

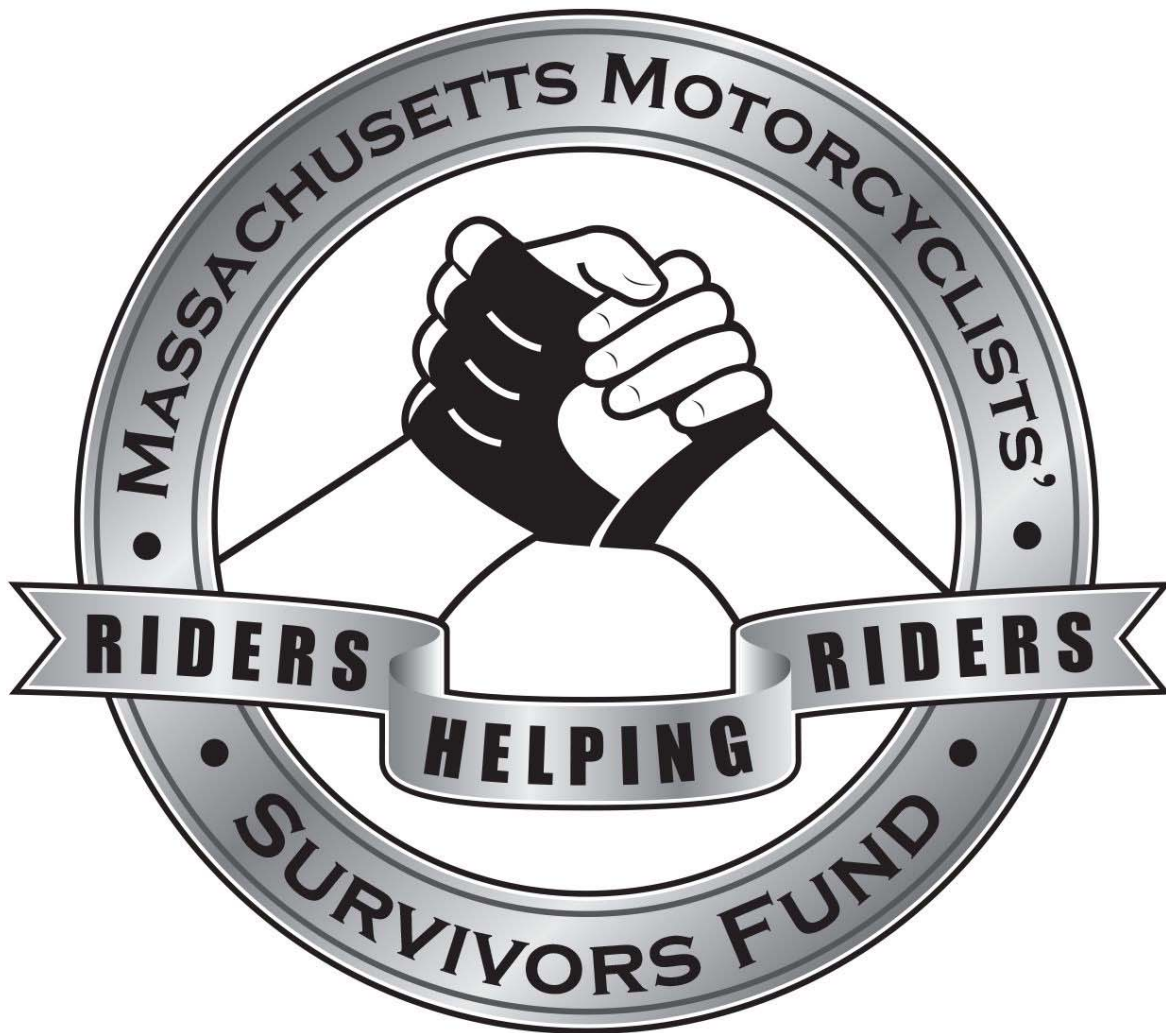
2014 Bikers Helping Bikers Weekend Motorcycle Rally

with the 15th annual “Nelson’s Ride” and

AMA New England Road Riding Rally

August 15-17 at the Topsfield Fairgrounds

Vendor Information, Policies and Application



Bikers Helping Bikers / Riders Helping Riders

A Massachusetts Motorcyclists Survivor's Fund

Rally Vendor Information, Policies and Application

Thank you for your interest and welcome to the 2014 “Bikers Helping Bikers Weekend Motorcycle Rally” with our 15th annual “Nelson’s Ride.” This Rally Vendor Information, Policies and Application, upon submission, for exhibit space becomes an “offer” between the Applicant and our nonprofit Corporation, for use of exhibit space. Upon receipt, with your \$25.00 Application fee payable to MMSF, Inc., your application will be acknowledged and processed timely. Upon acceptance, this becomes an “Agreement” between the Applicant and our Corporation.

