



**This is Your Invitation  
to Participate in the  
10<sup>th</sup> Annual Indian  
Wells Arts Festival  
Gourmet MarketPlace**

## GOURMET MARKETPLACE VENDOR APPLICATION

The Gourmet MarketPlace has become an important component of the Indian Wells Arts Festival. For three days the Indian Tennis Garden transforms into a festive artisan village for Fine Art, Quality Craft, Gourmet Food Products, Special Exhibits, Demonstrations, Live Entertainment and Refreshments.

- Culinary Items
- Nuts, Dates, Dried Fruits
- Gourmet Specialties
- Coffees and Teas
- Artisan Cheeses & Breads
- Flowers
- Oils and Vinegars
- Confections

Over 200 juried artists from across the country participate in this event which boasted over \$700,000 in art sales last year with an audience of approximately 8,000 visitors.

The festival takes place in the garden plaza of the \$75 million, state-of-the-art Indian Wells Tennis Garden, home of the BNP Paribas Tennis Tournament. Located in southern California, Indian Wells is in the heart of the Palm Springs Desert Resort Communities.

Civic interests plus a strong marketing plan have been developed to attract serious buyers and collectors. The Gourmet MarketPlace is limited to 15 vendors of pre-packaged food items, giving festival customers an opportunity to sample and buy gourmet specialties and items.



**Send completed application to: Indian Wells Gourmet MarketPlace  
PO Box 62, Palm Desert, CA 92261**

**FEES:** \$525.00 due in full upon acceptance  
Includes a required 10 x 10 canopy/ tent  
and hand-washing station (as needed)  
~ Commission on Sales is waived ~

**PARTICIPATION**

Food items displayed and sold must be pre-packaged, sealed and consumable off premise. Any item which can potentially be consumed on premise is prohibited as it violates the Tennis Garden's contract with the food concessionaire.

Open containers are for sampling purposes only; Samples shall not exceed ONE ounce.

Bring your own tables, chairs and display materials;

Abide by the Rules and Regulations of the County of Riverside Health Department;

Pay California Sales Tax if applicable;

Provide a certificate of insurance;

"Whisper" generators ONLY

**PROCEDURES**

Upon receipt of your application and selection of your product, an acceptance package will be sent outlining event procedures.

Produced by:  
Dianne Funk Productions  
[Info@IndianWellsArtsFestival.com](mailto:Info@IndianWellsArtsFestival.com)

**NAME** \_\_\_\_\_

**BUSINESS NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**PHONE** \_\_\_\_\_ **CELL** \_\_\_\_\_

**EMAIL** \_\_\_\_\_ **www.** \_\_\_\_\_

**PRODUCTS AND PRICE** \_\_\_\_\_

\_\_\_\_\_ **YES**, I will have Product Sampling      \_\_\_\_\_ **YES**, I will be using a "whisper" generator

\_\_\_\_\_ **YES**, I have enclosed fees, product samples, literature and a booth photo for consideration

I understand Indian wells Arts Festival does not provide property or liability insurance for participants and that I should do so at my own expense. Through this agreement, I expressly release and agree to hold harmless Dianne Funk Enterprises, Inc., Desert Champions LLC, and all representatives, volunteers and sponsors of the event from any and all liability and responsibility for damages including but not limited to: loss suffered before, during or after the event, or as a result of the display of my product, equipment and materials.

I will abide by show regulations and understand there are no refunds due to inclement weather.

**SIGNATURE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

Questions call 760-346-0042 or visit [www.IndianWellsArtsFestival.com](http://www.IndianWellsArtsFestival.com)      Dianne Funk Enterprises, Inc ©2011