



Art & Soul Oakland
One Frank H. Ogawa Plaza, 9th Floor, Oakland, CA 94612
510.238.7402 fax 510.238.6341
art@soul@oaklandnet.com
www.artandsouloakland.com

June 2009

Dear Artisan:

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.

Enclosed you will find an Art & Soul Artisan's Booth Application Packet. Please note that we have not raised our booth fees in four years.

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 always, City of Oakland Certified Artisans will receive a substantial savings on their booth fees. There are a limited number of booth spaces reserved for certified artisans. These spaces will be awarded to qualified applicants on a first-come, first-served basis.

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

Art & Soul Oakland
City of Oakland Cultural Arts & Marketing
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



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A	ART & SOUL OAKLAND SATURDAY, AUGUST 15 & SUNDAY, AUGUST 16, 2009 Artisan Application Form
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Contact Person's Name: _____
 Business Name: _____
 MAILING Address: _____
 City: _____ State: _____ Zip: _____
 Phone: (day) _____ (eve) _____
 Fax: _____ Cell, pager, other: _____
 Email: _____ Website: _____

Final deadline: \$425 submitted by Wednesday, July 8, 2009

- 10' x 10' Artisan Booth Space (Space only) _____ @ \$ 425 = _____
- 10' x 10' **Certified Oakland Artisan** Booth Space (Space only) _____ @ \$ 275 = _____

For your convenience, Art & Soul is collecting the \$30.00 special event business tax for those that do not have an annual Oakland Business Tax Certificate. All applicants need to supply either a copy of their annual city business tax certificate or purchase this Special Event Business Tax Certificate. We will submit your payment and business name to the Business Tax office on your behalf.

- Special Event Business Tax _____ @ \$ 30.00 = _____

In addition to a booth space, please provide me with:

- Corner Booth space location (based on availability) _____ @ \$ 200 = _____
- 10' x 10' Booth Structure (canopy w/ back tent wall only) _____ @ \$ 150 = _____
- 8' Tables - \$20 each _____ @ \$ 20 = _____
- Plastic Folding chairs - \$ 3 each _____ @ \$ 3 = _____
- Electricity - \$ 100 Minimum Charge (fees negotiated based on site considerations; no generators allowed) _____ @ \$ 100 = _____

Total Amount Enclosed _____

A valid Seller's Permit issued by the State of California and a current City of Oakland Business Tax Certificate are both **required** for participation in Art & Soul. We must receive your valid documents by July 8, 2009.
 State Board of Equalization: 510-622-4100. City of Oakland Business Tax Section: 510-238-3704.

Please review the enclosed application checklist and be sure that your application is complete. Mail or deliver to Art & Soul at the address above so that your completed application is received before the deadline. Application submissions that are not complete by the deadline may be rejected and returned with a refund of any payments received.

- Payment**
- Master Card Visa
 - Money Order Check

 Signature of cardholder

 Print name (as it appears on credit card)

**Make payments to:
 Art and Soul Oakland**

 Credit Card # Exp. Date

Certified Oakland Artisans save on their Booth Space Fee!

Are you a Certified Oakland Artisan with a current Oakland Artisan ID Card? Yes No
(Your certified status must also be current at the time of the event)

If yes, please attach a photocopy of your Oakland Artisan ID Card to your completed Art & Soul application. Certified Oakland Artists pay \$275.00 for a booth space. Please note that there is no discount for other rental charges such as booths, tables and chairs, etc.

To learn more about the Certified Oakland Artisan program, call Di Anne Love at (510) 238-4948. There are a limited number of slots in the program.

IMPORTANT - Please describe your category of art in one word or phrase: _____

If you are not a Certified Oakland Artist, please provide a detailed description of your art work:

_____ Price Range: _____

ALL ITEMS offered for sale in the “Artisan” category MUST be your own personal artistic creation. You must create and produce the art and you must personally be present at the event to sell your art. If you intend to sell imported or other products, regardless of artistic merit, which are not created and produced by you, you must rent a “commercial booth space.” If you occupy an artisan booth space and are found to be selling items that you did not personally create, you will be asked to immediately discontinue sales of items that you did not create or pay the additional fees to upgrade to a commercial booth space. If neither of these conditions is met promptly, you will forfeit your right to participate and any fees paid, and will be asked to immediately vacate the premises. Please be specific in your descriptions above to avoid any misunderstandings and do not apply for an artisan booth if your product does not meet the criteria.

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Refund policy:

Before June 19: 90% refund
June 20 - July 8: 50% refund
After July 8: No refunds

I attest that 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 – Artisan Booths

NEW 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.

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Each Artisan 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 from any vendor coordinator on site.

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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 in additional fees.

We must know if you will be sharing your space with another artist. You must include their name and product as well as your own. There is no last minute, undisclosed sharing of vendor space with another artist. If the Art & Soul staff determines that you are sharing your booth space with another unauthorized artist, you will be assessed a \$200 penalty.

If you choose not to pay any of the penalties assessed on site, you will be asked to leave the event, forfeit all fees previously collected and may be banned from participation in future Art & Soul festivals.

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.

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.

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All applicants:

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Or include credit card information with expiration date for payment
- Photocopy of Oakland Artisan ID Card (Certified Oakland Artists ONLY)
- Photo of your complete display including the booth structure
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payment for temporary Special Event Business Tax Certificate
- 4 photos / slides of your work (Except Certified Oakland Artists)

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.
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NEW 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 Artisan 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 from any 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.**

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 in additional fees.

We must know if you will be sharing your space with another artist. You must include their name and product as well as your own. There is no last minute, undisclosed sharing of vendor space with another artist. If the Art & Soul staff determines that you are sharing your booth space with another unauthorized artist, you will be assessed a \$200 penalty.

If you choose not to pay any of the penalties assessed on site, you will be asked to leave the event, forfeit all fees previously collected and may be banned from participation in future Art & Soul festivals.

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.

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
- City of Oakland Business Tax Section: 510-238-3704

Art & Soul Artisan 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: Artisan 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)
- Make check or money order payable to: *Art & Soul Oakland*
Or include credit card information with expiration date for payment
- Photocopy of Oakland Artisan ID Card (Certified Oakland Artists ONLY)
- Photo of your complete display including the booth structure
- 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
- 4 photos / slides of your work (Except Certified Oakland Artists)

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
One Frank Ogawa Plaza, 9th floor
Oakland, CA 94612