



## CELEBRATING SACRAMENTO'S CANNABIS HARVEST

### Cal Expo, Sacramento, CA

Partner and exhibitor opportunities,

Tree Harvest Festival is seeking to creatively partner with companies that share our values. Coveted by the most successful companies, event partnership is an effective way to reach patrons, whether by introducing new products through sampling or simply informing or educating festival-goers about your company through face to face interaction. Becoming a partner can have a tremendously positive impact on any company whose products or ideas are in line with the lifestyle of our devoted festival fans.

There will be a celebration of the harvest of the cannabis flower on August 24<sup>th</sup> and 25<sup>th</sup>, 2019 at Cal Expo in Sacramento, CA. It's kinda like going to the county fair except the theme is weed. You can buy some pot or weed edibles, you can smoke grass and you can learn more about the current issues surrounding the marijuana debate, at this festival. There will be cannabis vendors, a cannabis competition called Tree Harvest Championship, the chance to meet the cultivators, special guest speakers, THC and CBD cooking demonstrations, two music stages with 30 bands and DJ's, a comedy stage with 31 comedians, shaded chill seating areas, funnel cake eating contest, live and interactive local art and cannabis themed art installations, games, a Ferris wheel, weed mower races, 4:20 smoke out, joint rolling contest, free filtered cold water station, Miss and Mr. California Green contest, and whatever else comes together between now and August. This event is being produced by a local event promoter with over 15 years experience in street fairs and festivals who wants to create a fun and safe atmosphere to enjoy and celebrate cannabis.

Tree Harvest has some hella chill music on two stages. But the headliner of our event is Mary Jane (aka Marijuana). All of the bands, speakers and comedians will be Cali locals.

We're gunna party all day long, like Cheech and Chong, smoking a bong and getting along.

#### Event Details:

Admission:	\$34 at the door, \$29 advance online
Parking:	15
Event Address:	Cal Expo, 1600 Exposition Blvd., Sacramento, CA 95815 (Blue Gate)
Web Site:	<a href="http://treeharvestfestival.com">treeharvestfestival.com</a>
Public Phone	916-787-0101
Dates:	August 24 and 25, 2019
Time:	Sat: Pre Sale Guests 11:30am, all other guests 12pm-9pm, Sun: Pre Sale Guests 10:30am, all other guests 11am-5pm

must be at least 21 years old to attend



### Event Promotions

Though we expect to draw a vast variety of patrons our target demo will be 25 to 50. We will spend over \$80,000 promoting Tree Harvest Festival. This promotion, our entertainment value, plus our earned media and organic social reach should get us an estimated attendance of 20,000+ people over 2 days. We will advertise on radio, billboards, Google, Facebook, Instagram, YouTube, print media, event calendars, posters and flyers, plus we are wrapping John's 1970 VW Camper and taking it to busy events and places in Sac.

- Radio: THF will be advertised on iHeart and other Radio Stations in the Sacramento market
- Billboard: THF will have electronic billboards on I80 and poster billboards around the Sacramento market
- Google: THF will promote Google advertising click campaigns targeting and retargeting our demo
- Print: THF will purchase print ads in SN&R and similar newsletters
- Instagram: THF will promote organic and paid advertising on Instagram
- Facebook: THF will promote organic and paid advertising on Facebook
- Twitter: THF will promote organic and paid advertising on Twitter
- Snapchat: THF will put custom filters on Snapchat
- Earned: THF will send Press releases and work every angle to get on local news
- Banners: THF will print and hang banners in approved locations
- Posters: THF will distribute 500 Posters at dispensaries, smoke shops and other like minded businesses
- Gorilla: THF will set-up booths at a few events and concerts before THF to promote ticket sales  
THF will wrap John's bus and take it to busy events and places
- Street Signs: THF will post 500 street signs two weeks prior to THF

### Exhibitor opportunities

Exhibitors and partners selling products containing cannabis must be licensed in the State of California.

