for \$160 per space, or \$100 per space for non-profit organizations (proof of non-profit status required).

Booth size is approximately 12 feet wide (frontage) x 10 feet deep. All booths are on asphalt. There is no electricity available. Booths will be available Friday evening beginning at 4 pm, through Sunday at 6 pm. There are two time options for set-up: between 4 – 5 pm on Friday night (no vendor vehicles on the lot after 5 pm on Friday) OR anytime Saturday morning prior to 9 am (no vendor vehicles on the lot after 9 am). All materials must be removed by 7 pm on Sunday.

Hours of operation are Friday 5 – 8 pm (or skip Friday completely and just do the weekend), Saturday 9 am – 8 pm, and Sunday 9 am – 5 pm. (You are welcome to stay later on Friday and Saturday evening, but lighting may be an issue in your booth – the area does have some overhead streetlamp lights.) Vendors are responsible for cleaning up their areas and disposing of all trash. Dumpsters are located behind the Family Farm Adventure Tent just south of the Library building.

Vendors are responsible for their own tables, chairs, canopies/tents and weights (**ABSOLUTELY NO DRILLING ALLOWED**).

Examples of the types of businesses and vendors that will be accepted as Commercial Vendors are: independent distributors (Avon, Tupperware, etc.), flea market/resale, cell phone companies, antique dealers, service companies (home improvements, insurance) and any businesses or organizations wishing to promote their products or services.

The following items are NOT allowed in the commercial vendor spaces: no clothing promoting the festival, no hand-crafted items, no arts and crafts, no farmer's market items, and no garden produce. Cheese Days already sells these items OR offers other spaces for those categories. Contact the Cheese Days office if you are interested in being part of the Arts and Crafts show. Contact Monroe Main Street at 608.328.4023 if you are interested in information about the Farmer's Market.

Also NOT allowed: foods or beverages. Exceptions include: recipe ingredients, or pre-packaged items designed so that food items can be consumed at a later time.

Examples of items that ARE ALLOWED include dip mixes, dried fruits in packages to go, jerky shrink-wrapped in packs, or roasted nuts in packages to go.

If you have questions about the category of merchandise you wish to sell, contact the Cheese Days office at 608.325.7771.

Those interested in applying for space in the commercial vendor area are invited to fill out an application form. Forms are available online at [www.cheesedays.com](http://www.cheesedays.com), or request one from the Cheese Days office. Applications are subject to the final approval of the Cheese Days executive board. Booth rental fee is required at the time of application. Booth assignments will be processed in the order that they are received. Upon receipt of application & fee an acknowledgement will be made via phone, mail, or e-mail.

**GREEN COUNTY CHEESE DAYS – Monroe, WI  
COMMERCIAL VENDOR APPLICATION  
SEPT. 17 – 19, 2010  
www.cheesedays.com**

Cheese Days reserves the right to accept or reject any merchandise sold. We are not responsible for rain or other weather issues or theft. All vendors are responsible for their own insurance and security. **Please provide proof of insurance with your application OR sign off on the attached Hold Harmless Clause.**

You will NOT be able to park your vehicle at your booth, and no vehicle traffic is allowed during show hours. Parking is sometimes difficult to find, so plan accordingly – you may need a wheeled cart to transport merchandise from your vehicle to your booth.

You are required to leave your area clean of any debris. Please bring trash bags and take any garbage to the nearby dumpster.

Applications are subject to the final approval of the Cheese Days executive board. Cheese Days reserves the right to reject any applications ahead of time. During the festival, vendors may be asked to remove merchandise deemed inappropriate at the discretion of the Cheese Days Committee.

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**Mail check & application to: Green County Cheese Days, PO Box 606, Monroe, WI 53566**

**Business Name** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Address** \_\_\_\_\_ **City** \_\_\_\_\_

**State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Cell phone & area code in case of emergency** \_\_\_\_\_

**Email address if we can use email for confirmation** \_\_\_\_\_

**Number of booths requested** \_\_\_\_\_

**Type of Merchandise to be sold, or services to be promoted:**

I the undersigned understand and agree to the above rules and regulations. I have also signed off on the enclosed Hold Harmless and Indemnity Clause, OR providing proof of insurance along with this application.

Signature of applicant \_\_\_\_\_

Date \_\_\_\_\_

Fee included \$ \_\_\_\_\_

**GREEN COUNTY CHEESE DAYS – Monroe, WI**  
**Commercial Vendors**  
**SEPTEMBER 17 – 19, 2010**

**HOLD HARMLESS and INDEMNITY CLAUSE**

The undersigned, being an agent authorized to execute this agreement on behalf of

\_\_\_\_\_

(insert your vendor name or business name on this line)

hereby promises to indemnify, defend, and hold harmless Green County Cheese Days, Inc. and their respective officers, agents, and employees from any and all claims for injuries, losses, or damages, including court costs, attorneys' fees, and any attendant costs excepting those injuries and damages which arise solely from the grossly negligent or intentional misconduct of Green County Cheese Days, Inc. or their officers, agents, and employees. This agreement shall bind the above vendor/business and its heirs, successors, and assigns.

Vendor/Business Name\_\_\_\_\_

Signature of authorized agent\_\_\_\_\_

Date\_\_\_\_\_