



October 1, 2024

Dear Old Town Merchant:

Thank you for your interest in participating in the **Scottsdale Parada del Sol Trail's End Festival** to be held **Saturday, February 1<sup>st</sup>, 2025 from 12:00PM-4:00PM** in Scottsdale, AZ. Please read through all of the information carefully and let me know if you have any questions.

Parada del Sol has been a Scottsdale tradition for over 70 years. The streets of Old Town welcome nearly 150 parade entries marching up Scottsdale Road with thousands of spectators. Scottsdale Parada del Sol Trail's End Festival begins immediately following the Parada del Sol Parade. This is a huge block party for all ages, including the Kid's Area with games, pony rides and much more. There will be many food and merchandise vendors located throughout the area.

This worksheet is to be completed by Old Town Scottsdale Merchants affected by the Parada del Sol Parade and/or Trail's End Celebration. Complimentary booth space is offered to those merchants interested in booth space throughout the Scottsdale Parada del Sol Trail's End Festival.

**The application deadline is Friday, January 17<sup>th</sup>, 2025 - NO EXCEPTIONS!** Please review this submission checklist before sending in your payment and application:

SUBMISSION CHECKLIST

- ✓ Completed and signed application
- ✓ Diagram or photo of booth space, product items, other set up details, décor
- ✓ Menu and pricing of each item (if applicable)
- ✓ Proof of insurance
- ✓ Applicable fees (certified check or money orders only, please no partial payments)



Sincerely,

*Carter Koziol*

Vendor Coordinator  
Entertainment Solutions, Inc.



**Event Consulting • Event Marketing • Event Production**

7542 E Camelback Rd • Scottsdale, Arizona 85251 • Tel: (480) 663-0700 • Fax: (480) 663-0718

[www.EntertainmentSolutionsInc.com](http://www.EntertainmentSolutionsInc.com)



**APPLICANT INFORMATION**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Sales Tax License #: \_\_\_\_\_

**BOOTH SPACE**

<input type="checkbox"/> <b>10'x10' MERCHANT SPACE ONLY</b> Fees include vendor space only.	<p><b>FEE WAIVED</b></p> <ul style="list-style-type: none"> <li>- Fee includes <b>SPACE ONLY</b>. Vendors are required to provide all needed equipment including cooking items, tent, tables, hand washing stations, extension cords, lightning, etc.</li> <li>- If additional equipment is needed, Vendors are required to rent equipment from our provider. See page 4 for pricing.</li> <li>- Vendors <b>MUST</b> stay within their purchased space boundaries. Your booth space should include a canopy, cooking areas, hand washing station and storage.</li> </ul>
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**Please list all items for sale within booth space:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**BOOTH LAYOUT**

In order to properly assign your booth space, you must submit a photo of your booth layout AND a detailed sketch including dimensions, cooking and serving areas, etc. Vendor layout may not exceed assigned booth space. *Please also include a copy of your menu with your worksheet.*



**EQUIPMENT RENTALS**

Vendors are required to provide all of their own equipment. If additional equipment is needed, Vendors are required to rent equipment from our provider. See below for pricing.

\_\_\_\_\_ | **will not need** to rent any additional equipment.  
 \_\_\_\_\_ | will **need to order** additional equipment as follows:

<u>Item</u>	<u>Cost</u>	<u>Qty</u>	<u>Extended Cost</u>
Tent 10'x10'	\$175.00	_____	\$ _____
Tent 10'x20'	\$325.00	_____	\$ _____
Sidewall per Ft.	\$5.00/ft	_____	\$ _____
Umbrella	\$80.00	_____	\$ _____
Table 6' with skirt	\$25.00	_____	\$ _____
Table 8' with skirt	\$30.00	_____	\$ _____
Chairs Folding	\$5.00	_____	\$ _____
Elec. Cord 25'	\$35.00	_____	\$ _____
Other	Call for Cost and Availability	_____	\$ _____

**TOTAL ADDITIONAL EQUIPMENT COSTS: \$ \_\_\_\_\_**

**POWER & WATER REQUIREMENTS**

Please list *all* items requiring electricity with their amperages:

Item: \_\_\_\_\_ Amps: \_\_\_\_\_ Item: \_\_\_\_\_ Amps: \_\_\_\_\_  
 Item: \_\_\_\_\_ Amps: \_\_\_\_\_ Item: \_\_\_\_\_ Amps: \_\_\_\_\_

Power Requested (Check all that apply):

