



VENDOR INFORMATION

PERSIAN NEW YEAR FESTIVAL – CHAHARSHANBEH SOURI

2029 Durant Ave., Berkeley, CA

TUESDAY, MARCH 14, 2017 – 6PM to 10 PM

**Apps must be postmarked no later than February 15, 2017 or
SIGN UP IN PERSON: March 14, 3-4PM 2029 Durant Ave., Berkeley**

	POSTMARKED BY FEBRUARY 15	IN PERSON ON DAY OF EVENT 3-4PM
Non-Profit (non-food) Vendors	\$25 Checks OK	\$50 Money orders or cash only
Handmade Art & Craft Vendors	\$100 Checks OK	\$125 Money orders or cash only
Independent Business	\$150 Checks OK	\$200 Money orders or cash only
Corporate Business	\$300 Checks OK	\$400 Money orders or cash only

Cancellation Fee: 50% through **February 15, 2017**
 No refunds after **February 15, 2017** (Rain or Shine)
 Bounced Check Fee: \$35 + Bank Fees

Non-Profit	Registered as a 501C-3 or C6, or you are a gov't organization.
Arts & Crafts	Original, one-of-a-kind handcrafted work in any medium made by you. Cards with your artwork are OK. No imports.
Independent Business	Sole proprietor. Items purchased by you for resale including imports, manufactured items from your designs, kits, commercial reproductions, taped music, etc. are acceptable. Services OK.
Corporate Business	Partnership/Corporation/LLC/LP, etc.

- This is the Persian celebration of the arrival of spring when everyone jumps over bonfires in the street and dances their way into the new year. Persian techno music & dancing, Persian food, crafts, and children's activities add to the experience in this free, evening, outdoor, non-alcoholic event. Sponsored by the Persian Center of Berkeley. Expected attendance is 5,000. This is an affluent family crowd.

- Booth size is 10' x 10.' No sharing of spaces. Approx. 30 spaces are available in one location in the street. You provide booth/canopy, chairs, lights, 75' extension cord, & garbage can. You must accept the designated space provided by the Producer. Electricity is available. Bring small white string lights to decorate your tent.

- **Restricted:** No animals, Styrofoam, alcohol, or glow-in-the dark items. **You may not sell or give away food, candy, water, or drinks.** Alcohol-free event. Activity must take place within your booth - no 'clipboard' activity or pitches outside of your booth.

- Arts, crafts, fine art, non-profit, & commercial vendors are all welcome. There is no jurying but your wares should be relevant to this specific community in some way, although others may be accepted at the discretion of the Persian Center Board of Directors.

- Submit your website or several photographs of your work and one photo of your booth if available, unless you have worked with ABS recently. The photos must be representative of that to be sold in your booth. Discrepancies may result in expulsion at the event.

- Submit your valid **CA Sellers Permit number** on 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 address for reporting taxes is 2029 Durant Ave., Berkeley, CA, 94704.

- Begin set up after 3 p.m. (not before) to be open for business at 6 p.m. Booths shut down at 10 p.m. The street is reopened about 11 p.m. Free parking lot for your vehicles is nearby but not at your booth. Bring a hand truck!

- Show is held rain or shine. However, 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
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Business Name _____

Contact _____

Address _____ City _____ Zip _____

Cell Phone (____) _____ Other Phone (____) _____

E-mail _____ CA Seller's Permit# _____

Here is what is in our booth: _____

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, Another Bullwinkel Show or the Persian Center 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 Persian Festival in Berkeley. 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 Persian Festival in Berkeley 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 Persian Festival in Berkeley 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:

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Please put me in the same location as last year.

Please move me to another area.

Payable to: ANOTHER BULLWINKEL SHOW

Lisa Bullwinkel

Hoopla CEO

Another Bullwinkel Show

2934 Fulton St., Berkeley, CA 94705

510.334.6523 Cell

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