



Art & Soul Oakland
One Frank H. Ogawa Plaza, 9th Floor, Oakland, CA 94612
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www.artandsouloakland.com

May 2009

Dear Prospective Exhibitor:

Exciting news for 2009: Art & Soul Oakland is moving the popular downtown festival from the crowded Labor Day weekend to our very own weekend in mid-August.

With Caltrans closing the Bay Bridge this Labor Day weekend, Art & Soul Oakland is sliding the dates forward to **Saturday, August 15 & Sunday, August 16.**

Moving the festival dates will allow more artists and patrons to participate in Art & Soul who are otherwise busy on Labor Day weekend with events such as Burning Man, the Sausalito Art Festival or Tapestry Arts in San Jose.

Admission to the festival will remain the same as last year: \$10 adults, \$5 seniors and youth ages 13-17. 12 and under free. The festival will feature a two-day arts showcase featuring an eclectic array of live music and dance on four stages, delicious food from local vendors, exciting children's activities, and an opportunity for businesses like you to participate.

Enclosed you will find an Art & Soul Commercial Booth Application Packet. Please note that we have not raised our booth fees since 2007 and this year we are rolling our rates back to the 2006 price because of the reduction to a two day festival.

Exhibitor spaces are limited; you will be placed on the waiting list if your application is received after we reach capacity or after the deadline date, whichever comes first.

We will send out a confirmation postcard to all applicants. If you *do not* receive a confirmation postcard, please contact our Vendor Coordinator at 510-238-7402 ext. 1.

Again, we are allowing you to apply for a coveted corner booth space for an additional \$200 fee. These spaces are limited and will be awarded to qualified applicants on a first-come, first-served basis. Note: a corner booth space is defined as space between you and the next vendor booth of at least 8 feet to allow for two sides for selling and display. It is NOT a street corner.

As we did last year, we are allowing you to bring your own booth. We will need one photo of the structure and one photo of your product displayed. Art & Soul can provide a rental booth if you do not want to bring your own. Please see the details on the application form.

Don't delay! Be a part of Oakland's ninth annual Art & Soul. Submit your application to:

Art & Soul Oakland
One Frank H. Ogawa Plaza, 9th Floor
Oakland, CA 94612

510.238.7402 ext. 1 (phone)
510.238.6341 (fax)

We hope you will join us in making Art & Soul another huge success!

Sincerely,

The Art & Soul Production Team

To avoid bunching similar vendors close to one another or offering too many of the same products, please answer the questions below as completely as possible:

Are you primarily offering **PRODUCTS** or **SERVICES**? (please circle one)

If you circled **SERVICES**, please write a detailed description below or include on a separate piece of paper.

If you circled **PRODUCTS**, please answer the following questions.

Are you selling imported products? **YES NO** If yes, from what part of the world? _____

What are the products that you will be selling? Please check all that apply.

- Jewelry Cosmetics Bath Products Clothing Toys/Games/Dolls Hats
 Sunglasses Framed Art Unframed Art Sculpture Crafts Other (please explain)

If you checked more than one from the list above, which one is your primary product? _____

What is your primary target market? (circle one) **WOMEN MEN CHILDREN ADULTS FAMILIES**

If you think it would be helpful, please provide more details about your products.

Commercial Booth Category:

The Commercial booth space category is for all exhibitors that are not Food vendors and do not meet the strict guidelines for an Artisan booth space. All items offered for sale in the "Artisan" category must be original artistic creations and be created, produced, and sold by the artist. The artist is required to be at the event to sell her/his art.

Art & Soul is a community celebration of cultural expression. Commercial booth spaces are for businesses, community organizations, and individuals who wish to vend artistic products or services to the general public. There is limited space for exhibitors and our goal is to achieve a balance and diversity of various types of programs, services, and products that have broad appeal to the greater community. **Art & Soul staff will determine which booth applications are accepted based on fulfilling this goal.** Where subjective decisions are required because of too many applications in a particular type of exhibitor category, preference will be given based on the postmark or date-stamp on the application. In other words, all things being equal, space will be granted on a first-come, first-served basis. Art & Soul reserves the right to make all decisions regarding acceptance of exhibitors based on the best interests of the festival.

Commercial booth spaces will be located throughout the event site in high traffic areas. Art & Soul staff will determine all booth space assignments. An Exhibitor Welcome and Information Packet including detailed day-of-event instructions, passes, etc. will be mailed to all exhibitors prior to the event. You will be notified of your acceptance to exhibit on or before July 17, 2009. If you determine after submitting your application that you will not be able to exhibit at Art & Soul this year, see refund policy for details.

The information I have provided in this application is true and correct. I further attest that I have read and understand the Exhibitor Guidelines included herein and agree that I and any persons associated with my participation in the Art & Soul event will abide by these guidelines at all times.

Signature

Date

Art & Soul Exhibitor Information and Guidelines – Commercial Booths

NEW Event Dates: Saturday, August 15 & Sunday, August 16, 2009 in the heart of downtown Oakland.

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

Check-in between 9 AM and 11 AM each day. All exhibitors must check-in by 11 AM each day in order to setup. Each booth must be completely setup, staffed, and operational from 12 Noon to 6 PM both days. The Exhibitor Access Gate will open at 9 AM each day. Exhibitor access hours are from 8 AM – 8 PM both days. During the hours of 11 AM – 7 PM, vehicle access will be limited to a special gated area just outside of the Festival grounds. If you need to bring supplies or products to your booth after 10 AM, you will be required to hand carry everything. We will not provide any form of transportation from the gate to your booth. **Please arrive early!** Each exhibitor will receive two vehicle passes. Absolutely no vehicles without a valid pass will be admitted onto the event site. Please arrive early enough to set-up your space and be open to the public by 12:00 Noon. **ALL VEHICLES MUST BE REMOVED FROM THE EVENT GROUNDS BY 11:30 AM.** Art & Soul does not provide exhibitors with dollies or hand trucks, so please bring your own if needed.

Exhibitor Parking:

Two Vehicle Access passes will be provided for each exhibitor. The two Vehicle Access passes will also serve as parking passes for the vendor parking garage. Any vehicle without a valid pass displayed at all times will be removed from the site at the vehicle owner's expense. Any vehicle parked in an unauthorized area of the event site will be cited and/or towed at the vehicle owner's expense. You **may not** park near your booth. You must park in the garage or offsite.

Exhibitor Passes:

Each Commercial vendor will receive 6 passes which are each good for one person on one day. That means that you will get enough passes for 3 people to enter the grounds each day. If you need more than 3 passes per day, you can purchase additional passes for \$10 each in advance or from our vendor coordinator on site.

Exhibitor Booths:

Exhibit spaces are rented in 10' x 10' increments. All exhibitors are required to have a 10' x 10' canopy style booth structure. All exhibitors wishing to use their own booth must have their structure approved in advance. Your setup must be professional in appearance – no tarps or "sloppy" booth structures will be permitted. Include pictures of your booth with your application or include the \$150 booth rental fee. All exhibitors are required to stay within their prescribed booth space. **No signs, grids, or other display materials may be setup anywhere outside of your 10' x 10' space.**

Security and Liability:

You are responsible for your booth, merchandise and belongings at all times. Overnight security will be present at the event site, but no representation as to the relative safety of your equipment or merchandise is implied or granted. Please do not leave valuables unattended. If you choose to leave equipment or merchandise on-site overnight, you do so at your own risk.

Penalties:

You must stay within your designated vendor space. If the Art & Soul staff determines that you are outside your designated space, you will be asked to reduce your layout and may be assessed \$100 or more in additional fees.

There is only one business per vendor space. If the Art & Soul staff determines that you are sharing your booth space with another unauthorized vendor, you will be asked to leave the event, forfeit all fees previously collected and may be banned from future Art & Soul festivals.

Sales:

All exhibitors must have a valid Seller's Permit issued by the State of California and a current City of Oakland Business Tax Certificate.

- State Board of Equalization: 510-622-4100 (seller's permits)
- Include \$30.00 with this application, or contact City of Oakland Business Tax Section: 510-238-3704 for annual Business Tax Certificate.

Refund policy:

Before June 19: 90% refund.

June 20 - July 8: 50% refund.

After July 8: No refunds

Art & Soul Commercial Booth Checklist for Application Submission

Please be sure that your application is complete before submitting. Your completed application packet must be received by the deadline at the Art & Soul office in the Cultural Arts and Marketing Department, One Frank Ogawa Plaza, 9th floor, Oakland.

Note: Exhibitor Booth spaces are limited, you will be placed on the waiting list when we reach capacity or after the deadline date; whichever comes first.

Final submission date: Wednesday, July 8, 2009

All applicants:

- Read and keep the Exhibitor Information and Guidelines
- Carefully complete and sign the Exhibitor Application Form (2 pages)
- Include check or money order payable to: **Art & Soul Oakland** or provide credit card information including expiration date
- Provide at least **two photos** of your complete display: one clearly showing your product line and one showing your actual booth structure that you will be bringing to Art & Soul.

If you will be selling anything, please provide:

- Photocopy of State of California Seller's Permit (Resale Certificate)
- Photocopy of City of Oakland Business Tax Certificate **or** \$30.00 payment for temporary Special Event Business Tax Certificate

Notes:

- If for any reason you are not selected to exhibit at this year's Art & Soul, your check or money order will be returned to you or you will receive a full refund of any fees collected.
- If you do not have your Seller's Permit or Business Tax Certificate, you can still send in your application and payment. Just be sure we receive these documents by the July 8 deadline.

**Make checks payable to: Art & Soul Oakland
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Oakland, CA 94612**