

LATE SIGN UP INFORMATION

4TH OF JULY

AT THE BERKELEY MARINA

MONDAY, JULY 4, 2011 -- NOON to 10 PM

FEES: Commercial	\$200	Money orders or
Handmade by you arts or crafts	\$150	cash only.
Non-profit organization	\$50	ATM on site.

SIGN UP DAY OF EVENT: 10 a.m. to noon at HQ booth, 201 University Ave. with a red canopy. At 9:30AM numbers will be put out for you. They correspond to the location of remaining available sites. Pick the number you want. You may purchase more than one space. There are some spaces left near the food court and others in the Southshore Area which has a bit less foot traffic. All are on the grass. **DO NOT OFF LOAD OR TRY TO SET UP BEFORE YOU PAY FOR YOUR BOOTH.**

NEED TO STAY IN A HOTEL? The Doubletree-Hilton, right in the thick of the event, is offering great room rates for participants (\$89/night). Use the booking code: JU4 at berkeleymarina.doubletree.com or call the hotel directly at 510-548-7920.

GETTING THERE: Take the University Avenue exit off I-80 in Berkeley and head toward the Bay. At the stop sign after a row of colored banners above the center median strip, bear left

PARKING: Pull into the gravel lot across from the HQ tent. After you pay for your spot, you will be told in which lot to park. If you are in spaces 50-75 drive to the end of University Ave., turn right, turn right again into the parking lot across the street from Skates Restaurant. There is a footpath directly to your booth location. If you are in Shorebird, park on University Ave. near the entrance where you may off load, then move your car into Hs Lordships parking lot (turn left at the end of University Ave and go to the end and walk along the path near the sailing basin to your booth location. If you are near the stage, you may park in J Lot. Do not park in the city's maintenance area or in red zones - the police will give you a ticket. Put the parking pass on your dashboard. It will not protect you from a ticket if you are parked illegally.

SET UP: 10AM to noon. Booth size is 10' x 10.' No sharing of spaces. Booths must open at noon. Your locations will be marked at the site. Booths are on grass. Please set up two feet back from the walkway. We DO NOT provide any tables, chairs, lights or booths. All vendors must have a sign posted with business name, phone, city & zip.

BREAK DOWN: You may stay open until dusk at 9:30PM, unless you would like to shut down at 6PM in order to get a vehicle out by 7PM. However, you will miss the bulk of the crowd by doing so. You cannot move your vehicle out of the marina between 7PM and 11PM due to the street closure. Most everyone has left the area by 11:00PM so plan on being out by then.

GREENING OF THE EVENT: Trying to be good citizens of the planet, we are going green! The City has hired Green Mary (707-548-7582) to help us. Recycle your cardboard in the containers provided in M Lot or give it to one of Mary's crew.

ELECTRICITY & ATMs: There is no more electricity available on the day of the event. The marina has ample overhead lighting. BYO battery powered Xmas lights or camping lanterns. No noisy generators. We will have several ATM machines on site.

RESTRICTED: No alcohol to sell or to drink in your booth, Styrofoam, glow-in-the-dark products, snap pops, firearms, fireworks, galaxy wands, blinky light items, toy swords, star wands, head boppers, flags or pinwheels. This is because I personally have the concession on these items! If you are hosting a game booth, no cash prizes, balloons, or live animals are allowed. Distribute literature from behind your table/booth only.

CROWD ESTIMATES: Crowds grow from 5,000 at noon to 100,000 by 9:30PM. This will be a large show this year because Oakland has canceled their fireworks. You can help by posting info on your Facebook page or website.

CA SELLERS PERMIT: You must have the number for this application. You are responsible for collecting and reporting sales tax. The event address for reporting purposes is 201 University Ave., Berkeley, CA, 94710.

Keep this part of the application for future reference.

LATE VENDOR APPLICATION

4TH OF JULY

AT THE BERKELEY MARINA

MONDAY, JULY 4, 2011 -- NOON to 10 PM

SAME DAY REGISTRATION

Business/Organization Name _____

Address _____ City _____ Zip _____

Contact _____

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

E-mail _____

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 _____

CIRCLE ONE:

- FEES: Commercial
- Handmade by you arts or crafts
- Non-profit organization

- \$200
- \$150
- \$50

CASH OR MONEY ORDERS ONLY.

Payable to *Another Bullwinkel Show* _____
Signature on this form _____

Valid CA Sellers Permit number _____
Description of product or services _____

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