



Sunnyvale Chamber of Commerce

June 24, 2009

Dear Chamber Member:

Due to the popularity of last year's Sunnyvale Business Boardwalk Expo, the Sunnyvale Chamber of Commerce is again hosting the **Summer Business Boardwalk** this summer and we are giving every Chamber Member a chance to register. The expo will be held on **Wednesday July 22, 2009** from 5:00 pm to 8:30 pm in conjunction with the Sunnyvale Downtown Association's Music & Market Summer Series. The **Boardwalk** will be on Washington Avenue between Sunnyvale and Murphy Avenues.

The Association's weekly summertime event brings a great crowd onto Murphy Avenue every Wednesday evening, and we are sponsoring the night of July 22nd to support their efforts and to give Chamber Members an opportunity to promote their business and sell their services and merchandise to the general public. This opportunity will allow you to sample and sell merchandise, generate leads, promote services, book appointments, and expand your clientele.

There are only 40 spaces available for **Summer Business Boardwalk**. The first 40 Chamber members to complete and return their registration forms and pay the \$200 fee will be accepted into the Expo. Members must be in good standing to participate. Participants will be accepted on a first-come, first-served basis, and booth space will be assigned in the same manner.

The registration fee is \$200 before the deadline of Friday, July 17th at 5:00 pm. After that, the fee increases to \$250. Participants will be provided with a 10 x 10 canopy, a six foot table and one chair. Tablecloths or other decorations are not provided. All exhibitors will be listed in the expo program along with a map to show their locations.

We are excited to announce that there are four Gateway Sponsorships available as well! These sponsors will be placed at the front and street entrances to the expo. Each will be provided with a 10 x 10 canopy, a 6 foot table and one chair in prime locations during the expo. Gateway sponsor logos will be placed in the expo program, the Chamber's newsletter, in the weekly eNews and in event promotion advertisements. The cost for this level of participation is \$500.

Please feel free to contact us if you have any questions or concerns about registration or the expo itself. The Sunnyvale Chamber of Commerce looks forward to your participation in this unique event!

PLEASE KEEP A COPY OF YOUR SIGNED REGISTRATION FORM FOR YOUR RECORDS!

Sincerely,

Dori Hailu
Event Manager

**Sunnyvale Chamber of Commerce
Summer Business Boardwalk 2009
Registration Form**

Wednesday, July 22, 2009

5:00 pm to 8:30 pm on Washington Avenue at Murphy

Yes! I want to participate in the Chamber's **Summer Business Boardwalk** Expo. It is our understanding that participation is subject to all conditions and regulations governing the event and its production as stated on the reverse. Enclosed is my check payable to the Sunnyvale Chamber of Commerce or my credit card number and authorization to charge the indicated amount.

____ Vendor is responsible for handling any issues that may arise with customers/clients while at the expo as well as
Initial with clients/customers that are generated from participation in the expo.

____ Vendor hereby unconditionally guarantees the quality of all merchandise or services to be as represented by said
Initial vendor, and will handle at its own expense all issues related to the quality and use of services/merchandise provided.
This guarantee may be enforced by the Chamber or any purchaser of the product or service.

____ Vendor further agrees that it will defend, indemnify and hold harmless the Sunnyvale Chamber of Commerce and
Initial their officers, agents, employees and volunteers and the Sunnyvale Downtown Association and their officers,
employees and volunteers against any claims, loss or expense (including court costs and attorney's fees) and against all
liability, losses, damages, personal injury or death arising out of, or as a result of, the merchandise or services sold or the
actions or omissions of its employees or agents. The vendor agrees to assume full responsibility for and shall pay all
claims arising out of their own negligence, including their agents and representatives.

Contact Name (please print): _____

Company: _____ email: _____

Address: _____ City: _____

Zip: _____ Phone: _____ cell phone: _____

Product or services to be promoted at the expo: _____

PAYMENT: please check a box for your type of payment and the amount

- I have enclosed a check I have included my credit card information
- \$200 exhibitor fee \$500 Gateway Sponsor \$250 late registration
- \$125 shared booth exhibitor fee (\$250 total) _____
I will be partnering with the above business. Separate applications must be submitted
- \$150 shared booth late registration (\$300 total) _____
I will be partnering with the above business. Separate applications must be submitted

Visa/MC/DISC/AMEX _____ exp. _____ security code _____

Signature _____ date _____

YES! I will attend the "Make the Best of Your Booth" seminar on **Wednesday July 8th** from **11:30am to 12:30 pm** at the Chamber office.

