



2019 OUELLETTE CAR CRUISE VENDOR HANDBOOK

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1. PURPOSE

The purpose of this Handbook is to share information on the operating procedures for 2019 Ouellette Car Cruise. This Handbook provides rules and regulations guiding the 2019 Ouellette Car Cruise Committee, vendors and volunteers. Any issues not covered in this Handbook shall be dealt with by the Event Organizer as appropriate.

2. LOCATION

The rendezvous location for the 2019 Ouellette Car Cruise will be located at Riverfront Festival Plaza in Downtown Windsor.

3. DATE & HOURS

The event will be held on Friday August 16 from 1pm-11pm; and the Cruise will start at 6pm and run to 11pm.

4. APPLICATION & SELECTION PROCESS

Vendor Agreement

All applicants for participation in 2019 Ouellette Car Cruise must complete the Vendor Application/Agreement Form. This agreement is made between the Downtown Windsor Business Improvement Association (DWBIA) and the Vendor, who agree to enter into a contract for their mutual benefit. The terms and conditions of their Agreement are detailed in this Handbook. The purpose of the Vendor Agreement procedure is to:

- provide a variety and balance of products;
- ensure fairness to all vendors, and
- ensure that vendors abide by the rules of the event.

Approval

- Payment of fees does not guarantee the right to participate in 2019 Ouellette Car Cruise.
- The 2019 Ouellette Car Cruise Committee will accept or reject each Vendor Agreement and each product/service to be offered for sale and/or provided; based on consensus. You will be notified on your eligibility to participate.
- The 2019 Ouellette Car Cruise Committee reserves the right to refuse any applicant or product including, but not limited to, those that are not in keeping with the rules, regulations, standards or implied intent of this Handbook.
- In the event of non-acceptance, fees will be reimbursed.
- If a participant cancels after August 2, 2019, **ALL** fees will be forfeited.

New Products

If after approval of their original products list, vendors wish to sell items that fall into a different product category, or which represent a major departure from the product(s) originally stated, they must have these items approved before they can be offered for sale. The original application will be amended as required.

Restrictions

The DWBIA and 2019 Ouellette Car Cruise is not entertaining applications from food vendors other than those located within the DWBIA's boundaries.

5. BOOTH SPACE ALLOCATION

Space Limitations

Vendors are normally limited to a single booth space (10'x10'). Vendors may apply for a second space. Allocation depends on the space available at the time.

Subletting

Vendors may not sell, sublet or rent booth space to other vendors.

Space Allocation & Location

- Vendors will be allocated a 10' x 10' space and must provide their own tent, tables, chairs etc.
- Space will be allocated space on a first-come, first-served basis as their applications are received.

6. BOOTH FEES

- DWBIA Members: \$100 for a 10' x 10' booth space
- \$250 for a 10' x 10' booth space
- \$400 for food trucks
- Vendors must submit full payment at the time of their application. The DWBIA accepts cheque, cash or money orders. Cheques/money orders should be made payable to the **Downtown Windsor BIA**.

Vendor Signs & Educational Material

All vendor signs are required to be displayed prominently in their booth. Vendor signs must be approved by the organizer. All advertising, including information used to educate customers on the nature of the vendors, products, services or crafts must be truthful. Any representation perceived to be less than truthful is subject to the rules of compliance as detailed under "compliance".

Deadline

Application and participant's fees due date by 4:30pm on July 26, 2019.

Refund Policy

- If a participant cancels after August 2, 2019, **ALL** fees will be non-refundable.

7. VENDOR RESPONSIBILITIES

Compliance

- Vendors must fully comply with all of the items listed below. Failure to do so may be grounds for termination of the Vendor Agreement.
- Vendors must comply with the rules and regulations included in the 2019 Ouellette Car Cruise Handbook.
- Vendors must comply with Municipal, Provincial and Federal regulations regarding labeling, measures, health & safety, etc. for all products offered for sale at 2019 Ouellette Car Cruise.
- Compliance for Municipal, Provincial & Federal regulations is the responsibility of the individual vendor and not the 2019 Ouellette Car Cruise Committee.

