

January 18, 2008

Dear Vendor:

Lodi Wine County is in the process of planning its 4th Annual Lodi ZinFest – **Wine, Food and Fun at the Lake**. Enclosed, please find our marketplace application. Don't delay, booth spaces fill up quickly. ALL VENDORS, NEW AND RETURNING, MUST COMPLETE THE APPLICATION BY MARCH 1, 2008. ZinFest will be held at Lodi Lake Park on Saturday, May 17, 2008 from 12 noon – 7:00 p.m.

Featuring over 45 wineries, ZinFest is the most spectacular wine event in Northern California. Festival visitors can enjoy food from the region's best restaurants and live music. Local chefs will offer live demonstrations of their favorite recipes and wine experts will share with visitors wine and food pairing tips at the ZinFest Wine & Cooking School. Festival visitors can create their own 'Zin' in the "Blend Your Own Wine" tent. Wine related arts, crafts, and specialty items will also be available for sale by local marketplace vendors. The ZinFest mission is to showcase the wines and wineries of Lodi Wine Country that make Lodi a "premier wine destination."

It is our goal to provide festival attendees with unique marketplace items. All work should be hand-crafted and original representations by the artist or crafter. Imported and commercially made items will not be accepted if they compete with a handcrafted vendor. Approximately 7,000 people attended the event in 2006. 8,000 people attended the event in 2007 and for 2008 we are expecting between 8,000 – 9,000 people.

Each vendor is responsible for their own shade covering/tent. The shade covering/tent must be white. Please make sure to read all rules and requirements before returning your application. All vendor applications are scrutinized by the Marketplace committee. The ZinFest Marketplace committee takes into account vendors who have been with us for the past several years; however, **being a vendor in the past does NOT guarantee a location** for this year's festival. The Committee will make final decisions and mail notification to all applicants by April 1, 2008.

Thank you for your interest in the 2008 Lodi ZinFest.

The 2008 ZinFest Committee

Marketplace Vendor Information
 Saturday, May 17, 2008 · 12 noon – 7 p.m.
 Lodi Lake, Lodi, CA

Festival Deadlines		Booth Fees	
Application Due - All Vendors	March 1, 2008	10' x 10' Single Space	\$200
Notification of Vendors	April 1, 2008	Double Booth	\$300
Last Day to Withdraw (\$25 Fee)	May 1, 2008	Corner Booth (Corner booths are limited and assigned on a first come first served basis)	add \$50
		White Tent rental (optional)	\$125

Booth fees are due and payable by check or money order with application. Fees are returned if not accepted into festival. **Selection to previous festival does not guarantee acceptance for future festivals.** A \$25 fee applies to refunds made in writing before May 1, 2008. No refunds after May 1, 2008. **NO RAIN DATE.**

Requirements:

- Vendors are responsible for paying all sales taxes and complying with applicable federal, state and local statutes and ordinances.
- **California Seller's Permit:** All vendors are required to have a valid California Seller's Permit. Permits are available through the State Board of Equalization in your area or the Sacramento office at 3321 Power Inn Rd. #210, Sacramento, CA 95826-3889. For more information on obtaining permits, call the Sacramento office of the California State Board of Equalization at (916) 227-6702.
- **City of Lodi Business License:** All vendors are required to have a City of Lodi Business License. We can provide a license if you do not have one for a \$15 fee.
- Deadline for receipt of your application, booth fee, California seller's permit number, and City of Lodi business license is March 1, 2008 for all vendors. *Applications will not be accepted without ALL documents included.*

Criteria for Artists and Crafters:

- All work must be hand-crafted and original representations by the artist or crafter. Imported and commercially made items, kits or embellished objects are not allowed.
- **Acceptance is at the discretion of the Marketplace committee.** Applicants are juried using three to five photographs of their work and one photograph of their display booth. Photos or samples will not be returned.
- Incorporation of the wine theme is encouraged but not required.
- Applicants will be notified by April 1, 2008. Accepted vendors will receive space numbers and site access information and materials following the notification date.
- Only work of the type juried may be sold. The committee chair may reject any vendor if the quality or nature of the work or display does not complement the Festival or is different from the juried photographs.

Booth Displays:

- *Vendors are responsible for their own tents/shade coverings.* If one is not available to you, one can be rented for \$125 from the CWF and must be ordered by April 14, 2008.
- Booth spaces are outdoors. Vendors must provide their own displays, tables, chairs, shelves, etc., within the assigned booth space. *Electricity is not provided.*
- Tents/shade coverings must be **WHITE**.
- Please indicate any specific requests on the application form; the ZinFest Committee will try to fulfill them but there are no guarantees.
- Displays must be orderly and pleasing. Vendors accept responsibility for materials and goods used or displayed in their booths.

