

2011 Seabreeze Jazz Festival

Pier Park, Panama

City Beach, FL

April 15-17, 2011

Dear vendors:

Thank you once again for an incredible 2010 Seabreeze Jazz festival. Plans, acts, accommodations and other aspects for the 2011 event are already being locked down and tickets went on sale May 1st.

The 2011 WSBZ Seabreeze Jazz Festival can accept a total of 50 artist/crafter/commercial vendors and five food vendors to take part in the event. In the past we have had vendors from all across the South, throughout the North, from the west coast, Mexico, Australia, England, France, Canada, South America, Africa and Spain.

With the national and international attention the festival has received over the past few years, the Seabreeze Jazz Festival was this year named the largest attended smooth jazz festival in the nation. WOW! We finally did it!

More than 17,000 tickets were sold for the 2010 jazz festival, with sell-out crowds for the smooth jazz cruise, the VIP area, corporate tables at \$5,000 each and Friday and Saturday's concerts. WSBZ 106.3, the city of Panama City Beach, Pier Park and the park management group, are already gearing up for the 2011 festival.

This past year's festival, more than 30 artists/crafters and commercial vendors, were on a waiting list for a spot. Since the announcement, more than 200 emails and calls pertaining to the 2011 Seabreeze Jazz Festival, have flooded the Hilltop Productions office and website. Many have called in, or emailed our office, that showed this past year, as well as, new vendors, wanting a space for the 2011 WSBZ Seabreeze Jazz Festival. The excitement is building, thus Hilltop Productions is responding earlier once again this year by getting registration/applications out to begin filling the spaces for the 2011 event.

Enclosed is an application for artist/crafter vendors, commercial vendors and food vendors, along with a letter of introduction. This year, there will be **six platinum** vendor spaces located at the front of the commercial/artists/crafter market, directly behind the sidewalk.

Spaces for the 2010 Seabreeze Jazz Festival sold out the first week of February.

Please read the guidelines and policies, and if you would like to participate in the 2011 WSBZ Seabreeze Jazz Festival, please fill out the necessary paperwork, and submit with proper fee.

Partial payment will not be accepted - NO vendor space is reserved without full payment.

NO rain delays, or refunds!

Hope to see you at the 2011 Seabreeze Jazz Festival !!

Chuck Hinson

Owner, Hilltop Productions, LLC

APPLICATION 1

Artist/crafters vendor application

please submit both pages of application - pg.

1

Vendor Guidelines (general rules and policies):

- * This category is for those who have handmade, hand-crafted items - **ABSOLUTELY NO WHOLESALE/NO RESALE.** The exhibitor sells only items that he/she made.
- *All artists/crafter spaces are 12 x 12 and all vendors are responsible for their own tents, tables and other inventory needed for their booth set-up. A white 10 x 10 tent is required for all vendors.
- *Power will be supplied by Hilltop Productions by means of generators. There will be no increase in cost for power to vendors, but vendors must supply ample extension chords.
- * All vendors must set-up during designated times and be able to exhibit in their paid spaces.
- * A three-day set-up (April 15-17) is required.
- * State of Florida and the City of Panama City Beach sales tax applications and redemption forms will be included with your check-in packet.
- * All vendors must park in designated areas.
- * Only two badges will be issued per booth space. Additional badges (up to 2) can be bought for \$50 each for the weekend/\$100 beginning April 1, 2011.
- * Load in, tent and merchandise set-up has been set for Thursday, April 14, from 8 a.m. - 4 p.m., ONLY. Merchandise can be brought in ONLY by hand cart or dolly on Friday morning, or the morning of the Saturday and Sunday show, but absolutely no vehicles will be allowed into the event venue. This is due to the fact that the barricades and fencing will be secured by 5 p.m. on Thursday, April 14, in preparations for the Friday evening opening concert.

Artist/crafter vendor spaces:

Vendor placement will be done on a first come-first paid basis

PLEASE SELECT ONE CATEGORY:

General vending area

June 1 - Oct. 1

___ \$400 per 12 x 12 space ___ \$600 per 12 x 24 space

Oct. 2 - Feb. 1, 2011

___ \$600 per 12 x 12 space ___ \$800 per 12 x 24 space

Feb. 2, 2011 - April 10, 2010

___ \$800 per 12 x 12 space (if still available) ___ \$1,000 per 12 x 24 space (if still available)

NEW - Platinum artists/crafter/commercial vendor spaces (ONLY 6 SPACES, front of artists market, closest to the performance area, stage/VIP seating view)

