



***You Are Invited to Join the Fun & Festivities
of the 7th Annual Paradise Chocolate Fest!
Saturday, May 12th 2012***

The 7th Annual Paradise Chocolate Fest will be held Saturday, May 12 at Terry Ashe Park on the Skyway in Paradise from 9 a.m. to 5 p.m. The Fest features Chocolate Candy Land where you can dip into decadence at the large chocolate fountain or visit chocolate booths and professional Chocolatiers with countless chocolate delicacies, desserts and confections for sale. Visitors can stroll down Bittersweet Lane or walk up Sugar Tooth Street while savoring delicious chocolate treats. Fest attendees may also enjoy a blast from the past by visiting fifties themed Lollipop's Old Fashion Ice Cream Shoppe, or simply taking a walk through the park and enjoying the musical entertainment, fine art and craft booths, and a wide range of food selections.

Past winner of two international awards at the Retail Confectioners International Chocolatiers Convention and Expo held in Hershey, Pennsylvania, the Paradise Chocolate Fest is the place to indulge your love of all things chocolate. The 2011 Paradise Chocolate Fest attracted more than 5,000 attendees and the 2012 Paradise Chocolate Fest promises to be even more exciting by offering plenty of sugar-coated fun for the whole family.

Young Fest goers will have great fun visiting Kidz-Zone including giant inflatables, carnival games, costumed characters, face painting, musical entertainment and interactive arts & craft projects.

Special events throughout the day include Chocolate Promenade, Chocolate Cuisine Challenge, Chocolate Pancake Breakfast, "Chocolate Royale" Queen or King Coronation & Celebration, Chocolate Chase Fun Run/Walk, Chocolate Pie & Ice Cream Sundae Eating Contests, Cookie Stacking Contest, Chocolate Hat Parade, Children's Games & Huge Inflatables, Art in the Park, Craft & Commercial Vendors, Costumed Characters, Musical Entertainment, Delicious Food & Beverages ...a Chocolate Extravaganza in Paradise!

Admission - \$4.00 • Children 4 & Under – Free

Admission includes children's games, contests, chocolate candy, art show, musical concerts, opportunity drawing & more!

Additional Paradise Chocolate Fest Events:

Friday, May 11, 2012 – Evening of Wine & Chocolate

Guittard Chocolate & Wine Pairings, Guest Chef, Specialty Beer Tasting, Wine Auction, Savory Appetizers and Artisan Food Samplings, Chocolate Fountain & Decadent Desserts, Chocolate Paradise Martinis, Jazz Musical Entertainment ...

Saturday, May 19, 2012 – Chocolate Thunder Motorcycle Run

Motorcycle Run & Barbecue, Cash Prizes, Musical Entertainment, Chocolate Treats ...

"The Paradise Chocolate Fest benefits non-profit organizations that provide educational, enrichment, recreational and leadership opportunities for youth on the Paradise Ridge."

For additional information contact Debbie LaPlant Moseley 530/342-4896 or info@chocolatefest.us



**Join the Fun & Festivities of the
2012 Paradise Chocolate Fest
As a participating
Art, Crafts or Commercial Vendor!
Saturday, May 12, 2012 9 a.m. to 5 p.m.
Terry Ashe Park on the Skyway
Benefiting
Youth Organizations on the Paradise Ridge**

Enclosed is an application for the **2012 Paradise Chocolate Fest**. Please fill out and return the application along with your fees payment **and a self-addressed stamped envelope** so we can send your photos back to you upon acceptance. Art, Crafts & Commercial Vendors - \$70 if received by March 1, 2012.
After March 1, Vendor Space - \$85.00 (please see Vendor Application)

Mail to: Paradise Chocolate Fest P.O. Box 2621 Paradise, CA 95967

The 2012 Paradise Chocolate Fest is dedicated to ZERO WASTE. While the delicious, decadence of chocolate remains front and center in the minds of Fest visitors, the collaboration between the Paradise Chocolate Fest and Northern Recycling & Waste Services demonstrates how responsible planning and actions can make a huge difference while enhancing the festivities. **All vendors, participants and visitors are encouraged to help us reduce, reuse, or recycle. Please clean-up and pack-out trash at the end of the event. Vendors must use recyclable products - No Styrofoam containers will be allowed.**

ALL BOOTHS WILL BE JURIED. Please be sure to **LIST ALL ITEMS** and **SEND IN PHOTOGRAPHS OF WHAT YOU PLAN TO SELL** at this year's festival. Paradise Chocolate Fest, Inc. reserves the right to close down an exhibitor/participant booth if the items being sold are not as identified on their application and approved through our jury committee.

