



June 14, 2010

Dear Interested First Day Exhibitor,

You are invited to introduce your family-service organization to thousands of families during the Sixth Annual 2010 First Day Festival being held on Saturday, July 31st from 12:30pm – 3:30pm during the exhibitor portion of the event at Northridge Mall in Salinas. The Northridge Mall is dedicated to being a community gathering place for the residents of Monterey County and with the First Day Festival you'll have a genuine opportunity to be part of an important local tradition enjoyed by thousands of community members.

Our 2009 event exhibitors had an opportunity to reach over **11,000** attendees who were interested in speaking directly to organizations that can play such a large role in their lives. This year's event will be widely publicized and in the tradition of Northridge Mall events, will be "bigger & better" than last year with more entertainment, activities & family fun than ever before!

Registration will be handled on a first come, first serve basis, **but must be made no later than Friday, July 23rd** by completing and submitting the attached commitment form or by visiting www.shop-northridge-mall.com's event page or www.mbaykids.com. **For early registrants, a discounted fee of \$35 is available for registering prior to July 9th.** Your confirmation will not be processed until the entire commitment form, fee & hold harmless waiver have been received by Northridge Mall, so sign up early!

We look forward to your participation in this year's First Day Festival!

Sincerely,

Bryce Root
Event Director

**6th Annual
First Day Festival**
*A Community Celebration of the
First Day of School*

Saturday, July 31st
12:30pm - 3:30pm
Northridge Mall, Salinas

Registration discount ends July 9th!
Registration deadline: July 23rd!
No Refunds after July 23rd



First Day Festival Exhibitor Commitment Form

Set-up begins at 10:00am. Two (2) chairs and one (1) table and tablecloth are included with your booth. You may not sell items at your booth. Booths are for awareness and promotional purposes only.

If not paying online at www.mbaykids.com, please remit this form with **discounted** payment of \$35.00 postmarked on or before July 9th, and \$50.00 full price thereafter made payable to: Northridge Mall in the attached, stamped envelope. **All registration materials (fully completed commitment form, appropriate check amount & hold harmless waiver) must be received by July 23rd, 2010.**

Special Notes

- *Retail sales and/or exchange of money of any kind will not be permitted during the First Day Festival. Northridge Mall will maintain the right to review and decline exhibitor applications being submitted for the 2010 First Day Festival event.*
- *We would like to ask that each participating exhibitor incorporate a fun activity for their visiting families & children to create a festive, highly interactive expo atmosphere. This can consist of bean bag tosses, spin wheels, & other fun activities.*
- *We kindly ask that our exhibitors refrain from incorporating and distributing helium balloons into their activities and displays.*

Mail to Exhibitor Package to:

*Northridge Mall Management Office
c/o Maria Costales
796 Northridge Mall
Salinas, CA 93906*

*Feel free to contact Maria Costales with any questions:
831.449.7227 or maria.costales@macerich.com*



Organization Name _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Do you need electricity? (*Please supply your own extension cords – 6ft minimum*) _____

*Please make checks payable to Northridge Mall and send to:
Northridge Mall Management Office
c/o Maria Costales
796 Northridge Mall
Salinas, CA 93906*

HOLD HARMLESS AND COVENANT NOT TO SUE AGREEMENT

This Hold Harmless and Covenant Not to Sue Agreement (“Agreement”) is made as of this ____ day of _____, 2010. In consideration for allowing _____ (“Licensee”) to participate as an exhibitor at The First Day Festival on July 31, 2010 (the “Event”) at the shopping center commonly known as Northridge Mall (the “Center”), which is located at 796 Northridge Mall, Salinas, Ca. 93906, Licensee, for itself, and on behalf of its affiliates, and assigns, fully and forever releases, discharges and covenants not to sue The Macerich Company, The Macerich Partnership, L.P., the owner of the Center, Macerich Property Management Company, LLC, Macerich Management Company, MACW Property Management, LLC, Westcor Partners, LLC, Westcor Partners of Colorado, LLC, and Macerich Westcor Management, LLC, and each of their respective officers, directors, employees, partners, members, shareholders, subsidiaries, insurance carriers, contractors and/or agents, past and present (collectively, the “Macerich Parties”) for any claim, liability, demand, cause of action, obligation of whatever kind or nature, whether known or unknown, foreseen or unforeseen, whether at law or in equity, which Licensee has or may have against the Macerich Parties related to loss of life, personal injury, damage to property and/or any other damage arising from or out of any occurrence related to the Event.

If the Center or any of the Macerich Parties are made a party to any litigation, arbitration or other proceeding commenced by or against Licensee arising from or out of any occurrence related to the Event, Licensee shall defend, protect and hold the Macerich Parties harmless from any judgment, award or settlement and shall pay all costs, expenses, and attorney’s fees incurred or paid by any of the Macerich Parties in connection with such litigation.

IN WITNESS WHEREOF, Licensee has duly executed this Agreement on the day and year first written above.

Licensee:

By: _____

Name: _____

Title: _____

Mail to completed hold harmless waiver to the following address by July 23rd, 2010 to complete your registration:

*Northridge Mall Management Office
c/o Maria Costales
796 Northridge Mall
Salinas, CA 93906*

*Feel free to contact Maria Costales with any questions:
831.449.7227 or maria.costales@macerich.com*