

ROCKRIDGE OUT & ABOUT '09 - ARTISAN/EXHIBITOR

For the third year, the Rockridge District Association (RDA) invites College Avenue Merchants, Businesses and Community Sponsors to participate in **Rockridge Out & About**, a festival celebrating College Avenue, taking place on Sunday, September 27, 2009. For the third year running, over half a mile of College Avenue will be closed and transformed into a street festival.

What: **Rockridge Out & About**, a festival celebrating College Avenue
When: Sunday, September 27, 2009, 11 a.m. – 6 pm.
Where: College Avenue closed between Manila and Claremont Ave and including the area between Broadway and Alcatraz
Who: Rockridge District Association, a 501(c) 3 business improvement district (TIN #94-3399318)
Why: To promote Oakland's Rockridge businesses located on College Avenue

Event Description: College Avenue will transform into a street festival focusing on the retail merchants, businesses and services located on College Avenue

Festival Highlights: Live Music, Chef Stage, Market Hall's Picnic in the Street, Rockridge Merchant/Artisan Marketplace, Gourmet Food & Beverage Booths, Street Entertainment, North of Claremont Sidewalk Scene, Out & About Passport to Prizes

Festival Website: www.rockridgeoutandabout.com



rockridge
OUT & ABOUT
Street Festival on College Avenue
SUNDAY, SEPTEMBER 27, 2009

Cost of Concessions:

Artisan/Exhibitor	\$175
Non-Profit	\$150

Exhibitor Terms & Conditions:

- All vendors are required to possess a valid Business License. **A copy must be sent with application.**
- All vendors are required to possess a California Reseller's permit. **A copy must be sent with application.**
- All non-profit exhibitors must provide their Tax ID# and will be subject to verification.
- All participants are required to provide a canopy or pop-up tent for their space. **Exhibitor packages do not include amenities such as electricity, tables and ice.** A space for any special requests has been provided on the application. These requests will be considered, but cannot be guaranteed.
- All applications will be considered until the event is full. Submitting an application *does not* guarantee participation. Oakland Events LLC will review all applicants to ensure a balanced participant mix. You will receive a letter or e-mail within three weeks of receipt of your application notifying you of your status (accepted, denied or waitlisted). If denied, your check for the concession cost will be returned to you. The \$15 application processing fee is non-refundable. All checks will be cashed upon acceptance.
- Cancellations must be received in writing 30 days prior to the event to receive a refund. A \$50.00 handling fee will be deducted from your refund. Cancellations submitted after the 30-day deadline will receive no refund. Please note that this is a rain or shine event, NO refunds will be given due to rain. If extreme weather conditions, natural disasters or other conditions beyond the control of the **Rockridge Out & About** Street Festival cause the cancellation of the event, no refunds will be issued.
- Vendor information packets will be sent out approximately two weeks prior to the event and will contain space assignments, directions to the event, show set up instructions, etc.
- Any questions regarding the **Rockridge Out & About** Street Festival should be directed to info@rockridgeoutandabout.com

*Please be sure to include copies of your valid *Business License* and *California Reseller's Permit*.

*(This is not required for members of the RDA)

ROCKRIDGE OUT & ABOUT '09 - ARTISAN/EXHIBITOR

ARTISAN/EXHIBITOR APPLICATION

Cost of Concessions:

Artisan/Exhibitor	\$175
Non-Profit	\$150

Please select the area that fits best

- | | | |
|---|---|--|
| <input type="checkbox"/> Artisan Alley | <input type="checkbox"/> Wellness Tent | <input type="checkbox"/> Tot's Town |
| <input type="checkbox"/> Merchant Marketplace | <input type="checkbox"/> Rockridge Runway | <input type="checkbox"/> Out & About Gallery |
| <input type="checkbox"/> Green Living Expo | <input type="checkbox"/> Home & Garden | |

Please send payments in the form of checks, cashier's checks, or money orders. **Please make your payment for the applicable concession fee payable to Rockridge District Association.** *Artisans, Green Living Expo, and Wellness Expo applicants, please make the **separate \$15 non-refundable processing fee payable to Oakland Events LLC.** Mail your application including all checks, cashier's checks or money orders to **Oakland Events, LLC at 6114 La Salle Ave, Suite 805, Oakland, CA 94611.** Artisans should include **2 photographs of your wares and one booth shot.** (Include a self addressed, stamped envelope if you would like the photos returned.) Exhibitors, please include a description of what will be taking place at your booth.