Please direct all vendor correspondence to:
 Sherri Cascaden, ZinFest Vendor Chairman E-Mail: sherri@lodiwine.com

Marketplace Vendor Application

Saturday, May 17, 2008 · 12 noon – 7 p.m.
Lodi Lake, Lodi, CA

PHOTOS REQUIRED FOR ALL PREVIOUS AND NEW VENDORS

Please fill out completely, sign and mail to ZinFest Marketplace Committee, 2545 W. Turner Rd, Lodi, CA 95242. Applicants are juried using three to five photographs of their work and one photograph of their display booth. Photos will not be returned.

COMPANY NAME: _____

CONTACT PERSON: _____ PHONE: _____

ADDRESS: _____ EMAIL: _____

CITY/STATE/ZIP: _____

Vendor Type:

Artist or Crafter Specialty Prepackaged Foods Other _____

Indicate Space desired:

Single Space - \$200 Double Space - \$300 Corner Space - Additional \$50
 White pop-up tent rental—\$125 (limited availability)

Describe items to be sold. Incorporation of a wine theme is encouraged but not required. If you are featuring a wine theme, explain how.

You are required to have a valid California Seller's Permit

- I have a valid Seller's permit and included a copy with my application.
- I have completed Form BOE-410-D from the State of California Board of Equalization, included in package.

You are required to have a City of Lodi Business License

- I have a City of Lodi Business License and included a copy with my application.
- I need to purchase a City of Lodi Business License through the Festival and included the \$15 fee.

I understand the California Wine Education Foundation and the Lodi Woodbridge Winegrape Commission will not be responsible for any lost, stolen, or damaged materials and/or merchandise of mine. I fully understand the rules and the procedures accompanying this application and will comply with them.

Vendor Signature _____ Date _____

Please direct all vendor correspondence to:
Sherri Cascaden, ZinFest Vendor Chairman E-Mail: sherri@lodiwine.com

**SWAP MEETS, FLEA MARKETS, OR
SPECIAL EVENTS CERTIFICATION**

People who sell merchandise in California are generally required to hold a seller's permit.

You **may not** sell at this event unless you have a seller's permit or are not required to hold a permit. You are required to have a permit if you are selling, even temporarily, new or handcrafted items or used items you purchased for the purpose of reselling to others. You are not required to hold a permit if you are only making "occasional" sales, selling products that are not taxable when sold at retail, or selling on behalf of a section 6015 retailer.

Seller's permits can be obtained at any local Board of Equalization office at no cost to you. To find a Board office near you, call our Information Center at 800-400-7115 or check our website at www.boe.ca.gov. Permit applications can also be found online at www.boe.ca.gov/sutax/sutprograms.htm. If you obtain a temporary seller's permit, the business address on your temporary permit should be the address of the temporary selling location and the mailing address should be your permanent place of business or residence.

Occasional and Nontaxable Sales - Occasional sellers are usually people who are not required to hold a seller's permit because they will not be making a series of qualifying sales. A person who has cleared their garage of used items *accumulated for their own use* and who sells *only* those items would usually qualify as an occasional seller, provided they make sales no more than twice in a 12-month period. Some sellers who make only nontaxable sales are also not required to hold seller's permits. Examples include sellers of fresh produce or other cold food products sold "to go." Please note, however, some food sales are taxable, including sales of food for consumption in places where admission is charged.

Section 6015 Retailers - Revenue and Taxation Code section 6015 relieves certain individuals of the requirement to obtain a seller's permit when: (1) the product supplier is a Board approved section 6015 retailer, (2) the product supplier reports and pays tax on the actual "retail selling price," (3) the individual is selling only those items purchased from the section 6015 retailer, and (4) the individual provides the name of the product supplier. Typical section 6015 retailers include multi-level marketing retailers that solicit sales through a network of individual salespeople/representatives (e.g., Avon, Tupperware).

Verification of a seller's status is required by law. Please complete all four sections of this form. Please print.