For our returning vendors, supporting clubs, groups, and businesses, we will make every possible effort to place you in an exhibit area of your choice.

For our new vendors, no specific exhibit site is guaranteed. Sites will be assigned based upon vendor mix, prepayment of vendor fees, site visit and selection. Vendor’s fees include Town required permits, except food vendors.

Fill out the last two (2) pages of this Application and submit to Rally Organizers in person, via e-mail at ClaimsCote@aol.com, or mail to MMSF, P.O. Box 446, Topsfield, MA 01983

All vendors must submit the enclosed Application for Vendor Exhibit with a non-refundable \$25 deposit, payable to the MMSF, Inc., either by check, money order, credit or debit card processed through our PayPal account from our www.BikersHelpingBikers.org web site. If this application fee is not enclosed, your application will not be processed.

Full vendor fee must be paid by August 1, 2014. Vendors submitting an Application with deposit fee will receive a written confirmation by e-mail.

Rally Hours

The August 15 – 17 Weekend Rally hours open to the public will be Friday, 5-9 p.m., Saturday, 10 a.m. – 9 p.m.; Sunday, 9 a.m. to 4 p.m., a total of twenty-three (23) vending hours. **Booths must be attended and remain operational during these hours by your staff.** Four (4) vendor staff wristbands are included in the vendor fee, for each 10 x 10 space, and are inter-changeable with your vendor staff. If more space is rented, additional wristbands will be included.

Vendor Move-In, Set-up times,

The fee for space is for the entire three (3) days, regardless of what day you arrive. There is no one or two day prices to vendors. The following Vendor Move-In / Set-up times will be strictly maintained. If you do not arrive during these stated times, you will not be allowed in until the next Rally Day move-in / set up time. This is primarily for the safety of attendees, Rally Staff assigned to assist you and fairness to other vendors who adhere to this schedule:

Friday, Noon – 4 p.m.

Saturday, 8-9:30 a.m.

Sunday, 7-9 a.m.

Vendor breakdown, move-out,

Sunday, 4:00 p.m. – all vendors must be off-site by 6:00 p.m.

MERCHANDISE RESTRICTIONS

The Rally Organizers have the exclusive right to display, license, sell and merchandise all Event novelties (t-shirts, patches, pins, etc.). The Organizers further have the right to inspect, approve, reject or otherwise control the display, promotion, sale or other merchandising of products or services by exhibitors at the event in its sole discretion. Any products or services rejected by the Organizers must be immediately removed from the event premises and may be removed by the Organizers if this does not occur. The Town of Topsfield, the Topsfield Fairgrounds, and/or Rally policy prohibit the selling of sexually explicit material, items with obscenities or profanity, illegal drugs and drug paraphernalia, weapons, merchandise containing racial slurs, manufacturer or copyright infringements, obscenities or other offensive or other detrimental matter. Any such merchandise or displayed matter may be confiscated and not returned. Merchandise designed to be passed-off as Event merchandise (use of the Organizers' logo, date, event name, trademarks, servicemarks, etc.) or which has this effect will not be permitted. No signage may be displayed in Exhibitor space reading "Official Rally Merchandise", "Rally Merchandise", "Rally Tees", "Event Tees" or any similar language advertising the sale of Event merchandise. The "*Bikers Helping Bikers*," "*Riders Helping Riders*," "*New England Road Riding Rally*," "*Nelson's Ride*," are all servicemarks and/or trademarks of the Organizers. Any vendor found selling merchandise that infringes on these trademarks may be asked to leave immediately and will be subject to legal recourse. Raffles and/or other games of chance are not permitted. Alcoholic Beverages may not be sold or served within an exhibitor's space due to local Town of Topsfield ordinances. Only Food Vendors, after having been inspected by the Topsfield Board of Health and Fire Departments, Gas Inspectors, and issued a Food Vending Permit, may sell food and/or beverages. Rally Organizers, Fairgrounds Management, and/or the Topsfield Police, will determine the appropriateness of products exhibited, and reserve the right to prohibit display or advertisement of products that are in violation of these Exhibitor Regulations or any other reason. By signing this form, you are agreeing that the officers of the Organizers have sole and final authority to determine violations of this agreement.