Applicant or Company Name: _____

Mailing Address: _____

City/State/Zip: _____ Email: _____

Tax ID # (Required for Non-Profit): _____ Website: _____

Main Contact: _____ Phone#: _____

Merchandise to be sold / promoted: _____

Special requests: _____

I, the undersigned, _____ for myself and on behalf of _____ do hereby Release, Indemnify Oakland Events, LLC and the Rockridge District Association, its officers, members and any of the businesses on College Avenue, the City of Oakland and their agents, employees, other participants, sponsoring agencies, sponsors, and advertisers, from any and all liabilities, costs, damages and expenses, including reasonable legal fees and court costs, and worker's compensation claims arising out of the participation and performance of myself or any person(s) authorized by me or my organization, to transact business, volunteer, or participate in this event on my behalf.

I understand that no insurance coverage is bound or in force.

I accept full responsibility for any medical incident or injury to myself or any person(s) conducting business on my behalf.

I have read and accept all the terms stipulated in this Contract and the Exhibitor Terms & Conditions.

Applicant's Signature (or Representative): _____

Name: _____ Date: _____ Ck#: _____

Make checks payable to: Rockridge District Association
Applications must be received by August 26, 2009.

Remit to: Oakland Events, 6114 La Salle Ave Suite 805 Oakland, CA 94611

ROCKRIDGE OUT & ABOUT '09 - ARTISAN/EXHIBITOR

Artisan/Exhibitor Guidelines:

Event Dates and Location:

Sunday, September 27, 2009 along College Avenue, from Claremont Avenue to the Rockridge Library at Manila St.

Exhibitor Load-In, Load-Out, and Setup Instructions:

Check-in between 7 AM and 10 AM. All exhibitors must check-in by **10 AM Sunday, September 27th, 2009** in order to setup. Each booth must be completely setup, staffed, and operational from 11 AM to 6 PM.

During the hours of 10 AM – 6 PM, vehicle access will **not** be granted on College Avenue within the boundaries of the festival. If you need to bring supplies or products to your booth after 10 AM, Oakland Events does not provide dollies, hand trucks or carts, so please be prepared to bring your own if needed. **Please arrive early!** ALL VEHICLES MUST BE REMOVED FROM THE EVENT GROUNDS BY 10:00 AM.

Exhibitor Parking:

Parking is available at Rockridge BART, Claremont Middle School and in the surrounding residential neighborhood. You may not park near your booth. You must park in the nearby residential neighborhoods. Please be aware of all city enforced parking signage. Oakland Events is not responsible for any parking tickets and/or towed vehicles.

Exhibitor Booths:

Exhibit spaces are rented in 10'x10' increments. All exhibitors must provide a 10'x10' canopy structure ("pop up") in working condition. **All exhibitor booths must be setup and occupied by 11 AM Sunday, September 27, 2009. Any exhibitor booths not occupied by the said time will be forfeited and no refunds will be provided.**

Security and Liability:

You are responsible for your booth, merchandise and belongings at all times. Please do not leave valuables unattended. If you choose to leave your valuables unattended, you do so at your own risk.

Application Deadline:

Applications must be received by **August 26, 2009**. Make your appropriate concession fee payable to **Rockridge District Association**.

Festival Website:

Festival information will be updated regularly on the event website www.rockridgeoutandabout.com

Contact Information:

Tori Decker
510.213.1530
Oakland Events, LLC
6114 La Salle Avenue #805
Oakland, CA 94611
info@oaklandevents.net
www.oaklandevents.net