

ARTS & CRAFTS VENDOR INFORMATION

4TH OF JULY

AT THE BERKELEY MARINA

THURSDAY, JULY 4, 2013 -- NOON to 10 PM

APPLICATION EARLY DEADLINE: MAY 1, 2013
DEADLINE BY MAIL: JUNE 15, 2013

	Size	Early Deadline Postmarked by May 1	Regular Deadline Postmarked May 1-June 15	Day of Event In Person July 4
Arts & Crafts Booth	10'x10'	\$100	\$125 Money Order	\$150*
Electricity		\$25	NA	NA

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

Arts & Crafts	Original, one-of-a-kind handcrafted work in any medium made by you. Cards with your artwork on them, if manufactured, are acceptable. No imports.
Commercial	Items purchased by you for resale including imports, manufactured items from your designs, kits, commercial reproductions, taped music, etc.

New! No event activity in Cesar Chavez area of the Marina except for kite flying. Main food court is being extended into L lot (adjacent to M lot). Tables and chairs will be provided in the food court for the public. A mechanical ride carnival will be set up past the west end of the food court in Skates parking lot that should generate even more business. Public parking in the marina will be \$15/car. Vendors will receive free parking passes. Vendor parking will now be in the gravel lot across the street from the HQ booth. Interactive booth hosts, please calculate your square footage and pay accordingly including vehicles if they need to be at your booth.

- Application and payments must be received by mail in full. If you are accepted, you will be notified and your checks will be cashed. If you are not accepted, your checks will be returned.
- 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 are 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. All activity must take place within your booth. Crowd estimates grow from 5,000 at noon to 100,000 by 9:30PM. This is an alcohol free event.
- Original, one-of-a-kind handcrafted work in any medium 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, unless you have worked with ABS recently. 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.
- 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 – \$109/night for July 3rd and 4th. Link will be available March 15. Email Another Bullwinkel Show if you are interested.

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Business _____

Address _____ City _____ Zip _____

Contact Person _____

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

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

2934 Fulton St.

Berkeley, CA 94705

510.334.6523 Cell

510.548.5335 Ph & Fax

Lisa@anotherbullwinkelshow.com

www.AnotherBullwinkelShow.com