- 110 and up to 30 amps    \$100.00       220 and up to 60 amps    \$200.00

Stock truck hookup fee:     No     Yes (\$100.00 fee)      **TOTAL POWER FEES: \$ \_\_\_\_\_**

**\* REMEMBER - Direct hook up to water WILL NOT be available; access to water will be available, you would need to provide a means to transport water to your location. \*Vendor is responsible for supplying their own 100' extension cord for power.**

**HEALTH DEPARTMENT & SALES TAX LICENSING**

**City of Scottsdale Tax & License** - All vendors must acquire City of Scottsdale sales tax permit and pay City of Scottsdale sales tax. Vendors are responsible to obtain any other business licenses or permits, which may be required. Vendors are also required to pay all necessary fees, state and other taxes. Vendors must purchase a 2025 special event privilege sales tax license from the City of Scottsdale no later than Friday, January 17<sup>th</sup>, 2025. The City of Scottsdale accepts only cash or check as payment. Please direct questions to (480) 312-2400.

**Maricopa County Health Department** - Vendors must adhere to all rules and regulations setup by the Maricopa County Health Department. If you are not licensed prior to the event, you will not be allowed to set up - no exceptions. The county requires that all employees obtain food service cards. All Health Department fees must be paid directly to the Maricopa County Health Department. Please direct questions to 602-506-6978 or please visit <http://www.maricopa.gov> and search for 'special event' for more information.

## INSURANCE

All vendors must include proof of insurance **once space has been confirmed**. The following entities **MUST** be included as additionally insured: **City of Scottsdale, Parada del Sol, and Entertainment Solutions, Inc.** You, the vendor, must incur all insurance costs. You must have a minimum of \$1,000,000 for general liability and product liability. City of Scottsdale, Parada del Sol, and Entertainment Solutions, Inc. are held harmless from any and all claims arising out of your operation or product sales.

## RULES & REGULATIONS

**SELECTION PROCESS:** Once you have submitted your application, it will be reviewed and you will receive notice of your selection status 14 days prior to event. If your application is accepted, you will be contacted by Entertainment Solutions, Inc. to facilitate the onsite logistics for your booth set up.

**FEES:** If payment is required, a BANK ISSUED Cashier's Check or Money Order should be made payable to Parada del Sol must be received no later than deadlines listed on application's signature page. Credit Cards will not be accepted. If a different payment method is sent, payment will be returned and application will be considered incomplete. Payment is required at the time of submission.

**ASSIGNMENT OF SPACE:** If accepted, space will be assigned based upon booth footprint and layout. Vendors must submit a photo of your booth layout and a detailed sketch including dimensions, cooking and serving areas (if applicable), etc. A current photo of food trucks must be submitted for consideration.

**SETUP AND BREAKDOWN:** Space locations, set up times and parking information will be included in your Set-up Information Packet, which will be mailed and/or emailed two weeks prior to each event. You must set up and breakdown your own booth. The event will inform you of the set up and breakdown times as part of your acceptance packet. A site coordinator from the event will be on-site to assist you in locating your booth space as well as addressing special needs that you may have throughout the event. **Due to security policies, no booths or structures may be left unattended at any time. All vendors must remain operating onsite during event hours.**

**BOOTH SPACE STRUCTURE AND SIZE:** Due to space limitations, you will not be allowed to expand beyond your designated booth space. You are responsible for providing all of your own equipment and for dressing your booth. You must provide all items needed to decorate your space including signage. You may not sublet your space. If you need to rent equipment, we can help facilitate through our rental equipment provider.

**SECURITY:** Security will not be provided and the event assumes no responsibility for lost, stolen or damaged equipment.

**FIRE AND SAFETY:** You must obey all fire codes, laws, ordinances and regulations pertaining to health, fire prevention and public safety. You must not nail, staple or otherwise affix anything to walls, the ground or any part of the exhibit area. You are required to be equipped with a 2A10BC fire extinguisher. All equipment will be inspected for proper charge.

**ALCOHOLIC BEVERAGES:** State law prohibits the consumption of all alcoholic beverages while an employee is on duty. No alcoholic beverages will be allowed in the confines of the event except in designated areas. Food vendors are prohibited from selling and serving alcoholic beverages.

**VENDOR SUCCESS:** The event does not guarantee revenue for vendors.

**ITEMS FOR SALE:** A complete list of items for sale with pricing must be submitted with your application. You must sell only those items listed. Any substitutions must be submitted in advance for approval.