1. EVENT INFORMATION

EVENT NAME AND PLACE

EVENT DATE(S)

TABLE/BOOTH/LOCATION ID#

2. VENDOR/EXHIBITOR INFORMATION

OWNER'S NAME

MAILING ADDRESS (*street number or P.O. box*)*(city, state and zip code)*

TELEPHONE NUMBER

()

DRIVER LICENSE NUMBER OR STATE ID NUMBER AND STATE

TYPE OF BUSINESS, DESCRIPTION OF ITEMS TO BE SOLD/DISPLAYED

3. STATUS — *Check appropriate boxes, and provide requested information*

- I hold a valid seller's permit. My number is: **S**
- No sales of tangible personal property are being made or solicited at this event.
- I am not required to hold a seller's permit because:
- My retail product sales are not subject to tax My sales are exempt occasional sales
- I sell on behalf of a section 6015 retailer _____

4. CERTIFICATION — *Partners/additional sellers, complete a separate copy of this form*

The above statements are certified to be correct to the best knowledge and belief of the undersigned.

NAME (*typed or printed*)

TITLE

SIGNATURE

DATE



Sales and Use Tax Privacy Notice

Information Provided to the Board of Equalization

We ask you for information so that we can administer the state's sales and use tax laws (Revenue and Taxation Code sections 6001-7176, 7200-7226, 7251-7279.6, 7285-7288.6). We will use the information to determine whether you are paying the correct amount of tax and to collect any amounts you owe. You must provide all of the information we request, including your social security number (used for identification purposes [see Title 42 U.S. Code sec.405(c)(2)(C)(i)]).

What happens if I don't provide the information?

If your application is incomplete, we may not issue your seller's permit or use tax certificate. If you do not file complete returns, you may have to pay penalties and interest. Penalties may also apply if you don't provide other information we request or that is required by law, or if you give us fraudulent information. In some cases, you may be subject to criminal prosecution.

In addition, if you don't provide information we request to support your exemptions, credits, exclusions, or adjustments, we may not allow them. You may end up owing more tax or receiving a smaller refund.

Can anyone else see my information?

Your records are covered by state laws that protect your privacy. However, we may share information regarding your account with certain government agencies. We may also share certain information with companies authorized to represent local governments.

Under some circumstances we may release to the public the information printed on your permit, account start and closeout dates, and names of business owners or partners. When you sell a business, we can give the buyer or other involved parties information regarding your outstanding tax liability.

With your written permission, we can release information regarding your account to anyone you designate.

We may disclose information to the proper officials of the following agencies, among others:

- United States government agencies: U.S. Attorney's Office; Bureau of Alcohol, Tobacco and Firearms; Depts. of Agriculture, Defense, and Justice; Federal Bureau of Investigation; General Accounting Office; Internal Revenue Service; Interstate Commerce Commission
- State of California government agencies and officials: Air Resources Board; Dept. of Alcoholic Beverage Control; Auctioneer Commission; Dept. of Motor Vehicles, Employment Development Department; Energy Commission; Exposition and Fairs; Dept. of Food and Agriculture; Board of Forestry; Forest Products Commission; Franchise Tax Board; Dept. of Health Services; Highway Patrol; Dept. of Housing and Community Development; California Parent Locator Service
- State agencies outside of California for tax enforcement purposes
- City attorneys and city prosecutors; county district attorneys, police and sheriff departments.

Can I review my records?

Yes. Please contact your closest Board office (see the white pages of your phone book). If you need more information, you may contact our Disclosure Officer in Sacramento by calling 916- 445-2918. You may also want to obtain publication 58-A, *Inspecting and Correcting Your Records*. You may order a copy from our Information Center: 800-400-7115 or download it from the Internet: www.boe.ca.gov (look under "Forms and Publications").

Who is responsible for maintaining my records?

The deputy director of the Sales and Use Tax Department, whom you may contact by calling 916-445-6464 or writing at the address shown.

Deputy Director, Sales and Use Tax Department MIC:43
450 N Street
Sacramento, CA 95814

COMPLETE THE FOLLOWING AND RETURN

I have enclosed the following:

- _____ Completed application
- _____ 3-5 photographs of my work and 1 photo of my booth display
- _____ A valid California Seller's Permit
- _____ A City of Lodi Business License, if you have one or \$15 to purchase through festival
- _____ Form BOE-410-D from the State of California Board of Equalization, included in package
- _____ Payment made to CWF for all fees below

Booth Fee	\$ _____
Tent rental, if needed (\$125)	\$ _____
City of Lodi Business License, if you do not have one (\$15)	\$ _____
Discount tasting tickets to Zinfest, optional _____ x (\$25 each)	\$ _____
Total fees due	\$ _____

ALL FEES WILL BE RETURNED IF YOU ARE NOT ACCEPTED INTO THE FESTIVAL

VENDOR NAME: _____