



April, 2011

Dear Birders:

The Monterey Bay Birding Festival would like to invite you to be a participant at the seventh annual Monterey Bay Birding Festival at the Watsonville Civic Plaza, 275 Main Street, from Thursday, Sept. 22 through Sunday, Sept. 25, 2011.

We hope you will consider joining our sponsor/exhibitor program this year. We have made some significant changes to our program and the ultimate goal is to increase your company's 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 ecotourism.

Let me share with you some of the added benefits you will receive as a sponsor/exhibitor. We're publishing an official program and inside will be features on keynote presenters, a complete listing of field trips and workshops, maps, and your advertisement. We will also publish information about your business. 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.

New this year, we would encourage you to partner with our local field trip leaders and join one of our field trips during the weekend to not only share your birding knowledge but to also get added exposure for your business out in the field.

The reasonably-priced sponsor/exhibitor program is just \$300.

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

For those only interested in just 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' exhibit area, with one 6' table, \$150**
- **Additional table \$10 per booth, Electricity \$25**

**Exhibit Space** Exhibit area of (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 set up and exhibitor hours are:

**Set Up: Wednesday, Sept. 21 Noon-5 p.m.; Thursday, Sept. 22 8 a.m. to Noon**

**Open: Thursday, Sept. 22 Noon to 7 p.m.**

**Open: Friday, Sept. 23 Noon to 7 p.m.**

**Open: Saturday, Sept. 24, 8 a.m. to 7 p.m.**

**Tear down Saturday, Sept. 24, 7 p.m. to 9 p.m.; Sunday, Sept. 25, 7 a.m. to 10 a.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](http://www.boe.ca.gov/info/reg.htm#sales).

**Social Receptions:** Social receptions will be held from 5 – 6:30 p.m. on Thursday and Saturday in the Community Room at the Watsonville Civic Plaza.

**Silent Auction:** The Silent Auction will be held in the Community Room to benefit the Festival. We appreciate your donations to the Silent Auction as they bring emphasis to your exhibit and publicity for your products. Please contact Dave Brockman to arrange for your donation.

**Application:** If you wish to apply for booth space at the 2011 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  
PO Box 2197  
Aptos, CA 95001

**Shipping:** If you plan to ship equipment and materials in advance of the Festival, we are finalizing our shipping address in the coming days. 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.

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 2011 festival program, check the Monterey Bay Birding Festival website: [www.montereybaybirding.org](http://www.montereybaybirding.org).

If you have further questions, please do not hesitate to call (831) 600-8893 or send an email to [montereybaybirding@hotmail.com](mailto:montereybaybirding@hotmail.com).

We hope to see you in September!

Debi Shearwater  
Exhibitors Chair