Booth Sitters

All Vendors are expected to attend 2019 Ouellette Car Cruise in person to sell their own products. Vendors are encouraged to make use of booth sitters rather than not attending the event.

Punctuality

- Late arrivals and early departures disrupt the event or annoy customers and can become a safety issue. Vendors must arrive at 2019 Ouellette Car Cruise in time to unload, move products into their booth, park vehicles, set up their booth by 12:30pm on Friday August 16, 2019, and open for business at the designated opening time of 1pm.
- Vendors are encouraged to notify the organizer if they will be late or absent.
- Vendors must keep their booths open for the period 1pm-9pm on Friday August 16, 2019. Booths must not be disassembled prior to 9pm on Friday August 16.
- All Vendors must leave the festival site no later than 11pm on Friday August 16, 2019.

Displays

Vendors are responsible for providing all display materials (including tent, tables & chairs), as well as setting up and tearing down of any displays. Booths should have an attractive and professional appearance, enhanced by good presentation and cleanliness. The Organizer may ask that unsightly or unsafe materials be removed.

Parking

Vendors may park temporarily in the festival site for unloading purposes, but must NOT leave the vehicle engine running during this period. Vendors may park their vehicles and trailers in the designated parking spaces provided by the Organizer.

Conducting Business

Vendors must remain in their own booth when selling. Sales must be conducted in an orderly and business-like way. No shouting or other objectionable means of soliciting trade are permitted.

Pricing

It is preferred that all items offered for sale have pricing prominently and clearly displayed. Vendors must not practice distress pricing by undercutting other vendors or dumping products at a bargain or sale prices.

Refuse

Booths must be kept free of refuse during the festival. At the end of the Ouellette Car Cruise, all refuse for removal must be placed in the areas designated by the Organizer. Cardboard must be removed by the respective vendor. Cans and bottles may be put into the blue recycling bins.

Storage

There are no storage units for containers or equipment.

Alcohol

No alcoholic beverages are permitted in public areas or at Riverfront Festival Plaza during the course of the event.

American Currency

Vendors should offer an exchange rate consistent with the current bank rate.

Insurance

- Insurance coverage is the responsibility of the individual vendor.
- The Downtown Windsor BIA and the 2019 Ouellette Car Cruise Committee bears no responsibility for any vendor liability and/or property loss, theft or damage on festival site.
- All exhibitors must supply their own insurance for their property while on the Ouellette Car Cruise site.
- Please include a copy of your current insurance along with this application.

8. ORGANIZER RESPONSIBILITIES

Rules and Regulations

The Organizer supervises the operation of 2019 Ouellette Car Cruise. She/He will apply the rules and regulations of the event as detailed in the 2019 Ouellette Car Cruise Handbook and report violations to the 2019 Ouellette Car Cruise Committee as necessary.

Collection of Fees

The Organizer shall collect all fees when they are due and promptly deposit monies. Vendors may not set up until appropriate fees are paid. A \$40.00 charge will be levied for NSF cheques.

Space Allocation

- The Organizer shall assign all booth space, taking into consideration:
 - ▲ Booth availability
 - ▲ Product category and its compatibility with products of nearby vendors
 - ▲ Special requirements
 - ▲ The Organizer may move a Vendor for reasons of safety, health, product compatibility or other reason.

Removal of Persons

The Organizer has the authority to request any vendor or other person to leave the event operating area and, if necessary, to call the police for assistance.

Buskers

Buskers are allowed at the event at the discretion of the Organizer.

Problem Resolution

Vendors are encouraged to approach the Organizer if they encounter a problem. Any issue that requires further attention can be brought to the 2019 Ouellette Car Cruise Committee. Any discussion of the problems of the event in front of customers is strongly discouraged.

Vendor Mindset

As your Organizer, there are two important items that we would like to instill upon Vendors;

- Professionalism
Treat customers and other vendors with much respect and courtesy. We, as vendors, are to help one another in order for this to be a great success. Display your products with pride; don't just pile them up on a table. Create your own store and be particular about your display and routine.
- Structure
Be set up and ready to go for 1pm on Friday, August 16, no exceptions. Show up early enough to allow the time you need to be totally set up and ready by 12:30pm.

HAVE FUN!!