

The logo for the Spring Festival features the words "Spring Festival" in a large, red, serif font. The text is surrounded by various red floral icons, including daisies, tulips, and smaller blossoms, arranged in a decorative arc above and below the main text. To the right of "Festival", the word "anthem." is written in a smaller, lowercase, sans-serif font. Below "anthem.", the text "BY DEL WEBB" and "AT MERRILL RANCH" is written in a very small, uppercase, sans-serif font.

Spring Festival
anthem.
BY DEL WEBB
AT MERRILL RANCH

Saturday, March 10, 2012

11 AM - 7 PM

**Exhibitor & Vendor
Package**

www.amrevents.com/festival

Vision

The Annual Anthem at Merrill Ranch Spring Festival is a fun-filled carnival for all ages. This event is meant to bring the entire community together in celebration of Spring.

The community of Anthem at Merrill Ranch is proud to present this exciting opportunity to the general public. All ages will enjoy food, music, entertainment, rides and games.

On Saturday, March 10th, we will come together to enjoy the new year, sunshine and good company that each spring brings. It is sure to be a full day of music, food, fun for the entire area.

Demographics

The attendee demographic for this event is all-encompassing. The event is designed with aspects applicable to all ages including kids, teens, young adults, adults and active adults. We expect this event to provide enjoyment for a wide range of attendees. Entrance to the event is free to all attendees.

Attendance marketing efforts will be directed to the following areas of the state of Arizona:

- Anthem at Merrill Ranch
- Florence
- San Tan Valley
- Queen Creek
- Coolidge
- Casa Grande
- Gilbert
- Chandler

Projected 2012 Attendance: ≈ 3,000

2011 Attendance: ≈ 2,200

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Note to Vendors

**RESERVATION DEADLINE IS:
Friday, February 27, 2012**

As a vendor at the annual Spring Festival you will be part of an amazing annual event brought to the residents of Anthem at Merrill Ranch, the Town of Florence and cities from all around the southeast valley.

The Spring Festival admission is free, open to the public, and intended for all ages. This is one of five large scale events planned at Anthem at Merrill Ranch open to the public each year.

In an effort to not commercialize this event, there are a limited number of vendor opportunities available. This is your chance to partner with Anthem at Merrill Ranch on what will be one of the most exciting festivals in the southeast valley.

The following pages give a description of the vendor package. When you have decided which package is for you, please contact Audra Pantin, Exhibitor & Vendor Manager, at (520) 723-6654.







ALL vendors attending the Spring Festival are required to have a Special Event Vendor Permit from the Town of Florence. Those exchanging money at the event also will be required to have a Town of Florence Business License. Please contact the Town Clerk's office at (520) 868-7552 for your Permit/License. There may be a \$10.00 fee associated with your Vendor Permit/Business License. If your Special Event Permit is not displayed at your vendor booth, the Town of Florence will insist your booth be closed down.

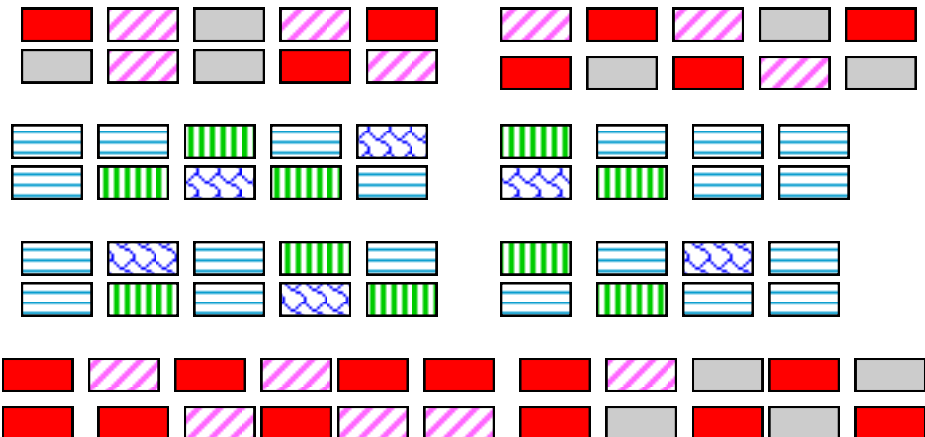
www.amrevents.com/festival

Vendor Package

All vendors receive:

- Display Booth at 2012 Spring Festival
 - (1) 10' x 10' area (see prices below for tented/non-tented spaces)
 - (1) 8' table
 - (1) Table linen
 - (2) Folding chairs
- Your coupon or promotional item given to all participants at initial entry
 - Any items for distribution must be provided to Anthem no later than **February 25, 2012**.
- Vendor logo to be included in event brochure
 - Logo must be submitted by February 17, 2012 and will be printed as is. Be sure to include contact information.
 - All vendors will automatically participate in our **Vendor Passport Program**, designed to drive Festival attendees to your booth.
- Please contact Vendor Liason to select your booth location, the map listed below is an example only.