### Outdoor Exhibitor

- Home made art or craft – You must be able to prove that you are the maker \$200

**Outdoor Exhibitor Area A** (consumption area, 69 = 10'x10' spaces)

- Distribution and Retail 20X20 with 70 foot queue line \$23,000, Hosting Rights Area 1 (One available)\*
- Licensed Cannabis Retail 10x10 \$2,800 \*\*
- Manufacturer or Micro other than cultivator that has permission to make cannabis products, but not sell to public \$2,200 (One brand per booth) \*\*\*
- Cultivator that has permission to grow, but not sell to the public \$1,900\*\*\* (One brand per booth)
- Non-Licensed, non consumption, cannabis support product 10x10, \$1,200

*Outdoor Area A Additional,*

- Corner spot ad \$100 (24 available)
- Listed as community partner \$1,000
- Sound Permit for Area 1, \$2,000 (one available, limited to 82 dB to closest neighboring exhibitors booth which means they can still comfortably talk to potential clients)
- Distribution container in Restricted Access area 1, \$3,500\* includes security guard 6pm Friday to 6pm Sunday\*\*\*\*
- Space for Distributor to bring their own lockable truck or container \$1,500 includes security 6pm Friday to 6pm Sunday\*\*\*\*

**Building C Green Section** (consumption okay, no smoking or vaping allowed inside, 28 = 10x10 spaces)

- Distribution and retail 1 - 20X20 with 70 foot queue line \$10,000 (Hosting Rights White) (One available)\*
- Licensed cannabis retail 10x10 \$2,400 \*\*
- Manufacturer or Micro other than cultivator that has permission to make cannabis products, but not sell to the public \$1,800 (One brand per booth) \*\*\*
- Cultivator that has permission to grow, but not sell to the public \$1,500 (One brand per booth) \*\*\*
- Non-Licensed, non consumption, cannabis support product 10x10, \$900

*Building C Green Section Additional,*

- Corner spot ad \$100 (24 available)
- Listed as community partner \$1,000
- Distribution Room 1, \$2,100 includes security 6pm Friday to 6pm Sunday (One available) \*\*\*\*
- Distribution Room 4, \$3,100 includes security 6pm Friday to 6pm Sunday (One available) \*\*\*\*
- Distribution container in Restricted Access area 2, \$3,500\* includes security guard 6pm Friday to 6pm Sunday \*\*\*\*
- Space for Distributor to bring their own lockable truck or container \$1,500 includes security 6pm Friday to 6pm Sunday\*\*\*\*

**Building C White Section** (consumption okay, no smoking or vaping allowed inside, 28 = 10x10 spaces)

- Distribution and retail 4 - 10X40 with 70 foot queue line \$9,000 (Hosting Rights Pink) (One available)\*
- Licensed cannabis retail 10x10 \$2,400 \*\*
- Manufacturer or Micro other than cultivator that has permission to make cannabis products, but not sell to the public \$1,800 (One brand per booth) \*\*\*
- Cultivator that has permission to grow, but not sell to the public \$1,500 (One brand per booth) \*\*\*
- Non-Licensed, non consumption, cannabis support product 10x10, \$900

*Building C White Section Additional,*

- Corner spot ad \$100 (24 available)
- Listed as community partner \$1,000
- Distribution container in Restricted Access area 2, \$3,500\* includes security guard 6pm Friday to 6pm Sunday \*\*\*\*
- Space for Distributor to bring their own lockable truck or container \$1,500 includes security 6pm Friday to 6pm Sunday\*\*\*\*

**Building C Pink Section** (consumption okay, no smoking or vaping allowed inside, 29 = 10x10 spaces)

- Distribution and retail 20X20 with 70 foot queue line \$7,500 (Hosting Rights Green) (One available) \*
- Licensed cannabis retail 10x10 \$2,300 \*\*
- Manufacturer or Micro other than cultivator that has permission to make cannabis products, but not sell to the public \$1,700 (One brand per booth) \*\*\*
- Cultivator that has permission to grow, but not sell to the public \$1,400 (One brand per booth) \*\*\*
- Non-Licensed, non consumption, cannabis support product 10x10, \$800

*Building C Pink Section Additional,*

- Corner spot ad \$100 (24 available)
- Listed as community partner \$1,000
- Distribution Room 2, \$3,100 includes security 6pm Friday to 6pm Sunday (One available)
- Distribution Room 3, \$4,100 includes security 6pm Friday to 6pm Sunday (One available)
- Distribution container in Restricted Access area 2, \$3,500\* includes security guard 6pm Friday to 6pm Sunday \*\*\*\*
- Space for Distributor to bring their own lockable truck or container \$1,500 includes security 6pm Friday to 6pm Sunday\*\*\*\*

**Building C Yellow Section** (consumption okay, no smoking or vaping allowed inside, 29 = 10x10 spaces)

- Distribution and retail 10X40 with 60 foot carpeted queue line \$7,500 (Hosting Rights Yellow) (One available)\*
- Licensed cannabis retail 10x10 \$2,300 \*\*
- Manufacturer or Micro other than cultivator that has permission to make cannabis products, but not sell to the public \$1,700 (One brand per booth) \*\*\*
- Cultivator that has permission to grow, but not sell to the public \$1,400 (One brand per booth) \*\*\*
- Non-Licensed, non consumption, cannabis support product 10x10, \$800

*Building C Yellow Section Additional,*

- Corner spot ad \$100 (24 available)
- Listed as community partner \$1,000
- Distribution container in Restricted Access area 2, \$3,500\* includes security guard 6pm Friday to 6pm Sunday \*\*\*\*
- Space for Distributor to bring their own lockable truck or container \$1,500 includes security 6pm Friday to 6pm Sunday\*\*\*\*

\* *Distribution and Retail* could be one person/company that has both licenses. *Distribution and Retail* could be two separate companies that do regular business together and are partnering on this promotion.

\* *Hosting Rights*: Any exhibitor in that area that does not have a retail license that allows sales to public, such as licensed cultivators and manufacturers, will be referred to you for retail sales. They will sell product to you and you will sell to the public. They will write a ticket for the products the consumer wants and the consumer will bring the ticket to your retail location to make the purchase.

\*\* A California Cannabis Retail or Cannabis Microbusiness license that has permission to sell to public is also allowed to sell cannabis products at Tree Harvest Festival. If you are licensed to sell cannabis to consumers in California then you can sell cannabis to consumers at this event. (Brands brought to Tree Harvest Festival by a Retailer must be regularly available in your daily retail business otherwise Hosting Rights must be purchased or written authorization from event manager is required)

\*\*\* If you are a cultivator, distributor or manufacturer and do not have permission to sell cannabis to consumers then we will partner you with a retailer that will sell your product in their retail location at Tree Harvest Festival. You will write an order for the customer for them to take to the retailer. All business transactions between Cannabis Retailers and Microbusinesses should not exceed 10% of the average of recent business transactions with your regular business partners outside of Tree Harvest Festival.

\*\*\*\* Employees must have California ID and be on your list to gain entry to Restricted Access areas. Tree Harvest Festival staff nor security guards will have keys or access to units. Only Distributors staff will have access to secure distribution areas.



Tree Harvest Festival Partner Application: [go to treeharvestfestival.com](http://treeharvestfestival.com) to apply online

Package \_\_\_\_\_ \$ \_\_\_\_\_

Additional \_\_\_\_\_ \$ \_\_\_\_\_

Additional \_\_\_\_\_ \$ \_\_\_\_\_

Additional \_\_\_\_\_ \$ \_\_\_\_\_

Additional \_\_\_\_\_ \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

Payment options (select one)

- We sent check # \_\_\_\_\_ payable to Johny 5 Productions LLC for \$ \_\_\_\_\_
- Please call (phone) \_\_\_\_\_ to pay by credit card over the phone, ask for (name) \_\_\_\_\_
- Please email an invoice to \_\_\_\_\_ so that we can pay by credit card online
- Please call (name) \_\_\_\_\_ at (phone) \_\_\_\_\_ to schedule a cash payment

Exhibitor booths may not be shared or sublet.