June 1 - Oct. 1

___ \$800 per 12 x 12 space ___ \$1,200 per 12 x 24 space

Oct. 2 - Feb. 1, 2011

___ \$1,000 per 12 x 12 space ___ \$1,500 per 12 x 24 space

Feb 2, 2011 - Apr. 10, 2011

___ \$2,000 per 12 x 12 space (if still available) ___ \$2,500 per 12 x 24 space (if still available)

Artist/crafter vendor registration form- pg. 2

Full name: _____

Business name: _____

Number of spaces: _____

Type of business/product/art (specific): _____

Classification: Artists/crafter/commercial vendor ___ food vendor ___

Full address: _____ city _____ state _____ zip _____

Home, work and cell phone number: _____

E-mail address: _____

Tax ID # (if applicable): _____

Additional badges: Each booth space comes with 2 badges included in the fee. Extra badges are \$50 each and \$100 each after April 1, 2011, with a max. of 4 badges per booth space. I need _____ additional badge/s and I have included an additional \$ _____ with my booth fee.

I, _____, wish to pay for ___ space/spaces for the 2011 Seabreeze Jazz Festival at Pier Park. I fully understand all the guidelines mentioned in this application and do agree that there are

NO RAIN OR INCLEMENT WEATHER DELAYS OR REFUNDS.

I have enclosed a check or money order for the amount of \$ _____.

Signed X _____ dated

X _____

Please make all money orders or checks payable to Hilltop Productions, LLC and mail application and appropriate fee to:

Hilltop Productions, LLC

Attn: 2011 Seabreeze Jazz Festival

481 Millard Gainey Rd.

DeFuniak Springs, FL 32435

APPLICATION 2

Commercial vendor application

please submit both pages of application - pg. 1

Vendor Guidelines (general rules and policies):

* This category is for those who have resale or wholesale items, such as national advertised products such as hats, sunglasses, wholesale clothing, cleaning products, cd's, tapes, brand clothing, wholesale artwork, perfumes, etc. Any items that are not handmade and being displayed by the vendor, falls into this category.

*All commercial spaces are 12 x 12 and all vendors are responsible for their own tents, tables and other inventory needed for their booth set-up. A white 10 x 10 tent is required for all vendors.

*Power will be supplied by Hilltop Productions by means of generators. There will be no increase in cost for power to vendors, but vendors must supply ample extension chords.

* All vendors must set-up during designated times and be able to exhibit in their paid spaces.

* A three-day set-up (April 15-17) is required.

* State of Florida and the City of Panama City Beach sales tax applications and redemption forms will be included with your check-in packet.

* All vendors must park in designated areas.

* Only two badges will be issued per booth space. Additional badges (up to 2) can be bought for \$50 each for the weekend/\$100 beginning April 1.

* Load in, tent and merchandise set-up has been set for Thursday, April 14, from 8 a.m. - 4 p.m. Merchandise can be brought in ONLY by hand cart or dolly on Friday morning, or the morning of the Saturday and Sunday show, but absolutely no vehicles will be allowed into the event venue. This is due to the fact that the barricades and fencing will be secured by 5 p.m. on Thursday, April 14 in preparations for the Friday evening opening concert.

Artist/crafter vendor spaces:

Vendor placement will be done on a first come-first placed basis

PLEASE SELECT ONE CATEGORY:

General vending area

PLEASE SELECT ONE CATEGORY:

June 1 - Oct. 1

___ \$600 per 12 x 12 space ___ \$800 per 12 x 24 space

Oct. 2 - Feb. 1, 2011

___ \$800 per 12 x 12 space ___ \$1,200 per 12 x 24 space

Feb. 2, 2011 - April 10, 2010

___ \$1,000 per 12 x 12 space (if still available) ___ \$1,500 per 12 x 24 space (if still available)

NEW - Platinum artists/crafter/commercial vendor spaces (ONLY 6 SPACES, front of artists market, closest to the performance area, stage/VIP seating view)

June 1 - Oct. 1

___ \$1,000 per 12 x 12 space ___ \$1,500 per 12 x 24 space

Oct. 2 - Feb. 1, 2011

___ \$1,500 per 12 x 12 space ___ \$2,000 per 12 x 24 space

Feb 2, 2011 - Apr. 10, 2011

___ \$2,000 per 12 x 12 space (if still available) ___ \$2,500 per 12 x 24 space (if still available)

Commercial vendor registration form - pg. 2

Full name: _____

Business name: _____

Number of spaces: _____

Type of business/product/art: _____

Classification: Artists/crafter/commercial vendor ____ food vendor ____

Full address: _____ city _____
state _____ zip _____

Home, work and cell phone number: _____

E-mail address: _____

Tax ID # (if applicable): _____

Additional badges: Each booth space comes with 2 badges included in the fee. Extra badges are \$50 each and \$100 each after April 1, 2011, with a max. of 4 badges per booth space. I need _____ additional badge/s and I have included an additional \$ _____ with my booth fee.