-  Business Vendor (tented)
-  Business Vendor (non tented)
-  Arts & Crafts (tented)
-  Arts & Crafts (non tented)
-  Community
-  Sponsor



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Spring Festival

anthem.
BY DEL WEBB
AT MERRILL RANCH

Contact Us

Don't forget...

February 27th is your last chance to secure a table!

The 2012 Anthem at Merrill Ranch

Spring Festival

Exhibitor & Vendor Manager:
Phone Number:
E-Mail:

Audra Pantin
(520) 723-6654
apantin@aamaz.com

Event Director
Phone Number:
E-Mail:

Christine Reeder
(520) 723-6631
Christine.Reeder@OurAnthemMR.net

**SECURE YOUR TABLE BY CALLING
520.723.6654**

3200 North Anthem Way • Florence, AZ 85132 • 520.723.6650 Main

www.amrevents.com/festival

EXHIBITOR/VENDOR

Application & Contract

Anthem at Merrill Ranch
Community Park
Merrill Ranch Pkwy & Anthem Way
Florence, AZ



NOTE: Please contact the Town of Florence Clerk's office at (520) 868-7552 for your Special Event Vendor Permit and/or Business License. The Town of Florence will be onsite, monitoring the event.

Saturday, March 10, 2012 • 11AM – 7PM

STEP 1: EXHIBITOR/VENDOR INFORMATION (Please Print Clearly)

Company Name:	Today's Date:		
Address:	City:	State:	Zip:
Telephone: ()	Ext.	Fax: ()	
Authorized Representative Name:	Title:		
E-Mail Address:			

STEP 2: EXHIBITOR/VENDOR PACKAGES (select one)

Vendor Package	Vendor Type	Vendor Cost
BUSINESS EXHIBITOR (20 Available)	TENTED	\$160
EXHIBITOR (10 Available)	NON-TENTED	\$60
ARTS & CRAFTS VENDOR (10 Available)	TENTED	\$100
ARTS & CRAFTS VENDOR (20 Available)	NON-TENTED	\$40

ADMINISTRATIVE (do not write in this section)

Received Contract

Received Payment

Notes:

www.amrevents.com/festival

All Event Exhibitors and Vendors MUST be secured by Friday, February 27, 2012!

Secure yours EARLY to ensure availability!

STEP 4: PAYMENT OPTIONS Final Registration Deadline: Feb 27, 2012

If referred, name of business /person that referred you:

A. **SIGN AND FAX** all 3 pages of Application to AMR (Audra Pantin) FAX: (520) 723-6659

B. **MAKE CHECKS PAYABLE TO:** Anthem at Merrill Ranch Community Council

C. **MAIL copy of this Application with Payment to:**

AMRCC (ATTN: Spring Festival), 3200 N. Anthem Way, Florence, Arizona 85132

D. **Check here if you need to be invoiced:**

Contact information for Invoicing (if different than on page 1)

Company Name: _____

Address: _____

City/State/Zip: _____

Contact Person: _____ Title: _____

Phone: _____ Ext: _____ Fax: _____

E-Mail: _____

E. **CONTACT** AMRCC Vendor Manager, Audra Pantin, for payment options (credit cards, etc.) at:
(520) 723-6654 DIRECT LINE E-Mail: APantin@aamaz.com

Exhibitor/Sponsor Contract Terms and Conditions

No Guarantee of Results

I, _____ (henceforth known as "Event Vendor") as a vendor of the 2012 Anthem at Merrill Ranch Spring Festival understand that the service or product I represent does not have exclusivity at this event.

