



July, 2009

Dear Exhibitors:

The Monterey Bay Birding Festival would like to invite you to participate at the fifth annual Monterey Bay Birding Festival at the Watsonville Civic Plaza, 275 Main Street, from Thursday, Sept. 24 through Sunday, Sept. 27, 2009.

This year's theme - "Bridging the Americas" – features keynote speaker and exceptional guide Alvaro Jaramillo of Field Guides, the worldwide birding tour organization.

We hope you will consider joining our sponsor/exhibitor program in 2009. We have made some significant changes to our sponsor program and the ultimate goal is to increase your company exposure, boost marketing opportunities, and expand publicity and media coverage. Your support will continue our mission of promoting birding education in the Monterey Bay region of California, conservation and eco-tourism.

Let me share with you some of the added benefits you will receive as a sponsor/exhibitor. We're publishing a 32-page program and inside will be features on guest presenters, a complete listing of field trips and workshops, maps, and your advertisement. You'll receive an exhibitor space as a sponsor; your company name and logo will be included on our website, on our electronic ticketing, and on the sponsor banner at the Vendor's Faire.

I have included our three sponsorship opportunities: Black-footed Albatross, \$2,500, Golden Eagle, \$1,500 and Elegant Tern, \$1,000.

Exhibitor space is limited and reservations are on a first-come, first-serve basis. Once we receive your application and payment to be a sponsor/exhibitor, we will confirm by e-mail. I have enclosed a road map of our exhibitor area in the Community Room.

We look forward to your participation at this year's festival as a sponsor/exhibitor.

For those only interested in vendor/exhibitor space, here is information regarding those costs.

Vendor sales Spaces will be available for vendor sales in a secure Community Room. Tables will be provided. Power will be available at many of the booths on a first-come, first-serve basis.

- **8' wide x 8's deep booth, with one 6' table, \$150**
- **Additional table: \$10 per booth**
- **Electricity: \$25**

Exhibit Space Booths (8'X8') will be reserved in the secure Community Room for not-for-profit exhibitors with limited or no sales and for-profit exhibitors with limited or no sales. Each booth will include a 6' table. Power will be available. One table will be set aside for miscellaneous business brochures (display only).

- **Non-profit exhibitors (limited or no sales): \$50**
- **For-profit exhibitors (no sales): \$150**
- **Vendors (for profit or non-profit): \$150**
- **Miscellaneous table (unstaffed): \$10 per organization**
- **Additional table: \$10 per booth**
- **Electricity: \$25**

The Vendor/Exhibitor hours, subject to change, are:

Set Up: Wednesday, Sept. 23 Noon-7 p.m.

Open: Thursday, Sept. 24 Noon to 6:30 p.m.

Open: Friday, Sept. 25 Noon to 6:30 p.m.

Open: Saturday, Sept. 26, 8 a.m. to 7 p.m.

Open: Sunday, Sept. 27, 8 a.m. to 1 p.m.

Tear Down: Sunday, Sept. 27, 1 p.m. to 5 p.m.

Security: The Community Room will be secured during set up and hours when the vendor/exhibitor area is open to the public. Items of value must be secured when space is unattended. The secured rooms in the Community Room will be locked at all other times. However, neither the City of Watsonville nor Monterey Bay Birding Festival will be liable for lost, stolen, or damaged items.

Vendor Registration, State of California: For profit entities selling merchandise must file a seller's permit application form with the state of California. If a vendor does not have a current form on file with the state, he or she will need to complete an application and pay a small fee. Vendors not already registered should contact the State of California, Board of Equalization. 1-800-400-7115 or www.boe.ca.gov/info/reg.htm#sales.

Drawing: Vendors and exhibitors are invited to contribute items for a drawing. Proceeds from the drawing help support the festival's program.

Application: If you wish to apply for booth space at the 2009 festival, please complete and return the enclosed application form. Spaces will be reserved on a first-come, first-served basis under the stipulations outlined above and are offered by invitation only. The invitation is not transferable. Mail application to:

Monterey Bay Birding Festival
Attn: Vendor/Exhibitor Application
P.O. Box 1748
Watsonville, CA 95077

Shipping: If you plan to ship equipment and materials in advance of the Festival, please use the address below. You will be responsible to handle return shipping and cost. Your equipment and materials will be kept in a secured area in the Watsonville Civic Plaza building.

Monterey Bay Birding Festival
Attn: Pajaro Valley Chamber of Commerce and Agriculture
449 Union Street
Watsonville, CA 95076

The Monterey Bay Birding Festival Steering Committee will notify you of your acceptance status following receipt of your application.

*We hope you will take advantage of this opportunity
to contact hundreds of birders and nature lovers*

For information on lodging and RV parks in Watsonville and surrounding areas and the 2009 festival program, check the Monterey Bay Birding Festival website: www.montereybaybirding.org.

If you have any questions, please do not hesitate to call Dave Brockmann at 831-566-4293 (cell) or the festival headquarters at 831-724-3900 or sending an e-mail to montereybaybirding@hotmail.com.