



**DIY Street Fair**  
**September 17, 18 & 19, 2010**  
**Ferndale, Michigan**  
[diystreetfair.com](http://diystreetfair.com)

## VENDOR/EXHIBITOR APPLICATION

The DIY Street Fair is soliciting vendors and exhibitors for its outdoor marketplace at the second annual event taking place September 17, 19 and 19, 2010.

DIY Street Fair celebrates Do It Yourself ethic by showcasing local independent businesses, artists, musicians and others which exemplify independent spirit, individuality and innovation. Thousands of supporting patrons enjoy live original music on the main stage, activities for children in the kids zone, a beer tent serving up Michigan brews, food from local restaurants, and of course, the marketplace where they can find unique offerings, ideas, and vendors selling original and handmade wares often unavailable in commercial retail.

The fair takes place simultaneously with the 2010 Funky Ferndale Art Fest which is located on 9 Mile Road West of Woodward Ave. The DIY Street Fair is located in the Southeast quadrant off of 9 Mile and Woodward next to the Ferndale Library and centered on Troy Street.

Independent businesses, artists, crafters and others are invited to submit samples of work and/or propose exhibitions which exemplify DIY ethic. Availability is limited. Applications are assessed by committee and judged based on guidelines below.

## Vendor/Exhibitor Guidelines

- Booth Fees: Premier Level, \$300. / Standard Level, \$250.
- Fees include 10' x 10' Tent, access to electricity within 25', and display table (chairs not included)
- Locations determined by committee.
- \$20. Non-refundable application fee - *applied to booth fee upon acceptance*
- Booth space may be split amongst up to two parties submitting a single application
- DIY Street Fair committee reserves the right to reject any application for any reason
- Vendors consent to being photographed and/or quoted for DIY Street Fair publicity/promotion purposes
- Vendors may not sell merchandise that contains the words "DIY Street Fair", or which depicts the DIY Street Fair logo
- Vendors offering mass-produced merchandise (e.g., sunglasses, jewelry, manufactured widgets) will not be accepted
- Food and beverage sales are not permitted in the Marketplace
- We insist that all vendors, participants and attendees act in strict accordance with our liquor license. No alcohol may be brought in from outside. Vendors doing so will be promptly shut down and asked to leave.
- Participants are responsible for transporting or shipping their goods to and from the street fair.
- Power Supply: We will supply a nominal amount of power within 25 feet of your booth. Please bring an extension cord if you would like to use it. At minimum, a light or lamp is recommended for the Marketplace evening hours.
- Vendors agree to keep booth open and attended throughout Marketplace hours: Friday 6PM-11PM (Premier only), Saturday, 11AM-9PM and Sunday, 11AM-6PM
- Load in will be from 7AM to 10PM on Saturday AM. While we will be setting up tents on Friday, you will not have access to your tent.
- Overnight security provided, however, vendors assume full responsibility for lost or stolen goods throughout the duration of the street fair weekend.

## Deadlines

Application must be received no later than Saturday, August 17, 2010.

## Electronic Submissions

Applications may be submitted online at [diystreetfair.com](http://diystreetfair.com). Photo(s) must be provided via email to [apply@diystreetfair.com](mailto:apply@diystreetfair.com) or via a URL provided. Online Application will provide a link to [www.paypal.com](http://www.paypal.com) where application fee may be paid via credit card or other paypal account and sent to the DIY Street Fair LLC account, [paypal@diystreetfair.com](mailto:paypal@diystreetfair.com).

## Printed Submissions

Printed applications, photos and application fees in the form of personal check or certified check are accepted by mail or in person at:

DIY Street Fair, LLC  
22646 Woodward Avenue  
Ferndale, MI 48220

**What to submit:**

- 1) Completed Application
- 2) Up to 3 Photos which best represent your offering
- 3) \$20. Non-refundable Application Fee

**Dates to Remember:**

August 14, 2010	Submissions due
September 1, 2010	Booth Fees Due in Full
September 17, 2010	6:00PM – 11:00PM Street Fair Marketplace Open
September 16, 2010	11:00AM – 9:00PM Street Fair Marketplace Open
September 19, 2010	11:00AM – 6:00PM Street Fair Marketplace Open

**Continued...**

Name:

Business Name:

Street Address:

City:

State:

Zip:

Phone:

Email Address:

Website Address:

**Photos: (please provide up to 3 photos)**

My photos ...

- are enclosed
- have been emailed to [apply@diystreetfair.com](mailto:apply@diystreetfair.com)
- are available on my website

**\$20. Non-refundable application fee:**

My fee ...

- is enclosed in form of a personal or certified check
- has been sent via paypal to [paypal@diystreetfair.com](mailto:paypal@diystreetfair.com). The email address used to pay the fee was:

**Choose your participation level:**

- Premium – Friday night, Saturday and Sunday [\$300.]
- Standard – Saturday and Sunday [\$250.]

**Continued...**

Describe what you would like to sell or exhibit:

Provide sample pricing for your offering:

How do feel your offering or exhibit exemplifies DIY ethic?

Would you be willing to schedule a presentation or demonstration to allow our guests to interact with you and your work?

**Thank you!**

You will be notified via phone or email of submission status. Email notifications are sent from [apply@diystreetfair.com](mailto:apply@diystreetfair.com)