Payments

Anthem at Merrill Ranch Community Council, Inc. (AMRCC) is not required to provide any booth space unless this signed contract is received by AMRCC on or before February 17, 2012, Vendor completes its booth's setup a minimum of 45 minutes prior to the beginning of the event, and if payment is not received within 10 days of receipt of Vendor Contract, booth may not be available. There will be no refunds on Vendor payments. Vendor will pay any costs for collection, including reasonable attorney's fees and returned check expenses – for any amounts not paid by Vendor to AMRCC when due. If no notification in writing of cancellation has been received within 10 days after receipt of contract for Vendor, Vendor will be held financially responsible for the space rental. In the event that any taxes or other impositions are due to any governmental authority related to the exhibit of Vendor, such payments shall be the sole responsibility of the Vendor. Vendor shall promptly pay any such payments.

Exhibit Space

AMRCC reserves the right to reposition location of Vendor booth in advance of the event for any reason it deems necessary, although AMRCC will attempt to fulfill any reasonable booth requests.

Booth Installation

Booth setup is the full responsibility of the Vendor. Vendor's loading vehicles must be removed from all loading areas as soon as unloaded. All displays must remain assembled and staffed throughout event hours until official conclusion time, since disassembling Vendor displays prior to event conclusion is disruptive to the event. Vendor shall be solely responsible for Vendor's display and personal property, including but not limited to Vendor's products, furniture, equipment, records, written materials, computers, exhibits and signs.

Company Authorized Representative

Vendor must designate one person as it's authorized representative at the booth, such that any written or verbal notices given to the authorized representative shall be deemed received by Vendor. Technically trained people must staff the booth of the Vendor.

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Inclement Weather

In the case that the 2012 Spring Festival experiences inclement weather, the Event Vendor acknowledges that no refunds will be given under any circumstance. Event Vendor also acknowledges that protection of personal property (i.e. advertising collateral, product displays, signs/banners, etc) is the sole responsibility of the Event Vendor and under no circumstance shall Anthem at Merrill Ranch or any of its partners (listed within Mutual Indemnification below) be held responsible for damages caused by inclement weather or its effects.

Mutual Indemnification

Subject to any limitations stated in this Agreement, Event Vendor will indemnify, defend and hold harmless Anthem at Merrill Ranch Community Council, Inc., Sun City Anthem at Merrill Ranch Community Association, Inc., Anthem Parkside at Merrill Ranch Community Association, Inc., their directors, officers, agents, employees, independent contractors, representatives or executors (the "Associations"), AAM, L.L.C., Pulte Homes Corporation, their officers, directors, employees, and trade contractors and any of their affiliates from and against all claims and actions, including attorneys' fees, arising out of damages or injuries to persons or tangible property caused by a negligent act, error or omission of Event Vendor or any of Event Vendors agents, trade contractors and employees in the performance of services under this Agreement. Event Vendor will not be responsible for any loss, damage, or liability arising from the sole negligence of the Association, the Association's trade contractors, agents, staff or consultants.

Complete Agreement

This contract incorporates and constitutes the full understanding of the parties and supersedes any and all prior agreements, understandings and representations. The parties hereby agree that there are no other understanding or agreements between the parties which are not contained in this Contract.

No Partnership

This Contract shall not be construed to create a partnership between AMRCC and Vendor or otherwise to create any relationship or agency. Vendor may not act on behalf of AMRCC without first receiving writing authorization.

AMRCC Authority

AMRCC shall have the right and authority to modify various conditions of the 2012 Spring Festival including the times and content of the various seminars (if applicable) and the times during which attendees may view booths. Furthermore, AMRCC may determine, in its discretion, that the content of the Vendor booth is detrimental to 2012 Spring Festival in which event Vendor shall comply with all reasonable directions of AMRCC on changes and modification. In no event will AMRCC be required to modify or require closure of any booth.

Agree to Terms

Event Vendor accepts all terms as stated above. In signing this document Event Vendor acknowledges their responsibility to provide correct and timely payment, secure event insurance meeting the requirements stated above, promote the event whenever possible and maintain an open line of communication with the Vendor Liason, Audra Pantin (APantin@aamaz.com). Failure to adhere to the terms of this contract may result in Event Vendor status being revoked.

Town of Florence Compliance

ALL sponsors attending the Spring Festival are required to have a Special Event Vendor Permit from the Town of Florence. Those exchanging money at the event also will be required to have a Town of Florence Business License. Please contact the Town Clerk's office at (520) 868-7552 for your Permit/License. There may be a \$10.00 fee associated with your Vendor Permit/Business License. If your Special Event Permit is not displayed at your vendor booth, the Town of Florence will insist your booth be closed down.

Company Authorized Representative (Print Name): _____

Authorized Rep. Signature: _____ Date: _____

AMRCC Representative (Print Name): _____

AMRCC Rep. Signature: _____ Date: _____