



**M.GO FASHION COMPANY, MOONSHINE CO. &
1ST WARD ALDERMAN PROCO JOE MORENO**

Be a part of this opportunity to reach an expected 5,000 attendees! The 3rd Annual Fashion Fest promises to be a renowned festival that will bring a bit of Style to Chicago. This is your chance to participate in the forefront of what has become a Wicker Park tradition.

What makes the FASHION FEST unique is that all elements of this fest are Chicago locals: the Fashion Designers, the Vendors, the Entertainment, the Venue & Food. Given the status of Division Street as the hottest, hippest most cutting edge neighborhood in Chicago, this event's "Exclusive Guest List" wouldn't want this Fest any other way but local.

The FASHION FEST private gated outdoor show, on Division & Marion Street, features a live music stage and Runway Fashion Show sponsored exclusively by **Potential Brand Sponsors**, an outdoor shopping experience featuring 20 Exclusive booths of Chicago's Local Fashion Designers, Boutiques and Salons, a wide variety of high quality food and drinks offered by Moonshine Bar & Grill and plenty of ice cold beer.

West Town Chamber & Wicker Park/Bucktown Chamber...Chicago's hottest, hippest 'hood.... Division Street between Ashland and Leavitt has formed itself with trendy boutiques, salons, spas, restaurants, bistros, bakeries, coffee shops and cyber cafes. It's wide, tree lined sidewalks give it a distinctly European feel. Moonshine is the Hang out of all Hang outs on Division Street and the perfect place to host the **FASHION FEST**. Moonshine is providing the entire parking lot space gated off for all the entertainment and the Outdoor Vendors Row on Marion Street. This provides extensive foot traffic as well as exposure for vendors. In many cases it has produced new cliental for local merchants, and extensive marketing for sponsors.

The FASHION FEST has a variety of entertainment including Dancers, Bands, Chicago's Hottest DJ's, Local Designers including M.GO Fashion Salon Collection, Steven Papageorge Salon and much more. Also an exclusive private Red Carpet Reception with SWAG BAGS. We are also pairing up with a Charity to donate raffles proceeds to. . It is our hope that we can forge new business partnerships, and expose vendors to new markets which could benefit growing business and provide exposure in untapped markets. We all know in business, that half the battle is the leg work in marketing and promoting products and services, this is an easy way to accomplish both in a weekend event.

FASHION FEST 2011 | Retail Vendor Application

Saturday, August 27, 2011 from 10am-10pm on Division & Marion/Moonshine

____ **Retail, Display, or Service Vendor 10' x 10' Space**\$375

Includes: Tent, BarrelsTable, Electricity, Advertising, Stage Announcements & DJ

____ **Retail, Display, or Service Vendor 4' x 8' Table Space**.....\$250

Includes: Table, Advertising & DJ

____ **Retail, Display, or Service Vendor 10' x 10' Space**\$500

Includes: Tent, BarrelsTable, Electricity, Advertising, Stage Announcements, DJ, Slot in Main Fashion Show (Models Included) and 4 VIP Seats

CONTACT

NAME: _____

BUSINESS

NAME: _____

ADDRESS /

ZIP: _____

TELEPHONE

NUMBER: _____

FAX

NUMBER: _____

E-MAIL ADDRESS/FACEBOOK/TWITTER

(REQUIRED): _____

EVENT DAY ONSITE CONTACT PERSON: _____ MOBILE _____

TYPE OF MERCHANDISE/ SERVICE TO BE SOLD (brief description, price range, etc...):

IBT # _____

All Vendors SELLING goods must have an ILLINOIS BUSINESS TAX ID NUMBER (IBT).

To obtain an IBT number visit: <http://www.revenue.state.il.us/Businesses/>

All vendors must sign a VENDOR CONTRACT. _____ *Please X that contract is signed and enclosed.*

Please indicate what you will be plugging into the outlet - be as specific as possible: lap top, number of lamps or lights including wattage, cash register etc anything over 20 amps will have an additional fee TBD.

Any other necessary equipment including lights for tent must be provided by vendor.

____ **Space Fee + _____ = TOTAL \$** **ENCLOSED AMOUNT**

*Please make check payable to **FASHION SALON**. Notification of official acceptance via email by **8/1/11**. Site plan and load in instructions forwarded via email by **8/1/11**.*

APPLICATION DEADLINE : JULY 30,2011. For more information on event email mgofashionsalon@aol.com.

Please send complete application, signed contract, & payment to: