



MARKET PLACE APPLICATION

July 22, 23 and 24, 2016

WELCOME TO FESTA ITALIANA 2016

***** PLEASE READ CAREFULLY, AS SOME OF THE INFORMATION AND INSTRUCTIONS HAVE BEEN CHANGED FROM PREVIOUS SEASONS *****

Please print the following information:

Licensed Business Name

Contact Person

Business Address

Address of Contact Person – If same, mark SAME

City/State/Zip Code

Office Phone Number

Fax Number

Home Phone

E-Mail Address

Contact Person Phone Number

Brief description of product and price range:

Only items listed on this application will be accepted saleable items. This will be strictly adhered to. Please keep in mind that Festa Italiana is a family festival. We do not permit at our festival any items, products, advertising material, etc., with reference to illegal or immoral activities.

Once your application has been received and approved, you must provide us with an insurance waiver.

The following paragraph must be inserted:

Name and address of certificate holder. Festa Italiana, Inc. c/o Milwaukee World Festivals, Inc., 200 North Harbor Drive, Milwaukee, WI 53202

All applications, checks, insurance waivers, should be returned to the following address:

Debbi Mikush
Travelers Title LLC
6754 W. Beloit Rd Suite #349
West Allis, WI 53219

*** Checks will not be accepted for payment at the Festa Italiana**



If you have a question on whether you will be allowed to sell a product, please contact Debbi Mikush 262-352-4401 or email to dmikush@travelerstitle.com or Jaime Mikush email: jaimemikush88@gmail.com

To reserve space, your application must be accompanied by 1/2 of your fee (non-refundable) and must be paid by April 1st, 2016. The remainder must be received by June 1st, 2016 non-refundable).

- Spaces are 10 X 12 ft. **(approximate)** in a semi-permanent shelter in the Williamsburg area.

Call to let me know what your specific need is or if you have any questions, contact:

**Debbi Mikush
(262) 352-4401**

We want this to be a profitable and pleasant experience for all involved. The following three (3) items **MUST BE SUBMITTED NO LATER THAN APRIL 1st, 2016:**

- One (1) signed copy of your contract.
- The 1st 1/2 of your total rental fee as listed on your contract. **This payment is non-refundable.**
- Proof of your updated certificate of insurance liability for 2016.

GENERAL INFORMATION: Festa Italiana takes place July 22nd through July 24th 2016, featuring live entertainment on six stages. Delicious Italian food and fantastic "Italian Style" fireworks! The Marketplace will feature artists and craft persons, imported Italian products, and specialty items.

DATE & TIME: Friday, July 22nd, Saturday, July 23rd and Sunday, July 24th, 2016. Friday and Saturday 11:30AM to Midnight and Sunday 11:30 AM to 11:00 PM.

LOCATION: Henry W. Maier Festival Park, 200 N. Harbor Dr, Milwaukee Lakefront.

BOOTH SPACE: Each booth will be **approximately** 10' x 12'. Vendors are to supply their own display materials, tables and chairs. It is expected that your display incorporate good marketing technique and design. Your booth will be located under a roofed area, with the sides being open. Please bring appropriate covering for the tables, cases, etc. Festa will supply the overhead lighting. Additional electrical hookups may be available at a minimum charge. Telephone service can be arranged thorough AT&T (the local telephone company provider), at the vendors expense. **THERE IS NO SMOKING IN THE BOOTHS AT ANY TIME!!!!**

MOVE IN: Booth set-up will be Wednesday, July 20th and Thursday, July 21th 2016 **9:00 AM to 5:00 PM only**. **No vendor is to start or finish setting up their stand, until they have checked in with either Debbi Mikush or Bob Mikush.** Festa will provide a vehicle-parking pass for your vehicle to be parked near the grounds. Please note that Festa draws approximately 25,000 people per day, so you are reminded to staff your booth accordingly, as we do not allow any cars on the grounds during the festival hours. Festa will provide you with entry passes for you and your staff, **not to exceed 5 workers per day.**

ENTRY FEE: each 10'x12' **(approximate)** booth rents for the three day- period and includes lighting. Fees are due, half payment at time of submitting application, no later than **April 1, 2016** for the first payment (**non-refundable**). The balance will be due **June 1, 2016 (non-refundable)**. We have a limited amount of space, so please submit quickly. Booths will rent on a first come first serve basis.

SALES: All proceeds from sales go to vendor. Each vendor is to demonstrate professionalism in pricing and is responsible for the collection of a 5.6% Wisconsin sales tax on all sales made.

SECURITY: The tent will be patrolled by special security from 12:00 Midnight to 8:00 a.m. and the grounds will be locked overnight. You may cover your merchandise and leave it in your booth. **Festa is not responsible for any loss or damage.** If you need to load your vehicle each night, vehicles will be permitted on the grounds after midnight.