

**LATE SIGN UP INFORMATION & APPLICATION  
NO MORE APPLICANTS BY MAIL – IN PERSON ONLY ON JULY 4**

**4TH OF JULY  
AT THE BERKELEY MARINA  
FRIDAY, JULY 4, 2014 -- NOON to 10 PM**

**FEES:**

|               |       |   |
|---------------|-------|---|
|               |       | <b>Money orders or cash only. ATM on site.</b>  |
| Non-Profit    | \$100 | Registered with the State of CA as a 501C-3 or C6, or gov't agency.   |
| Arts & Crafts | \$150 | Original, handcrafted work in any medium made by you. Cards with your artwork on them, if manufactured, are acceptable. No imports or resale items. |
| Commercial    | \$200 | Items purchased by you for resale including imports, manufactured items from your designs, kits, commercial reproductions, taped music, etc.        |

**RESTRICTED:**

Alcohol-free event. No sales of alcohol. No drinking alcohol in booths!  
No Styrofoam is allowed in Berkeley.  
No fireworks, snap pops, silly string, sparklers, flags, or pinwheel sales.  
No glo-product sales or give-a-ways.  
No food, candy or water sales, or give-a-ways unless you are a food vendor.  
No clipboard activity outside of your booth.  
No Loud generators. (Quiet generators like the Honda EU 3000 are OK.)  
**Green Event:** Remove all plastic packaging from merchandise prior to sale.

**SIGN UP DAY OF EVENT 10AM-NOON, NO EARLIER:** Pull up to the HQ red canopy at 201 University Ave., ask for a parking pass for your dashboard, park in the gravel lot across the street. At 9:45AM numbers will be put out for you. They correspond to the location of remaining available sites on the maps. Pick the number you want but do not walk away with it. You may purchase more than one space. We fit everyone in, as this is a big marina. **DO NOT OFF LOAD OR TRY TO SET UP BEFORE YOU PAY FOR YOUR BOOTH.**

**GETTING THERE:** Take the University Avenue exit off I-80 in Berkeley and head toward the Bay. At the 2<sup>nd</sup> stop sign where the road divides, bear left. HQ red tent is about 150 feet on your right.

**PARKING:** Parking in the marina is \$15/vehicle. Vendors will receive one free parking pass. Parking lot for your vehicles is nearby but not at your booth. Bring a hand truck! Do not park in the city's maintenance area or in red zones – the police will give you a ticket.

- If your booth is in Shorebird, park on University Ave. near the Shorebird entrance where you may off load, then move your car back into the gravel lot or out to Hs Lordships lot.
- If your booth is near the stage, park in J Lot or the gravel lot.
- If you are in booths #33-73 you may pull into the Vendor Offload spots in lots L & M noted on the maps at the HQ booths. **BUT YOU MUST QUICKLY OFF LOAD, GO PARK ELSEWHERE, THEN COME BACK AND SET UP.**

**SET UP:** 10AM to noon. Booth size is 10' x 10.' No sharing of spaces. Booths open at noon. Your locations will be marked at the site. Booths are mostly on grass. **Please set up two feet back from the walkway.** All activity must take place within your booth – no 'clipboard' activity or sales pitches outside of your booth, no display fixtures outside of your booth. We **DO NOT** provide any tables, chairs, lights or booths.

**BREAK DOWN:** You may stay open until dusk at 9:30PM, unless you would like to shut down at 5:30PM in order to get a vehicle out by 6PM. However, you will miss the bulk of the crowd by doing so. You cannot move your vehicle out of the marina between 6PM and 11PM due to the street closure. Most everyone has left the area by 11:00PM so plan on being out by then.

**CA SELLERS PERMIT:** You must have your 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.

**GREENING OF THE EVENT:** Call Green Mary (707-548-7582) for more info. Recycle your cardboard in the containers provided in M Lot or give it to one of Mary's crew. Remove any plastic wrappers from items before you sell them. Clean up your site 100% at end of the event. The marina is an environmentally sensitive area.

**ELECTRICITY & ATMs:** No more sites with electricity are available during late set up. The marina has ample overhead lighting. BYO battery powered Xmas lights or camping lanterns. No generators. We have several ATM machines on site.

**CROWD ESTIMATES:** Crowds grow from 5,000 at noon to 100,000+ by 9:30PM. You can help by posting info on your Facebook page or website and liking ours.

LATE VENDOR APPLICATION – Bring with you

**4TH OF JULY**  
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**FRIDAY, JULY 4, 2014 -- NOON to 10 PM**

**SAME DAY REGISTRATION**

Business/Organization \_\_\_\_\_

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

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

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

Email \_\_\_\_\_ Website \_\_\_\_\_

**CA Sellers Permit # \_\_\_\_\_ (include beginning letters)**

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:**

|                                |       |                                   |
|--------------------------------|-------|-----------------------------------|
| <b>FEES:</b> Commercial        | \$200 | <b>CASH OR MONEY ORDERS ONLY!</b> |
| Handmade by you arts or crafts | \$150 | ATM AVAILABLE ON SITE             |
| Non-profit organization        | \$100 |                                   |

Description of product or services \_\_\_\_\_

**Lisa Bullwinkel, Hoopla CEO**

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**Assigned Booth Number \_\_\_\_\_**