BUSINESS NAME \_\_\_\_\_

APPLICANT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE1 \_\_\_\_\_ PHONE 2 \_\_\_\_\_

EMERGENCY CONTACT (name and number) \_\_\_\_\_

RESALE # \_\_\_\_\_ (required for any retail)

BCC# \_\_\_\_\_ (required for cannabis industry)

E-MAIL ADDRESS \_\_\_\_\_

E-MAIL ADDRESS 2 \_\_\_\_\_

Point of Contact for pre coordination up – Name and Phone Number \_\_\_\_\_

Point of Contact for set-up – Name and Phone Number \_\_\_\_\_

2nd Point of Contact for set-up – Name and Phone Number \_\_\_\_\_

Point of Contact during event – Name and Phone Number \_\_\_\_\_

2nd Point of Contact during event – Name and Phone Number \_\_\_\_\_

Point of Contact for tear down – Name and Phone Number \_\_\_\_\_

2nd Point of Contact for tear down– Name and Phone Number \_\_\_\_\_

Your outside booth comes with space only. Do you need a tent provided for your outside booth?  
Additional \$300 per 10x10 tent. If you provide your own tent you are liable for damage it may cause to other people property if not properly weighted down for wind.

- Yes
- No

What is the size of your Booth? \*

- 10x10
- 10x20
- 20x20
- 20x30

Will your booth have live glassblowing?

- No
- Yes, please call (name) \_\_\_\_\_ at (phone) \_\_\_\_\_ for coordination

Each 10x10 booth comes with 1 table and 2 chairs. Do you need to rent additional tables, and how many?  
(\$20 each table, \$10 each chair)

- Chairs \_\_\_\_\_ X \$10 = Total \$ \_\_\_\_\_
- Tables \_\_\_\_\_ X \$20 = Total \$ \_\_\_\_\_

### Power

Each 10x10 space gets 1 x 5amp - 120v circuit.

What do you plan to plug into the single 120v - 5 amp outlet that is provided with your booth? If you select more than 2 boxes below, you will most likely require more Power. Please select all that apply & use the "Other" field to list anything not mentioned below. If you will have more than 1 of anything, please use the "Other" field to explain.

- |   |  |
|---|--|
| <input type="checkbox"/> Refrigerator             | <input type="checkbox"/> Speakers  |
| <input type="checkbox"/> Freezer                  | <input type="checkbox"/> Basic Home Electronics (cell phones, tablets,)  |
| <input type="checkbox"/> Deep Fryer               | <input type="checkbox"/> DJ equipment                                    |
| <input type="checkbox"/> Slushie Machine          | <input type="checkbox"/> A/C unit  |
| <input type="checkbox"/> Coffee Machine           | <input type="checkbox"/> Cash register (Square Stand, Digital Registers) |
| <input type="checkbox"/> Non-Basic lighting       | <input type="checkbox"/> Other:  |
| <input type="checkbox"/> Grow Lights              | _____  |
| <input type="checkbox"/> Basic Home Lighting      | _____  |
| <input type="checkbox"/> Display Case with lights |  |
| <input type="checkbox"/> Dab Rig                  |  |
| <input type="checkbox"/> TV                       |  |

Based on the last question, will you need to purchase additional power for your booth? Each 10x10 comes with one 120v - 5 amp outlet. (\$225 for additional 20 amps) (\$400 to add 120v - 50 amp outlet)

- 120v - 20 amp outlet, \_\_\_\_\_ X \$200 = Total \$ \_\_\_\_\_
- 120v - 50 amp outlet, \_\_\_\_\_ X \$400 = Total \$ \_\_\_\_\_
- I'm good with my one free 5amp 120v circuit



Please send more information about,

- TREE HARVEST CHAMPIONSHIP
- SPONSORSHIPS/PARTNERSHIPS
- COOKING DEMONSTRATIONS
- SPEAKER OPPORTUNITIES
- CANNABIS EDUCATORS
- TREE HARVEST FEST ADVISORY COMMITTEE

What types of products are you interested in exhibiting?

- Flower
- Edibles
- Concentrates
- Vape Pens
- Accessories
- Merchandise
- Art
- Other (please provide info below)

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Notes to coordinator:

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Requesting space number \_\_\_\_\_

(Partners will choose space's first. Exhibitors please request a space number here. We will place exhibitors on August 17<sup>th</sup> (unless we sell out sooner). The earlier your app is received, the more likely you will be placed at or near your request. Partners are placed at contract execution. Exhibitors who do not request a space will be placed as close to the entrance as possible based on when they signed up.