I, _____, wish to pay for _____ space/spaces for the 2011 Seabreeze Jazz Festival at Pier Park. I fully understand all the guidelines mentioned in this application and do agree that there are

NO RAIN OR INCLEMENT WEATHER DELAYS OR REFUNDS.

I have enclosed a check or money order for the amount of \$ _____.

Signed X _____ dated

X _____

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Attn: 2011 Seabreeze Jazz Festival

481 Millard Gainey Rd.

DeFuniak Springs, FL 32435

APPLICATION 3

Food vendor application

please submit both pages of application - pg. 1

Food Vendor Guidelines (general rules and policies):

*All food vendor spaces are 10 x 30. All vendors are responsible for their own tents, tables and other inventory needed for their booth set-up.

***Power will be supplied by Hilltop Productions by means of generators. There will be a \$25 increase for the cost for power for food vendors, and vendors must supply ample extension chords.**

* All vendors must set-up during designated times and be able to exhibit in their paid spaces. All food vendors are responsible for cleaning their area during and after the event.

* A three day set-up (April 15-17) is required.

* State of Florida and the City of Panama City Beach sales tax applications and redemption forms will be included with your check-in packet. A Panama City Beach Health Inspector will do inspections, the afternoon of April, 15, between noon and 3 p.m.

* All food vendors must park in designated areas.

* This year, only four badges will be issued per booth space. Additional badges (up to 2) can be bought for \$50 each for the weekend/\$100 beginning April 1, 2011.

* Load in, tent and merchandise set-up has been set for Thursday, April 15, from 8 a.m. - 4 p.m. Merchandise can be brought in ONLY by hand cart or dolly on Friday morning, or the morning of the Saturday and Sunday show, but absolutely no vehicles will be allowed into the event venue. This is due to the fact that the barricades and fencing will be secured by 5 p.m. on Thursday, April 14 in preparations for the Friday evening opening concert.

Food vendor spaces:

Vendor placement will be done on a first come-first placed basis

NO SOFT DRINKS, BOTTLED WATER, OR ALCOHOLIC BEVERAGES CAN BE SOLD BY ANY VENDOR

THIS YEAR, ALL SPECIALTY FOOD VENDORS AND MULTI-ITEM FOOD VENDORS, WILL BE LOCATED IN THE FOOD COURT.

PLEASE SELECT ONE CATEGORY:

FOOD VENDORS SERVING A VARIETY OF FOOD (ex. Fried fish, shrimp, chicken, pork, hotdogs, fries, blooming onions, etc.)

June 1 - Oct. 1

___ \$1,750 10 x 30 space

Oct. 2 - Feb. 1, 2011

___ \$2,000 per 10 x 30 space (if still available)

Feb. 2, 2011 - April 10, 2011

___ \$2,500 per 10 x 30 space (if still available)

SPECIALTY FOOD VENDORS (serving ONLY one item. Ex. Ice cream, kettle corn, etc.)

June 1 - Oct. 1

___ \$850 per 10 x 15 space

Oct. 2 - Feb. 1, 2011

___ \$1,200 per 10 x 15 space (if still available)

Feb. 2, 2011 - April 10, 2011

___ \$1,500 per 10 x 15 space (if still available)

Food vendor registration form - pg. 2

Full name: _____

Business name: _____

Number of spaces: _____

Menu sample (this part of the application will eliminate food vendors from having the same items):

Classification: Artists/crafter/commercial vendor ___ food vendor ___

Full address: _____ city _____
state _____ zip _____

Home, work and cell phone number: _____

E-mail address: _____

Tax ID # (if applicable): _____

Additional badges: Each booth space comes with 6 badges included in the fee. Extra badges are \$50 each and \$100 each beginning April 1, 2011, with a max. of 10 badges per booth space. I need _____ additional badge/s and I have included an additional \$ _____ with my booth fee.

I, _____, wish to pay for ___ space/spaces for the 2011 Seabreeze Jazz Festival at Pier Park. I fully understand all the guidelines mentioned in this application and do agree that there are

NO RAIN OR INCLEMENT WEATHER DELAYS OR REFUNDS.

I have enclosed a check or money order for the amount of \$ _____.

Signed X _____ dated

X _____

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