



## **Vendor Application**

### **La Última Parada Mercadito 2017**

Dear Vendor,

La Ultima Parada 2017 “A Celebration of Life on the Day of the Dead” will once again take place at the School of Arts & Culture at 1700 Alum Rock Avenue in San Jose. We are expecting more than 4,000 attendees. The event is publicized in all of San Jose/South Bay and throughout the Bay Area via online and traditional media.

For those vendors and organizations wishing to offer Day of the Dead and culturally relevant items to the participants, spaces are available on Sunday, October 29 from 12:00 p.m. to 8:00 p.m. Each space entitles the vendor to one 10 x 10 ft. footprint. Spaces will be assigned by the Mercadito Coordinator in order of submittal and cultural relevance. Each vendor must provide their own equipment (pop-ups, tables and chairs) and any pop-up tent must be properly weighted down.

This year, a space will be created for all vendors in the gravel lot in front of the Mexican Heritage Plaza (along Alum Rock Avenue) and surrounding the giant La Ultima Parada Ferris Wheel. Spaces are limited and to ensure your booth space, please return your application as soon as possible. Please complete the attached forms and send them along with your payment to the address provided on the Vendor Application form.

We look forward to working with you and providing the community another great experience at La Ultima Parada in San Jose. If you have any questions, please contact our Mercadito Coordinator, Andrea Hernandez via email at [andrea@aiamossmarketing.com](mailto:andrea@aiamossmarketing.com).

See you in October!

Sincerely,

**Maria Luisa Colmenarez**

**La Ultima Parada 2017**

“A Celebration of Life on the Day of the Dead”

[info@lultimaparada.org](mailto:info@lultimaparada.org)

[Lultimaparada.org](http://Lultimaparada.org)



## **REGULATIONS AND CONDITIONS**

*Please sign and attach this agreement as part of your application.*

Booth footprint is limited to 10'x10'\* space and will be arranged in the gravel lot in front of the School of Arts and Culture at the Mexican Heritage Plaza on the North Side of the building along Alum Rock Avenue. Load in time is specific 9:00 a.m. - 11:00 a.m. **ALL BOOTH SPACES MUST BE SET UP BY 11:30 am AND READY TO SELL BY 11:45 am; AND STRIKE COMPLETED BY 9:00 pm.** Leaving prior to 8:00 p.m. may jeopardize future participation.

La Ultima Parada Mercadito Coordinator will assign spaces after acceptance of application and completed payment. Written applications for booth space are currently being accepted until all spaces are sold. You will receive notice of acceptance shortly after its receipt. Once space has been held for you and you cancel your participation after your application is accepted, your application fee will be forfeited. \*A partial refund may be possible if we are able to fill your space.

**Application Deadline: Friday, October 16, 2017, 5 pm - Must include full payment.**

Ø BUSINESS/INDIVIDUALS \$175 per 10x10 ft. space. (End spaces premium at \$225)

Ø 501C3 NON PROFIT \$150 per 10x10 ft. space.

### **Please Note:**

Ø Food and beverage sales are the sole domain of La Ultima Parada Catering Partners.

Ø Confetti egg litter is impossible to clean up therefore the sale of this item will not be permitted at the School Of Arts and Culture at the Mexican Heritage Plaza.

You agree to follow all local and state laws. You understand any violation will result in termination of vendor space and loss of all fees.

This is an outdoor event. You agree that La Ultima Parada will not be responsible for weather conditions. The event will take place rain or shine at the sole discretion of La Ultima Parada producers.

In the unlikely event that La Ultima Parada cannot be held, the organizers, La Ultima Parada will refund your application fee within 30 days after event date.

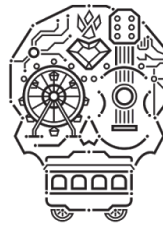
You agree that La Ultima Parada Producers, its event committee, partners, and sponsors will not be liable to you for any damages or losses incurred by you, including damages to your products, equipment, and damages arising from lost sales or profits. You also agree that you are responsible and liable for any damages or injuries to any La Ultima Parada vendor, attendee or private property caused by you, your employees, contractors, volunteers or agents. You are responsible for acquiring any necessary insurance.

Acceptance of these regulations are a condition of your participation in La Ultima Parada. Any violation of the agreement will result in the forfeiture of vendor space and all fees paid.

I acknowledge that I have read these regulations and agree to their terms and conditions.

Signature \_\_\_\_\_

Date \_\_\_\_\_



LA  
**ULTIMA  
PARADA**  
— SAN JOSE —

Business/Organization	
Contact Person	
Address	
City, State, Zipcode	
Phone Numbers	
Email	
Fax	
Website	
Federal Tax ID #: (REQUIRED for Non-Profit rate)	

<b>ORDER SUMMARY</b>	<b>Cost</b>	<b>Qty.</b>	<b>Subtotal</b>
Premium (Corner spaces; only 8 available)	\$225.00		
Business/Individual	\$175.00		
501(C)(3) Non-Profit Organization	\$150.00		
<b>TOTAL:</b>			

**Payment**

Make check payable to "School of Arts & Culture."

**Mail check & copy of application to:**

La Ultima Parada 2017  
Attn: Andrea Hernandez  
30998 Huntwood Avenue, Suite #105  
Hayward, CA 94544

**Questions or comments**

Please contact:  
Andrea Hernandez  
La Ultima Parada Mercadito Coordinator  
[Andrea@aiamossmarketing.com](mailto:Andrea@aiamossmarketing.com)



**Description of items to be sold:**

\*Culturally significant vendors will be prioritized. You may not sell any items that are not described below.

**REQUIRED:** You must sign and send the *“Regulations and Conditions for Vendors”* AND complete the *“Description of items to be sold.”*

**Participants Agreement**

I have read the application and the *“Regulations and Conditions for Vendors”* and agree to all conditions in all documents for participation in La Ultima Parada 2017. I further agree that La Ultima Parada, its event committee and its sponsors will not be liable to me for any damages or losses incurred, including damages to products, equipment, or damages arising from lost sales or profits.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

***La Ultima Parada Vendor Coordinator Use Only:***

<i>Date Application Received</i>	
<i>Check or Money order #:</i>	
<i>Confirmation Sent:</i>	

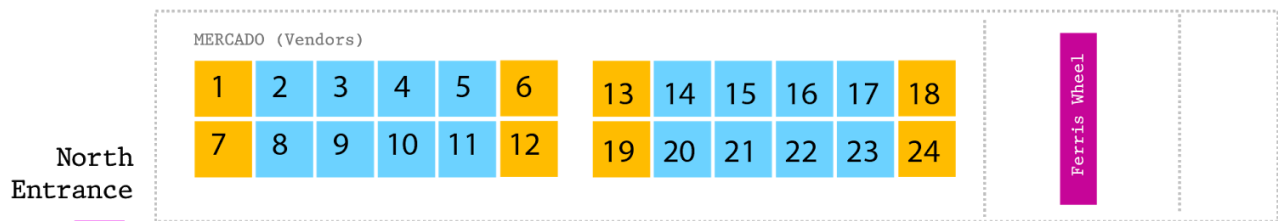


## VENDOR LAYOUT



Alum Rock Avenue

Gravel Lot



North Entrance



- Premium Corner Spaces
- Business/Individual or 501(C)(3) Non-Profit Organization

Premium (Corner spaces; only 8 available)	\$225.00
Business/Individual	\$175.00
501(C)(3) Non-Profit Organization	\$150.00