**[The next 8 questions will be shared with the public]**

Tell us about your brand:

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Instagram \_\_\_\_\_

Website \_\_\_\_\_

Facebook \_\_\_\_\_

Twitter \_\_\_\_\_

Hashtag's \_\_\_\_\_

Public phone number \_\_\_\_\_

What will you be bringing to Tree Harvest Festival?

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**[End of Public information questions]**

**Exhibitor timeline:**

- Set up/Load In, Friday, August 23rd from 9am to 6pm
- Exhibitor Load in (Products Only) from 9am to 11am on Saturday and 9am to 10am on Sunday
- Booths must be open and occupied Saturday 11:30am to 9pm, Sunday 10:30am to 5pm, even if you run out of product you must leave your booth set-up and at least 1 employee staffing it until the event closes. If you run out of product or simply get bored you may clean up and prep your stuff but you may not take down tents, banners, signs, tables, displays, etc. until event closes
- Exhibitor Tear Down starts on Sunday when the crowd has cleared which should be about 5:20pm. Tear down must be complete by Sunday the 25st at 9pm  
Partner Tear Down must be complete by Monday the 26th at 2pm  
We will have a security team at the fairgrounds from Thursday 8pm to Monday 8am

**Tax liability:**

Cal Expo is in the City of Sacramento. Per Sacramento City Code section 3.08.205, all cannabis businesses doing business in the City of Sacramento are required to pay a business tax of 4% of their gross receipts. All Tree Harvest Festival partners must set up a Sacramento Account and pay the Sacramento tax. For each vendor at the event that does not already have an account set up with Sacramento and will be selling any cannabis products, we will need a business tax application completed (see Cannabis Business Tax Application on our Exhibitor page under Links and forms) so an account can be set up. It is preferred if these can be filled out on-line but if hand written please ensure they are legible. Each cannabis business pays 4% of their gross receipts.

For those making sales of non-cannabis products (if applicable) will also require a business tax account. Those who make under \$10,000 pay \$30 and a \$4 state fee. (see Non-cannabis products business tax application on our Exhibitor page under Links and forms).

These are the only taxes that Tree Harvest Festival has been asked to govern. All partners are responsible for any and all other taxes pertaining to your normal business.

Do you have a tax account set up with the City of Sacramento?

- No, I will set up an account and send you a copy of the application
- Yes, Business Name \_\_\_\_\_  
Address \_\_\_\_\_

**General liability insurance coverage provisions:**

At all times Event partner shall maintain at its own cost and expense commercial general liability insurance coverage with minimum limits of at least \$2,000,000 per occurrence combined single limit for bodily injury and property damage and cover damages for bodily injury, property damage, personal injury liability, and products and completed operations liability. Johnny 5 Productions LLC., its agents, and employees are made additional insured but only insofar as the operations under this agreement are concerned.

Event partner shall submit insurance certificates to Johnny 5 Productions LLC. for approval by appropriate agencies prior to the commencement of operation on the premises. At least thirty (30) days prior to the expiration of any policy, a new insurance certificate with renewal information shall be filed with Johnny 5 Productions LLC. Event partner shall furnish Johnny 5 Productions LLC a certified copy.

Certificate of Insurance and/or policy must cover for the term of the agreement including the period described as set-up and clean-up period, if any.

Event partner agrees that the liability insurance herein provided shall be in effect at all times during the term of this agreement. In the event said insurance coverage expires at any time or times during the term of this agreement, Event partner agrees to provide Johnny 5 Productions LLC, 534 Vernon Street#2, Roseville, CA 95678, a new certificate of insurance evidencing insurance coverage as provided for herein for not less than one year or the remainder of the term of this agreement. New Certificates of Insurance are subject to the approval of Johnny 5 Productions LLC. and Event partner agrees that no activity by Event partner contemplated by this agreement be performed after the insurance expires and prior to the giving of such approval. If the Event partner fails to keep in effect at all times during the term of this agreement the insurance coverage as herein provided, Johnny 5 productions LLC. may, in addition to any other remedies it may have, terminate this agreement upon the occurrence of such event.

Do you have liability insurance with the above requirements?