SAFETY AND SECURITY

The safety of vendors, employees, Rally Staff, band members, and Rally attendees is paramount. Do not place structures, signs, or products on sidewalks or walkways. Do not use Fairgrounds signs or structures including parking meters, signs, or utility poles to post or display vendor signage. The Fairgrounds staff and Topsfield Police will have patrol officers scheduled and security within and around the Rally areas. However, each vendor is responsible for security of his or her own property and staff. Contact Town of Topsfield Police Department for additional security. Expect a \$52 per hour rate per officer hired, with a minimum four (4) hours required.

BOOTH SPACE ASSIGNMENT

All booth assignments will be given in advance via a scheduled walk-through, phone conversation, fax or e-mail communications. It is best to schedule a site visit. Priority of vendor space placements will be based upon (i) historical support of the Motorcycles Survivor's Fund; (ii) Sponsorships; and (iii), upon receipt of full payment of Vendor fees. All vendors' fees must be paid in full fifteen (15) days in advance of August 15th (by August 1st) to ensure Town of Topsfield permits are obtained timely. This is a Town of Topsfield requirement. Any vendors not participating in an advance scheduled walk-through / verbal booth assignment - will be assigned remaining exhibit space at the time of exhibitor check-in and based upon site availability. The Organizers will work with you as best possible to honor your location requests, and will try to create 'win-win' locations. The Organizers do not *guarantee* preferred booth locations, except to presenting Sponsors of the Rally.

Special circumstances may require management discretion. **Exhibitors MUST keep within their paid, designated booth space as assigned. No moving or relocating your space. Your products, signage and set-up must be inside your assigned space. The Rally Organizers have the right to request your removal.** The Rally Organizers reserve the right to reassign your reserved exhibit space if you do not set up within designated set-up times.

INSURANCE

Insurance coverage by vendors is NOT required for this event. The Rally Organizers have secured a commercial general insurance policy for \$2,000,000.00, for general liability, which names only the **Organizers, the Town of Topsfield, and the Topsfield Fairgrounds**, as additional insureds. If you wish to obtain your own insurance for this Event, and need our assistance, please have your local insurance agent contact us.

BUSINESS LISTING and TAX ID NUMBERS REQUIRED

The Town of Topsfield, through the Rally Organizers, require all vendors to submit either their Corporation name with Business Tax Identification Numbers, and/or list your name with a “Doing Business As” name, Tax Identification Number or Social Security Number. These are required by the Town of Topsfield before issuing a vendor permits. Exhibitors are required to display the Town of Topsfield permit at their Vendor Exhibit Site throughout entire Rally. Town Officials likely will be walking through the Rally at various times looking for the displayed permits. If a person identifies himself or herself to you during the Rally as a Town of Topsfield official asking you for your permit and identification card (driver’s license, etc.) you must display it to them. All Tax Identification and Social Security numbers will remain confidential between the applicant, the Town of Topsfield, and the Rally Organizers.

BASIC AND ADDITIONAL POWER REQUIREMENTS

If you require electrical power for your location, you must order these and pay for them in advance through our office. Not ordering in advance can result in additional expense for upgrades or lack of this power availability. Vendor generators may require an additional \$125.00 “Inspection” fee and permit. Plan.

TENTS, TABLES, CHAIRS, RENTALS

All vendor tents / canopies are required to be secured to the ground. Drilling on the historic Topsfield Fairgrounds, **is prohibited.**

For tent, table, chair rentals, the closest commercial rental businesses are:

Events for Rent, Lowell Street, Peabody, MA

Tents for Rent, Gloucester, MA

Seacoast Tent Rental, Plaistow, NH

TRASH CANS AND SITE CLEAN UP

Trash service will be provided by the Topsfield Fairgrounds staff. Several hundred trash cans will be scattered throughout the site and maintained by the Fairgrounds personnel. Please use these trashcans for your rubbish. Crush or breakdown boxes. We love to hear after our Events that we left the place cleaner than how we got it. Please help us do this – such a simple effort goes a long way to returning to this site next year.