**SODA/WATER:** The official beverage sponsor has not been determined. Additional information regarding pricing and brand will be shared in the Vendor Final Mailer.

**WASTE AND CLEANUP:** Keep all areas clean of debris for safety of the event goers. Trashcans, recycling receptacles and dumpsters will be provided at the event site. A fair cleaning fee will be assessed to any vendors that don't take reasonable care of their assigned areas. Any damage to rental equipment will also be assessed a fee. All vendor equipment must be removed from event site by 3 am after the event ends. Any equipment left overnight will be disposed of and a cleaning fee may be assessed.

**ELECTRICAL USAGE:** Access to electrical is available to those vendors that paid for it. Fees and electrical requirements are listed on the application. **All vendors must provide a Heavy Duty 100' extension cord for your hookup!** List all items and the correct amperage for each item in order to avoid power outages. All power hookups will be checked, and if you are drawing more power than requested, additional fees may be incurred. Overnight power is not available.

**PARKING AND ENTRY INFORMATION:** Parking and load-in information will be provided in the Set-up Information Packet. If parking passes are needed, they will be distributed with the Set-up Information Packet. Additional passes may be requested but are not guaranteed.

**CANCELLATIONS AND REFUNDS:** If you cancel more than 14 days before the event, 50% of your money will be refunded. If you cancel less than 14 days before the event, no refunds will be issued.

**INCLEMENT WEATHER:** No refunds will be given due to inclement weather or any other uncontrollable act of nature; the event will occur rain or shine.

**RENTAL EQUIPMENT:** A fair replacement cost will be assessed to all missing rental items. Any damage to rental equipment will also be assessed.

**UNAUTHORIZED PROMOTION/MARKETING:** Only accepted exhibitors will be allowed to participate in the events. Outside vendors or promotional efforts are strictly prohibited, including flyering, sampling, selling, use of unauthorized PA systems, etc.

**BOOTH SIGNAGE:** Booth signage must be uniform, clean and professionally printed. Pole banner sign height may not exceed 10 feet tall. If signage is not uniform or does not follow regulations, the vendor will be asked to remove or readjust signage to meet requirements.

**AMPLIFIED SOUND:** By completing, signing and returning this form, the vendor agrees to not produce additional amplified sound from your booth display at the Scottsdale Parada del Sol Trail's End Festival. The on-site contact and the contact names on this application will be held responsible for relaying this rule to your on-site staff. **THIS POLICY WILL BE STRICTLY ENFORCED.**

**ATTRACTIONS:** ALL times, acts, attractions are subject to change.

**PAYMENT (if applicable)**

<p><b>MAKE PAYABLE TO:</b> Parada del Sol, Inc.</p> <p><b>MAIL PAYMENT TO:</b> ENTERTAINMENT SOLUTIONS, INC. ATTN: Krissy Wertz 7542 E. Camelback Rd. Scottsdale, AZ 85251</p> <p><i>Please remit payment with your application <b>INCLUDING</b> payment for equipment. <b>Only BANK ISSUED certified check or money orders will be accepted.</b></i></p>	<p><b><u>FEE SUMMARY</u></b></p> <p>Booth Fees \$ <u>      </u> <b>WAIVED</b> <u>      </u></p> <p>Additional Equipment \$ <u>                          </u></p> <p>Power \$ <u>  </u></p> <p><b>TOTAL DUE \$</b> <u>                                  </u></p>
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**SIGNATURE & AGREEMENT**

I, \_\_\_\_\_, have read and agree to abide by the rules and regulations of Scottsdale Parada del Sol Trail's End Festival. I further acknowledge that by submitting this application and respective fees, I am not guaranteed acceptance into the event. All non-accepted applicants will receive a refund for all fees.

\_\_\_\_\_  
Signature (required)

\_\_\_\_\_  
Date

**SUBMISSION CHECKLIST** (please check included items in box)

- Completed and signed application
- Applicable fees (certified check or money orders only, please no partial payments)
- Diagram or photo of booth space, product items (menu), other set up details and/or décor
- Proof of insurance

**APPLICATION DEADLINE**

January 17<sup>th</sup>, 2025

**EMAILED COMPLETED WORKSHEET**

[Carter@solutionsaz.com](mailto:Carter@solutionsaz.com)

Acceptance notices will be emailed 7 days prior to the event.  
Parking and load in details will be emailed 1 week prior to the event.  
If you have any questions concerning this application, contact Entertainment Solutions at: 480.663.0700 or [Carter@solutionsaz.com](mailto:Carter@solutionsaz.com)