

Hoopla!

9th Annual North Berkeley
Spice of Life Festival
Saturday, September 17th, 2011
11am to 7pm

The North Shattuck Association in Berkeley presents a day in celebration of North Berkeley's "Gourmet Ghetto! Join our local boutiques, galleries, restaurants, food and wine shops, and health and wellness centers as an exhibitor in our festival area on Vine Street and north along Shattuck Ave. to Rose Street. The event focuses on artisanal food products, handmade arts and crafts, and local independent businesses, health practitioners, non-profits, and schools. On Vine Street, the Festival's Culinary Stage with cooking demonstrations and tastes by Bay Area chefs hosted by Kitchen on Fire Cooking School will be alongside Vintage Berkeley's wine tasting garden and local restaurant food booths. North on Shattuck Avenue, festival exhibitors will be joined by local musicians, street food vendors, art exhibits and activities, and a Saul's Deli hosted beer garden with local microbrews. Gourmet Ghetto businesses will host musicians, artists, and other entertainers for the day, and will also feature demonstrations, tours, tastings and more!

The event will be marketed via print, web and social media. More information and details will be posted at www.gourmetghetto.org, and on **Facebook- North Berkeley's Gourmet Ghetto**. If you have questions, call (510)540-6444 , or email us at info@northshattuck.org

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2011 EXHIBITOR APPLICATION

First Name: _____ Fax: _____
Last Name: _____ Email: _____
Business Name: _____ Website: _____
Address: _____ Resale #: _____
City: _____ State: _____ Zip: _____ Brief Description of Product/Service etc.: _____
Phone: _____

Exhibitor Space (10' x 10') & Rental Fees: Please make checks/money orders payable to: **North Shattuck Association** at 1700 Shattuck Ave. Box 318, Berkeley, CA 94709 (*North Shattuck Association Members receive a \$50 discount on space fees*)

Artist/Craftsperson-\$125 Please provide 3 photos of your work, including a production photo- see instructions below.

Small Business-\$150 Commercial Businesses, Limited Production, Health Practitioners, etc.

Non-Profits & Community Organizations-\$100

Pre-packaged Gourmet Food Producer-\$125 Please complete City of Berkeley Health Forms and provide a separate check for fee:Sales/Sampling- \$44 for room temperature items; \$98 for temperature-controlled items. See instructions below for requirements and deadlines.

10' x10' Canopy Structure Rental-\$150.00; With 8' table 2 chairs-\$175 *Must receive application before Sept 9th*

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AGREEMENT

Applicant hereby releases and agrees to hold harmless and to not bring any lawsuit, arbitration or other action, claim, or proceeding (collectively "Release") against the City of Berkeley 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 Spice of Life Festival 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 Spice of Life Festival in Berkeley, CA whether by reason of breach of or failure by the Producers to perform in any manner or any part of its obligations related to the Spice of Life Festival in Berkeley, CA or by reason of any act or omission of the Producers. This Release includes but is not limited to every type of personal injury, property damage and damage to business interests, whether caused by Producers or a third party, natural or human-made disaster, or animal.

Signature _____ **Date** _____

9th Annual North Berkeley Spice of Life Festival
Saturday, September 17th, 2011 - 11am to 7pm
Exhibitor Information

2011 Festival Area: Street closure on Shattuck Ave. from Vine to Rose St. (Farmer's Market area plus the frontage road along Shattuck Ave.) and along Vine Street from Shattuck to Walnut St. The rest of Festival is on sidewalks and in area businesses.

Attendance: Free admission. Crowd estimate is 10,000 people over the course of the day.

Booth Space and Parking: Provide your own chairs, booth, lights, ice, garbage can, etc. Water is available. There is no electricity available. You may be able to park your small vehicle right behind your booth – otherwise parking will be available at nearby schools for a fee. Please let us know if you would like a space with adjacent parking and we will try to accommodate.

Vendor Selection: The focus for this event is on **handmade arts & crafts, gourmet food products, Fair Trade products, non-profit organizations and local, independent and green businesses.** Considerations will be made to balance the overall presentation, so that no one medium will dominate (i.e. Jewelry, Ceramics, etc.). You will be notified of your acceptance status by or before September 9th, 2011. Checks from those who are not accepted will be returned upon processing. Applications will be allowed up to the event date for non-food products, as long as space allows.

Include with your application: (3) photos or color copies representative of the work and (1) of your booth display, you will be presenting. This is to aid in the selection process and to guarantee the work meets the overall criteria of the event. Please include your name on each photo/print. They will be returned day of event if possible. Some may be used in the press. You may also email photos or provide a web link.

CA Sellers Permit - Submit a valid number with this application if you are selling items at the event. A permit 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.

City of Berkeley Health Dept. Forms & Fees If you are selling/sampling prepackaged food or beverage products you will need to return the Health Dept. forms & a check for the appropriate fees made out to the City of Berkeley to us with this application, or by Sept. 1st at the latest in order to make City deadlines for submittal. City of Berkeley Health Dept. fees vary between \$44 for non-temperature controlled food or beverages to \$98 for temperature controlled. Go to the website for a PDF application and instructions:

http://www.ci.berkeley.ca.us/uploadedFiles/Health_Human_Services/Level_3_-_Environmental_Health/TFF_Packet_FY2011_2012.pdf

Cancellation of Event: In case of extremely bad weather or a natural disaster the show may be canceled or postponed at the discretion of the Producer. Call 510-540-6444 for recorded information the morning of the event. No refunds or payments will be made if show is canceled or postponed.

Space Assignment and Final Instructions: Accepted Exhibitors will receive a final information packet by approximately the 9th of September. This will include your specific Space Assignment, as well as detailed day of the event, load-in and load-out instructions. Set up will begin after 8 a.m. to be open for business at 11 a.m. Booth must remain open until 7 p.m. The street will be reopened at approx. 8 p.m.

North Shattuck Association
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Berkeley, CA 94709
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