- No, I will purchase it and have them send you a certificate
- No, Please refer me to the agent who is handling Tree Harvest Festival's insurance and once I obtain insurance I will have them send you a certificate
- Yes, Our insurance company will be sending you a certificate

**Read Carefully:**

READ CAREFULLY BEFORE SIGNING. IF THE WAIVER IS NOT SIGNED, THE PARTICIPANT WILL NOT BE REGISTERED AND THE FORM WILL BE REJECTED.

PARTICIPANT'S WAIVER, RELEASE, ASSUMPTION OF RISK AND INDEMNITY AGREEMENT FOR THE EVENT COORDINATOR, PARTNERS, PROMOTERS, JOHNY 5 PRODUCTIONS LLC., California Exposition & State Fair, THEIR OFFICERS, AGENTS, SERVANTS AND EMPLOYEES.

IN CONSIDERATION OF THE ACCEPTANCE OF THIS REGISTRATION FORM FOR THE PROGRAM LISTED, THE PARTICIPANT(S) NAMED ON THE FORM FREELY AGREES TO AND MAKES THE FOLLOWING CONTRACTUAL REPRESENTATIONS AND AGREEMENTS:

The participant named has read the official rules/code of conduct (available at [treeharvestfestival.com/rulescodeofconduct](http://treeharvestfestival.com/rulescodeofconduct)) and understands the nature and content of the activities involved, and any potential dangers incidental to engaging in the activities.

The participant named understands that breaking event rules or local and state laws may cause the elimination of participation in event without refund.

The participant named acknowledges that he/she has been fully and completely advised of the potential dangers incidental to engaging in the activities, and fully and voluntarily assumes the risks of engaging in the program and activities.

The participant named hereby voluntarily releases, discharges, waives and relinquishes any and all actions or causes of action for personal injury (including death) or property damage occurring to himself/herself arising as a result of participating in the said program or any incidental activities.

I hereby waive, release, and discharge, any and all claims for damages which may result in my participation in Tree Harvest Festival. By my signature I release Johnny 5 Productions, California Exposition & State Fair, and Partners of any and all liability of personal loss to myself or property.

This contract is not subject to early cancellation by the applicant. Deposit and payments are non-refundable.

Exhibitor space may NOT be sublet. Exhibitor space may not be shared.

All licensed cannabis business are responsible for coordinating legal transportation and waste of cannabis

Cannabis Retailers may only sell up to 28.5 grams of non-concentrated cannabis to a customer. Cannabis Retailers may only sell up to 8 grams of cannabis concentrate to a customer.

Exhibitor may sell only what is accepted on this application. All giveaways must be pre-approved by event manager in writing or email.

No Speakers or Music. We don't want to put exhibitors who need to have conversations next to loud music so we will create the atmosphere and provide music inside and outside every hall.

Applicant agrees to give at least 48 hour notice in case they are unable to be present at the event. Applicant will not receive refund for absence. In addition to not receiving a refund, any non excused absences will result in a \$500 fine.

Shared Risk Event: I understand that refunds will not be given regardless of weather or unforeseen circumstances or government interference. This is a RAIN OR SHINE EVENT. However, event may be cancelled at the event managers, facility CEO or government liaison's discretion due to civic/political interference or extreme conditions such as wind, storm, heat, smoke, and flood or any other act of god, terrorism or stupidity that causes a cancellation without refund.

**THE EVENT PRODUCER DOES NOT HAVE OR PROVIDE MEDICAL OR ACCIDENT OR PROPERTY INSURANCE FOR PERSONS OR ENTITIES INVOLVED IN PROGRAMS PARTNERED BY THEM**

APPLICANT SIGNATURE \_\_\_\_\_

NAME (PLEASE PRINT) \_\_\_\_\_

DATE: \_\_\_\_\_

<b><u>OFFICE USE ONLY</u></b>	
ACCEPTED BY: _____	_____
(MANAGER)	DATE: _____

MAIL PAGES 20-27 OF THIS APPLICATION TO: JOHNY 5 PRODUCTIONS, 534 VERNON STREET #2, ROSEVILLE, CA 95678  
EMAIL PAGES 20-27 OF THIS APPLICATION TO [WENDY@JOHNY5PRODUCTIONS.COM](mailto:WENDY@JOHNY5PRODUCTIONS.COM)

**GO TO  
TREEHARVESTFESTIVAL.COM  
TO APPLY ONLINE**