Please return this contract with payment to:
Sunnyvale Chamber of Commerce • Summer Business Boardwalk
260 S. Sunnyvale Avenue Ste. 4 • Sunnyvale, CA 94086
or fax to: 408.736.1919

EXHIBITOR: Receives exhibit space on a first come, first served basis. Exhibitor reserves right to display, sell and take orders for products and materials; is permitted to sample products and merchandise; and distribute catalogs and other promotional materials. All promotional activity must be confined to exhibitor's booth and must pertain directly to the exhibitors' business. Exhibitor's booth is defined as within the space underneath the provided 10x10 canopy. Canopies will be linked together; there will be no space in between them. Please do not block the visibility of your neighboring exhibitor.

Booth space is limited to the first 40 applicants and booths are assigned at the Chamber's discretion.

The *Sunnyvale Chamber of Commerce* reserves the right to decline or prohibit any exhibit or exhibitor not approved by it and to permit only such matter and conduct as it may approve. This reservation covers persons, things, conduct, printed matter, advertising, souvenirs and emblems and all else which affects the *Sunnyvale Chamber of Commerce Summer Business Boardwalk*.

Each party agrees to be responsible for its own property, through insurance of self-assurance, and shall hold harmless any and all other parties from any damage caused by theft and other perils normally covered by fire and extended coverage policies. The *Sunnyvale Chamber of Commerce* shall assume no responsibility for loss or damage to the property of the exhibitors.

CONDITION OF EXHIBIT AREA: The design and decoration of booths shall be provided by the exhibitor and shall be fully described in the space application. No exhibit or display may be so high along the front or sides as to hide the adjoining exhibits from the view of visitors. All reasonable care must be exercised in the interest of public safety and all fire regulations as prescribed by the State Fire Marshall, local authorities, and the *Sunnyvale Chamber of Commerce* must be strictly observed.

EXHIBITOR SPACE: The *Sunnyvale Chamber of Commerce* reserves the right to relocate exhibitors at any time for the overall benefit of the Expo. The exhibitor shall not assign or sublet said booth space or any thereof. Only one business will occupy an exhibit booth unless applications for a shared booth are submitted by each participating exhibitor and are accepted by the Chamber. If applying for a shared booth, both exhibitors must each fill out separate paperwork. No exclusivity in regard to business or organization type will be allowed or provided. All street space belongs to the *Sunnyvale Chamber of Commerce Summer Business Boardwalk* and all activities of the exhibitor, his/her agents, employees or representatives must be confined within the area allotted.

BOOTH SPACE IS FORFEITED IF THE EXHIBITOR HAS NOT CHECKED IN BY 5:00 P.M. Chamber reserves the right to reassign forfeited space to another exhibitor. **NO FEES WILL BE REFUNDED FOR FORFEITED EXHIBIT SPACE!**

EXHIBITS MUST BE COMPLETELY SET UP BY 4:45 P.M. Exhibitors may not set up or dismantle between 5:00 p.m. and 8:30 p.m. No exhibit or portion thereof may be removed from the exhibit area during the period of the *Sunnyvale Chamber of Commerce Summer Business Boardwalk* without the written consent of the chamber staff. This rule does not apply to small articles which are souvenirs or free promotional items. Exhibitors are to be cleaned and ready to check out by 9:00 pm.

CONDUCT: Exhibitor shall refrain from calling out to passers by and/or using high pressure sales methods for services or products and will honor drawings and prize give-aways. The character of the exhibits is subject to approval of the *Sunnyvale Chamber of Commerce* staff. The right is reserved to refuse application of organizations not meeting the standards required or expected; as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the Expo. This applies to displays, literature, advertising novelties, conduct of persons, etc.

REFUND POLICY: No refunds after July 17, 2009. Prior to July 17, 2009, a \$100 charge will be deducted from any cancellation. There will be no exceptions.

In the event the exhibitor fails to comply in any respect with the terms of this agreement, all payments for this exhibit space shall be deemed earned and non-refundable by the *Sunnyvale Chamber of Commerce*, who shall have the right to occupy the space in any manner in the best interest of the Expo without further notice to the exhibitor.

This agreement is not binding upon the *Sunnyvale Chamber of Commerce* until it has been duly accepted and signed by its authorized representative and received by the Sunnyvale Chamber of Commerce. Authorized signature the on face of this contract shall confirm this agreement.

I have read, understand, and agree to these terms and conditions.

SIGNATURE

DATE