MISCELLANEOUS VENDOR INFORMATION

All vendors will receive up to four (4) vehicle "parking passes" to be displayed on your vehicle's dashboard. You and your staff members must park your cars, trucks, trailers in **designated areas and lots ONLY**. **Do not park in any private** lots around the venue or your vehicle(s) will be towed. We intentionally do not mix cars, trucks, trailers with motorcycles in traffic, for the safety of the riders and their passengers.

Vendors will park _____.

A limited number of on-site Vendor RV parking is available, at an additional rate of Seventy-five Dollars (\$75.00) up to thirty (30) feet in length, for the nights of August 15 and 16, 2014 Rally dates. Sites will be assigned based upon first application fees paid with this additional RV parking fee paid in advance. Once the available spaces are sold-out, no more applications for RV parking will be accepted.

RESTROOMS:

Please locate the restrooms areas in advance of opening your booth for more ease when you or your staff requires them.

GENERAL RULES, REGULATIONS AND HOURS OF OPERATION-

- All booths must remain open during the regular event hours. The hours are:

Friday, 5-9 p.m. Saturday, 10 a.m. until 9 p.m. Sunday, 9 a.m. until 5 p.m.

NO ONE IS TO LOAD-OUT UNTIL AFTER 4 P.M. on Sunday, August 17th
ALL VENDORS MUST BE OFF SITE BY 6:00 p.m.

- No raffle, games of chance, or alcoholic beverages can be sold at any vendor booth.
- No business or corporate "sharing" of vendor space permitted. Each vendor space must be individually purchased and permitted. Violators will be shut down and removed from the Fairgrounds.
- Any vendor leaving piles of food, cooking oil residue, food waste or other waste on the ground in or around their location, will be billed for the clean up after the fact, and may not be allowed to return to future Rallies or Events by these Organizers.
- Golf carts and ATV services are available at the convenience of the Rally Staff only.

CUSTOMER SERVICE

Our staff is here to help you. Please ask our staff for assistance in any matter. If they cannot help you personally, they will know someone who can. We consider ourselves the "professional problem solvers" team when it comes to resolving situations to maximize your sales.

RALLY TEAM CONTACT INFORMATION

Rally Promoter and Organizers

Paul W. Cote, President, MMSF, Inc., and AMA Chartered Promoter
978-504-1006 and ClaimsCote@aol.com

Jason Hallock, Vice-President, MMSF, Inc.
978-985-9704 and jason.hallock@vsea.com

Carol Richardson, Clerk, MMSF, Inc.
978-479-6563 and carol@richardsoneyres.com

Sue Hart, MMSF Director and Event Products Sales Coordinator
978-994-2558 and suehart1121@yahoo.com,

Don Rivet, Treasurer, MMSF, Inc.
978-380-8901 and drcharger06@gmail.com

Dennis Palazzo, MMSF Vice- Treasurer and Vendor Coordinator
978-417-6118 and Karatekid5th@aol.com

Jason “Clutch” Blais, MMSF Director and Swap Meet Vendor Coordinator
978-979-2822 and motopsycho1305@yahoo.com

Bill & Cathy Morse, Food Vendor Coordinator
978-337-9595 and Chefgreat@aol.com

Frankie Woods, MMSF Director and Destination Rides Coordinator
978-766-8768 and frankiewoods@gmail.com

Mike “Ironsides” Carpenter, MMSF Director and Sponsor Coordinator
781-771-3999 and ironsides@comcast.net

Al DiPietro, MMSF Director and Band/Music Coordinator
978-204-4742 and ezridery2k@yahoo.com

Marie Hanabusa, MMSF Director and Volunteers Coordinator
781-771-3999 and marie_hanabusa@hotmail.com

Eric Shaktman, Past MMSF Director and Lead Ride Coordinator
978-808-8290 and ericnsc@verizon.net

Marc Teatum, Past MMSF Director and Media Coordinator
978-335-5748 and marcteatum@gmail.com

