

ARTS & CRAFTS 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

- Early Deadline postmarked by May 1 \$100
- Deadline by mail, postmarked by June 15 \$125
- Electricity (limited # of sites and in best locations) \$25
- Day of event 10 a.m. to noon \$150 (Elec. Not available)

Money orders or cash only day of

event.

- 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.' No sharing of spaces. Approx. 100 spaces throughout the event in a beautiful boat marina, most on the grass. You provide booth, chairs, lights, battery operated lanterns, 50' extension cord, 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. This is an alcohol free event.

- Original, handcrafted work in any media will be acceptable. Unacceptable are manufactured items, kits, imports, commercial reproductions (except your own cards), foods, or taped music. Commercial or food applications are available separately.

- Submit **4 photographs** of your work and one photo of your booth if available or alternately, your website. The work 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. Put your name and address on the back of each photo.

- 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.

- 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 but you will miss the bulk of the crowd. Free parking lot for your vehicles is nearby but not at your booth. Bring a hand truck!

- 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, right in the thick of the event, is offering great room rates for participants - \$98/night for July 3rd and 4th. Use this link to book:
http://doubletree.hilton.com/en/dt/groups/personalized/J/JBKCADT-JUL-20120703/index.jhtml?WT.mc_id=POG

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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 _____
4 photos of work & 1 of booth _____
Signature on this form _____

I will be selling: _____

Lisa Bullwinkel
Hoopla CEO
Another Bullwinkel Show
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