

VENDOR INFORMATION

4TH OF JULY

AT THE BERKELEY MARINA

FRIDAY, JULY 4, 2014 -- NOON to 10 PM

APPLICATION EARLY DEADLINE: MAY 1, 2014
REGULAR DEADLINE BY MAIL: JUNE 15, 2014

		Early Fee Postmarked by May 1	Regular Fee Postmarked May 1-June 15	Day of Event In Person July 4
Non-Profit or Gov't.	10'x10'	\$50	\$75 money order	\$100*
Arts & Crafts Booth	10'x10'	\$100	\$125 money order	\$150*
Commercial Booth	10'x10'	\$150	\$175 money order	\$200*
Interactive Rides/Activities	TBA	\$300	\$350 money order	NA
Electricity		\$25	NA	NA

***Money orders or cash only day of event at HQ booth 10AM-12Noon**

Non-Profit	Registered as a 501C-3 or C6, or you are a gov't organization
Arts & Crafts	Original, one-of-a-kind handcrafted work in any medium made by you. Cards with your artwork on them are OK. No imports.
Commercial	Items purchased by you for resale including imports, manufactured items from your designs, kits, commercial reproductions, taped music, etc.
Commercial/Interactive	Rides, animals, physical activities.

- Application with payment must be received by mail (except for insurance). Do not fax. If you are accepted, you will be notified and your checks will be cashed. If you are not accepted, your checks will be returned.
- After acceptance, a 50% fee will be retained in the event of a cancellation up until June 15 after which no refunds will be made.
- Booth size is 10' x 10.' Interactive booth hosts, please calculate your square footage and pay accordingly including vehicles if they need to be at your booth. No sharing of spaces. Approx. 100 spaces throughout the event in a beautiful boat marina, most are on the grass. You provide booth, chairs, lights, battery operated lanterns, 50' extension cord, garbage can, **4TH OF JULY** garb! No rentals available. Electricity is available with pre-registration and in certain locations only. All activity must take place within your booth. Crowd estimates grow from 5,000 at noon to 100,000+ by 9:30PM.
- Restricted:
 - Alcohol-free event. No sales of alcohol. No drinking alcohol in booths!
 - No Styrofoam is allowed in Berkeley.
 - No fireworks, snap pops, silly string, sparklers, flags, or pinwheel sales.
 - No glo-product sales or give-a-ways.
 - No food, candy or water sales, or give-a-ways unless you are a food vendor.
 - No clipboard activity outside of your booth.

No Loud generators. (Quiet generators like the Honda EU 3000 are OK.)

Green Event: Remove all plastic packaging from merchandise prior to sale.

- Submit **4 photographs** of your work/products and one photo of your booth if available or alternately, your website, unless you have worked with ABS recently. The photos must be representative of that to be sold in your booth. Photos will be used to determine if work screened is the same as that which is in your booth.
- 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 “Another Bullwinkel Show & 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 emailed to Producer by you or your agent no later than June 15.
- Parking in the marina is \$15/vehicle. Vendors will receive one free parking pass. Additional passes are \$15 which you can pay for now and obtain by mail in advance, or may be paid at the event. Parking lot for your vehicles is nearby but not at your booth.
Bring a hand truck!
- Begin set up after 9 a.m. to be open for business at noon. Booths remain open until 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 6:00 but you will miss the bulk of the crowd.
- 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.
- NEED TO STAY IN A HOTEL? The Doubletree–Hilton is right in the thick of the event.

VENDOR APPLICATION

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Business _____

Address _____ City _____ Zip _____

Contact Person _____ CA Sellers Permit # _____

Cell Phone (____) _____ Day Phone (____) _____

Email _____ Website _____

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 _____

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ENCLOSE (payable to: Another Bullwinkel Show):

Booth Fee (circle one above)

Electrical Fee \$25

Additional Parking Passes @ \$15 x ____ = \$_____

Signature on this form

Photos of work and booth or website

Certificate of Insurance may be sent later

Info, Activity, or Items in my booth will be: _____

Lisa Bullwinkel, Hoopla CEO

Another Bullwinkel Show

2934 Fulton St.

Berkeley, CA 94705

510.334.6523 Cell

510.548.5335 Ph & Fax

Lisa@AnotherBullwinkelShow.com

www.facebook.com/AnotherBullwinkelShow

Twitter: @BullwinkelShows