BIKERS HELING BIKERS WEEKEND MOTORYCLE RALLY

AUGUST 15 – 17, 2014

VENDOR APPLICATION - RESERVATION PROCEDURES

No verbal reservations are accepted. NO GUARANTEED reservations without payment in full by August 1, 2014. This application must be completed and forward to us with \$25.00 non-refundable deposit payable to MMSF, Inc., P.O. Box 446, Topsfield, MA 01983. Upon acceptance, partial payments can be made weekly or monthly, but **FULL PAYMENT MUST** be received by August 1st, to confirm your space for this Rally. No booth space will be assigned until full payment is received. Upon acceptance of your application, a confirmation will be sent to you. Space is assigned based upon historic support of the Organizers, Sponsorship and first paid - first reserved basis. **NO EXCEPTIONS. Optional: Food vendors accepting \$5.00 staff poker chips in lieu of cash will be allowed to deduct their value from Event Gross 10%. Speak with us for more information on this option. Please complete these two pages for each vendor space.**

Company : _____

Address: _____

City State Zip: _____

Applicant Name: _____

Phone (Day) Cell Phone: _____

E-Mail Address: _____

Tax ID Number: _____

FORM OF PAYMENT: **Check** **Charge (by completing below you authorize charge)**

Charge My (Circle One) Visa/MC Amex Disc Amount: \$ _____

Account #: _____

Exp. Date / Security Code: _____

Name of Cardholder: _____

RELEASE OF LIABILITY

Applicant agrees to observe and comply with all applicable laws, statutes, ordinances, rules and regulations. Applicant assumes all costs and liability arising from the use of patented, trademarked, copyrighted or service marked materials, equipment, processes or creative rights. Applicant shall not assign or attempt to sell this agreement or any rights hereunder without the prior written consent of the Rally Organizers, who reserve the right to terminate the license granted by this agreement for good cause and, in said event, Applicant agrees to waive and forego all claims for damages and recourse of any kind. Applicant agrees to assume all risks arising out of or relating to its attendance or participation at said event and to protect, defend, indemnify and hold harmless the Rally Organizers, the Town of Topsfield, the Topsfield Fairgrounds Board of Trustees, and each of their agents, servants, contractors and employees from any and all liability, loss, damage or expense it may cause or sustain from any cause whatsoever, including fire, theft, personal injury or property loss. I further acknowledge that I am aware that I cannot sell, give or offer for sale any pictures or accounting of this event for publication without the written permission of the Rally Organizers. This application is subject to review **and approval by show management who reserve** the right to reject any applicant for any or no reason. By signing this application and submitting with a deposit, I agree that I have read and understand all of the above terms and conditions.

Signature: _____

**Specifics Of Merchandise Exhibit Space
YOUR ENTIRE DISPLAY MUST FIT WITHIN
YOUR DESIGNATED VENDING SPACE**

Categories and Pricing

General Retail Merchandise Booth Space, \$3.00 / square foot*
Food Vendors, \$1.50 / square foot plus \$125 Food Permit and 10% of gross sales*
Swap Meet used parts Booth Space, \$1.00/ square foot*
Supporting Clubs, Businesses, nonprofits, \$0.50 / square foot*

**Pricing is for the ENTIRE RALLY Dates 8/15-17/2014
no one day or two rental prices regardless of what day you arrive to set up**

Minimum Square Footage per Exhibit Space 10' x 10'

Company : _____

Category (above): General Retail Food Swap Supporting Club / Nonprofit

Booth Size Request: _____

If a trailer is part of your display its dimensions **ARE** a part of your vendor space

**LIST ALL OF YOUR PRODUCTS OR SERVICES TO BE
DISPLAYED OR SOLD AT YOUR LOCATION:**

Please be very detailed – Food Vendors to submit menu and pricing

Special Vendor Advertising Options:

Vendor website listing and link ad \$50.00 \$ _____

Coupon in Event Brochure (full page) \$250.00 \$ _____

Booth Size: _____ times Rate: \$ _____ /sq. ft. Total \$ _____

Electricity needed (\$50.00) \$ _____

Vendor RV Overnight Parking, 8/15-16/2014 (\$75.00) \$ _____
(RV size _____)

Total: \$ _____