

3rd Annual  
***DIÁ DE LOS MUERTOS CELEBRATION***

**North Shattuck Ave. in the Gourmet Ghetto, Berkeley, CA  
Wednesday, November 2, 2011 –5PM to 9PM**

**APPLICATIONS DUE ASAP!**

All booth spaces are \$35 unless you have an interactive art project such as sugar skull making, papel picado making, pumpkin decorating, etc.

- Free admission. Crowd estimates 1,000. See press release for event information.
- Acceptable are Halloween or Día de los Muertos related (in some way) items or projects only. No food sales. Please describe or send a photo, of how your booth relates to these holidays.
- Submit a valid **CA Sellers Permit** number with this application if you are selling anything. It may be obtained by calling the State Board of Equalization 510.622.4100. You are responsible for collecting and reporting all sales tax. Use reporting address as 1400 Shattuck Ave., Berkeley, CA 94709.
- After receiving your application and fees, promoter will assign you a 10'x10' space. You may parallel park behind your booth in a small car space. No large trucks, please.
- Begin set up 4PM to be open for business at 5–9PM. Only a long one-block area of street is closed for this festival (Farmer's Market area plus the frontage road). The remainder of the event is on the sidewalk. Note that Off the Grid, the food truck event, happens at the same time in the Farmer's Market area. So there will be a lot of people!
- Provide your own chairs, booth, battery operated lights, garbage can, etc. Water is available. There is no electricity available.
- 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 information that morning. No refunds or payments will be made if show is canceled.
- Vendor application is on next page. Please print it out and return.

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Business \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Cell Phone (\_\_\_\_) \_\_\_\_\_ Day Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

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 North Shattuck Association 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 the Día de los Muertos Celebration in Berkeley, CA. 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 the Día de los Muertos Celebration in Berkeley, CA whether by reason of breach of or failure by the Promoters to perform in any manner or any part of its obligations related to the Día de los Muertos Celebration in Berkeley, CA 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:**

\$35 Event Fee payable to *Another Bullwinkel Show* \_\_\_\_\_

CA Sellers Permit # \_\_\_\_\_

Signature on this form \_\_\_\_\_

Tell us below how your booth fits into our event....

*Lisa Bullwinkel, Hoopla CEO*  
**ANOTHER BULLWINKEL SHOW**

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Berkeley, CA 94705-1861  
510.548.5335 Phone & Fax  
510.334.6523 Cell  
[Lisa@AnotherBullwinkelShow.com](mailto:Lisa@AnotherBullwinkelShow.com)