

COMMERCIAL VENDOR INFORMATION

4TH OF JULY

AT THE BERKELEY MARINA
SUNDAY, JULY 4, 2010 -- NOON to 10 PM

APPLICATION EARLY DEADLINE: MAY 1, 2010
DEADLINE BY MAIL: JUNE 18, 2010

	<u>Commercial</u>	<u>Interactive</u>
• Early Deadline postmarked by May 1	\$100	\$150 per item
• Deadline by mail, postmarked by June 18	\$125	\$175 per item
• Electricity	\$25	\$25 or byo generator
• Day of event 10 a.m. to noon	\$150	NA

Money orders or cash only day of event at HQ booth. A 20% fee will be retained in the event of a cancellation up until June 18 after which a 50% fee will be charged.

- Commercial booth size is 10' x 10.' Interactive spaces designated by promoter. No sharing of spaces. Approx. 100 spaces available in one location along 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 reopened about 11 p.m. You may shut down early and leave by 6:30 before the street is closed to vehicles but you will miss the bulk of the crowd. Free parking lot for your vehicles is nearby. Bring a hand truck!

- No Styrofoam, alcohol, snap pops, sparklers, flags, pinwheels, glow-in-the dark items, 'blinky lights' products, or fireworks allowed. You may not sell or give away food, candy or drink. Items for kids sell particularly well. This is an alcohol-free event.

- In case of extremely bad weather or a natural disaster the show may be canceled at the discretion of the Producer. Call 510.548.5335 for recorded cancellation 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.

- A **Certificate of Insurance** 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 **only** for interactive booths.

- If accepted, the Producer will issue you a badge which must be worn at your booth.

COMMERCIAL VENDOR APPLICATION

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Business Name _____

Address _____ City _____ Zip _____

Contact _____

Day Phone (____) _____ Cell 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 _____

ENCLOSE:

\$100/\$125/\$150/\$175 Booth Fee payable to Another Bullwinkel Show _____

\$25 Electricity Fee _____

Interactive Vendors Only - Certificate of Insurance _____

Signature on this form _____

Valid CA Sellers Permit number _____

Description of product, game, or services _____

Lisa Bullwinkel
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Another Bullwinkel Show
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