



Craft/Commercial Vendor Application

Securing a Craft/Commercial Vendor booth at the *Second Annual Metropolitan International Jazz Festival* provides you an opportunity to showcase your business to thousands of prospect buyers. Taking advantage of this unique opportunity will help you to achieve direct, one-on-one interaction with potential customers from an upscale clientele. It's an excellent opportunity to create and increase awareness of your company and the products and services you provide. It's also a great way to network and generate sales leads while distributing business information, samples and other promotional materials.

GENERAL RULES FOR VENDORS

- Exhibitors are responsible for delivery, erection, removal, storage, and protection of their own displays, goods, and materials.
- Overnight storage is permitted on-site.
- Festival is not responsible for loss of or damage to exhibitor's property.
- Booths must be staffed at all times during all exhibiting hours.
- All exhibitors must check-in during check-in hours each show day.
- Exhibitors will not be admitted after check-in hours.
- Refunds will not be given to late-comers or no-shows.
- Exhibitors must dispose of all trash at end of event.
- While the exhibiting area walkways are lit after dark, exhibitors are responsible for lighting their individual booths. Electricity is provided free of charge, up to 400 watts per 100 sq. ft. of booth space. Electricity is to be used for lighting purposes only.
- Supplemental electricity is available for an additional fee.
- Any extension cords used must be heavy-duty, three-prong outdoor type. Two-prong cords are not permitted.
- Tables and chairs are provided by festival.
- Pets, alcoholic beverages, and open flames may not be brought on-site.
- Music may not be performed or broadcast from any exhibitor booth.
- Festival is held rain or shine
- Exhibitors may not sublet or share space with other companies without prior written approval.

Second Annual Metropolitan International Jazz Festival
Craft/Commercial Vendor Application
August 28-September 1, 2007

Craft Vendors -- \$750.00

Commercial Exhibitor -- \$1500

Booth Fee Includes (3 day event):

- 8X8 booth (commercial exhibitor space may vary)
- 1 table and 2 chairs (please provide your own table cloth/dressing)
- Two exhibitor passes per booth per day
- Free electrical connection (up to 400 watts per 100 sq. ft of booth space)

APPLICANT INFORMATION

Contact Person _____

Company _____

Billing Address _____

City, State, Zip _____

Contact Phone _____ Fax _____

E-mail address _____

Web Site _____

Proposed use of booth: (check all that apply)

Display/distribution of promotional material

Sampling of products/services

Other _____

Full Description of your products/services to be marketed at booth:

Booth may not be used for purposes other than that described above.

I have read the 'General Rules for Exhibitors' and agree to abide by said rules. If approved, I intend to use my Commercial Exhibitor Booth only for the purpose stated above. I also agree to submit payment to ***Shortcake Entertainment Group, LLC*** no later than Monday, August 27, 2007.

Signature _____ Date _____

Please mail your payment to: ***Shortcake Entertainment Group, LLC***, PO Box 2172, Bowie, MD 20718

Shortcake Entertainment Group, LLC • P.O. Box 2172, Bowie, MD 20718 • (301) 706-8406 • vendor@shortcakeentgroup.com

Second Annual Metropolitan International Jazz Fest
Vendor/Exhibitor Form
August 30 - September 1, 2007

Dates: August 30 - September 1, 2007

Location: Show Place Arena, Upper Marlboro, Md.

Average Attendance: 10,000+ (a ticketed event)

Program: Music, Crafts, Arts.

Set-up Time: Thursday 10:00 am – 4:00 pm

Check-in Time: Thursday/Friday/Saturday: 5:00 pm

Exhibiting Hours: Thursday/Friday/Saturday: 6:30 pm - 11:00 pm

For further information contact:
Shortcake Entertainment Group, LLC
ATTN: Valerie Smith, Vendor Coordinator
P.O. Box 2172, Bowie, MD 20718
(301) 706-8406
vendor@shortcakeentgroup.com

AUDIENCE PROFILE*

RACE

Black: 82%
White: 10%
Other: 8%

OCCUPATION

Professional: 60%
Administrative: 16%
Self-employed: 8%
Industrial/Trade: 6%
Sales: 5%
Other: 10%

HOME OWNERSHIP

Own: 72%
Rent: 28%

AGE GROUP

25-34: 13%
35-44: 34%
45-54: 46%
other: 7%

HOUSEHOLD INCOME

\$75,000+: 35%
\$50,000-\$74,999: 30%
\$30,000-\$49,999: 30%
\$0-\$29,999: 6%

EDUCATION COMPLETED

Grad./prof. school: 25%
4-yr. college: 29%
2-yr. college: 25%
High school or less: 20%

** statistics taken from previous festivals*