

## COMMERCIAL VENDOR INFORMATION

# 4TH OF JULY

## AT THE BERKELEY MARINA

WEDNESDAY, JULY 4, 2012 -- NOON to 10 PM

**APPLICATION EARLY DEADLINE: MAY 1, 2012**  
**DEADLINE BY MAIL: JUNE 15, 2012**

	<u>Commercial</u>	<u>Interactive</u>
• Early Deadline postmarked by May 1	\$150	\$200 per item
• Deadline by mail, postmarked by June 15	\$175	\$225 per item
• Electricity (limited # of sites and in best locations)	\$25	\$25 or byo generator
• Day of event 10 a.m. to noon	\$200	NA

**Money orders or cash only day of event** at HQ booth.

- A 50% fee will be retained in the event of a cancellation up until June 15 after which no refunds will be made.
- Commercial booth size is 10' x 10.' Interactive space size designated as needed. No sharing of spaces. Approx. 100 spaces available throughout the event in a beautiful boat marina, most are on grass, interactive spaces are on pavement. You provide booth, chairs, lights, battery operated lanterns, 50' extension cords, garbage can, **4TH OF JULY** garb! You must accept the designated space provided by the Producer. Electricity is available with pre-registration and in certain locations only. Crowd estimates grow from 5,000 at noon to 100,000 by 9:30PM.
- Begin set up after 9 a.m. to be open for business at noon. Booths shut down at 9:30 p.m. as the fireworks begin. The street is closed to vehicles from 6:30–11 p.m. You may shut down early and leave by 6:30 p.m. but you will miss the bulk of the crowd. Free parking lot for your vehicles is nearby but not right at your booth. Bring a hand truck!
- No Styrofoam, alcohol, snap pops, sparklers, flags, pinwheels, glow-in-the dark items, or fireworks allowed. You may not sell or give away food, candy, water, or drinks. Items for kids sell particularly well. This is an alcohol-free event.
- In case of extremely bad weather or other disasters the show may be canceled at the discretion of the Producer or the City of Berkeley. Call 510.548.5335 for recorded information that morning. No refunds or payments will be made if show is canceled.
- Submit your valid **CA Sellers Permit** number with this application. Temporary numbers may be obtained from the State Board of Equalization 510.622.4100. You are responsible for collecting and reporting sales tax. The event address for reporting purposes is 201 University Ave., Berkeley, CA, 94710.
- For interactive (rides/games) only – A **Certificate of Additional Insured** worth one million dollars and naming “Lisa Bullwinkel & the City of Berkeley and its members, directors, employees, agents, subcontractors, representatives, attorneys, brokers, insurers, lenders, officers, directors, partners, successors (collectively "Producers")” as additional insureds and must be mailed with this application or faxed to Producer by you or your agent no later than May 1.
- **NEED TO STAY IN A HOTEL?** The Doubletree-Hilton, right in the thick of the event, is offering great room rates for participants – \$98/night for July 3rd and 4<sup>th</sup>. Use this link to book: [http://doubletree.hilton.com/en/dt/groups/personalized/J/JBKCADT-JUL-20120703/index.jhtml?WT.mc\\_id=POG](http://doubletree.hilton.com/en/dt/groups/personalized/J/JBKCADT-JUL-20120703/index.jhtml?WT.mc_id=POG)

COMMERCIAL VENDOR APPLICATION

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Business \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Cell Phone (\_\_\_\_) \_\_\_\_\_ Day Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

CA Sellers Permit # \_\_\_\_\_ (include beginning letters)

Applicant hereby releases and agrees to hold harmless and to not bring any lawsuit, arbitration or other action, claim, or proceeding (collectively "Release") against Lisa Bullwinkel or the City of Berkeley and its members, directors, employees, agents, subcontractors, representatives, attorneys, brokers, insurers, lenders, officers, directors, partners, successors (collectively "Producers") and assigns arising out of or relating to July 4th at the Berkeley Marina. This Release includes but is not limited to any claim, loss, expense, cost, obligation, and liability that Applicant may suffer arising out of or relating to July 4th at the Berkeley Marina whether by reason of breach of or failure by the Promoters to perform in any manner or any part of its obligations related to July 4th at the Berkeley Marina or by reason of any act or omission of the Promoters. This Release includes but is not limited to every type of personal injury, property damage and damage to business interests, whether caused by Promoters or a third party, natural or human-made disaster, or animal.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**ENCLOSE:**

Booth Fee payable to *Another Bullwinkel Show* \_\_\_\_\_

\$25 Electricity Fee \_\_\_\_\_

Interactive Vendors Only – Certificate of Insurance \_\_\_\_\_

Signature on this form \_\_\_\_\_

Description of product, game, or services \_\_\_\_\_

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