No space will be assigned without payment in full and receipt of a valid California Resale License #.
(Contact State Board of Equalization for one day permits)

MAKE CHECKS PAYABLE TO: THE PARADISE CHOCOLATE FEST.

Event is rain or shine. In the event the Fest is cancelled, Paradise Chocolate Fest, Inc. will be responsible to refund prepaid space fee and has no other liabilities with regard to this event.

Sellers are required to provide their own canopies/tents, dividers, tables, chairs, trash receptacle, and to take all your trash with you. No Styrofoam is allowed. Booth space is 10' x 10'.

Infrastructure set-up for the festival will be permitted on Friday, May 11, between 3 p.m. to 5 p.m.
Set-up must be completed by 8:30 a.m. on Saturday, May 12. Security will be provided on Friday night.
The hours for the festival are Saturday, 9 a.m. to 5 p.m. **No early tear-down.**

Exhibitors will be advised by Email of their acceptance to the festival within 2 weeks of receipt of completed application and full payment. An exhibitor's packet and parking permit will be mailed out no later than 10 days before the festival.

For additional information, contact Debbie LaPlant Moseley, (530) 342-4896 or debbie@chocolatefest.us.

We look forward to seeing you at the Chocolate Fest!



**Benefiting Non-Profit Youth Organizations on the Paradise Ridge
Saturday, May 12th, 2012 9 a.m. to 5 p.m.
Terry Ashe Park on the Skyway**

Arts, Crafts, Commercial Booth Application

Category

- Commercial/ Bus.
- Handmade Craft
- (By Vendor Only)
- Artist
- Information
- Non-profit Food
- Commercial food

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: (____) _____ Fax: (____) _____
E-mail: _____

**CA Resale Number: _____
Attach Copy of Resale License to Application**

**10' x 10' Space - \$70.00 if received by 3/1/12. After 3/1, Space - \$85.00
Includes 1 Parking Pass per Vendor**

We plan to exhibit, display, and sell: (All items to be sold must be listed!) Need more room, please use the back page.

Please plan to operate your booth space all day as all spaces are prime locations and could be assigned to a party that would actively participate in the complete event.

This is a JURIED show. Photos **MUST** accompany application along with booth FEES. **APPLICATIONS ARE DUE BY APRIL 15, 2012.** No refunds for any reason. EXHIBITOR/PARTICIPANT agrees to INDEMNIFY and HOLD HARMLESS Paradise Chocolate Fest, Inc., Town of Paradise, Paradise Park and Rec. Dept., Paradise Lutheran Church and Veteran's Memorial Hal from any claim, cause of action, and suits for damages. SIGNS may be used to identify items, maker, description and price. NO closeout, half price, clearance or "flea market" merchandise allowed.

Paradise Chocolate Fest is dedicated to Zero Waste. Vendors are encouraged to work together to teach sustainability by reducing the distribution of disposable items at each booth, encouraging material reuse, and keeping Terry Ashe Park free of litter. Leave no trace – Please Clean Up and Pack Out Trash at the end of the event. NO STYROFOAM.

You will receive an information packet complete with a map showing your location, access, loading area, instructions, parking information, lodging and directions after receipt of paid application and acceptance of show.

Paradise Chocolate Fest, Inc. reserves the right to close down an exhibitor/participant booth if the items being sold are not as identified on this application and approved through our jury process.

Send completed application and check to: **Paradise Chocolate Fest P.O. Box 2621 Paradise, CA 95967**

I agree to the above terms & conditions: _____ Date: _____
(Vendor Signature)

**For questions or information, contact Debbie LaPlant Moseley, Paradise Chocolate Fest
530/342-4896 or info@chocolatefest.us www.chocolatefest.us**