

# The Eighth Annual Spice of Life Festival October 17<sup>th</sup>, 2010



The 8th Annual Spice of Life Festival • October 17th, 2010 presented by the North Shattuck Association in Berkeley. The Festival is a celebration of visual artists, craftspeople, gourmet foods, and the culinary arts. Adults and children alike will enjoy the flavors of Berkeley's "Gourmet Ghetto," meet notable Bay Area chefs, listen to great local musicians, browse local businesses and community organizations. The event features many special presentations and children's activities. 30,000 attendees are anticipated at this food and family event. This is a double row configuration down the middle of North Shattuck.



We are looking forward to this redesigned exciting event for 2010. If you have any questions or comments, give us a call at Team PRO Event, (415) 383-3470 or email [proevent@aol.com](mailto:proevent@aol.com).

## North Shattuck Spice Of Life Festival-Berkeley 2010 Exhibitor Application

**See other side for Exhibitor Application  
Instructions and Exhibitor Agreement →**

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Resale #: \_\_\_\_\_

Category: \_\_\_\_\_

Brief Description of Art or Craft: \_\_\_\_\_  
\_\_\_\_\_

We have participated in the past?  No  Yes  
What Year(s)? \_\_\_\_\_

Same Space as previous year.  No  Yes Space # \_\_\_\_\_

**Please Check Choice Below:**

- Non-Refundable Processing Fee: (\$10.00)  Mailing List Only  
(Please provide separate check)
- Corner Request (\$100.00)  
(This is not a guarantee. Please provide a separate check.)

**Exhibitor Fees: (Circle One)**

- Artist/Craftsperson/Lifestyle-10'x10' **(\$200)** 10'x20'- **(\$400)** ,  
(Please provide photos of your work.)
- Small Business-10'x10' **(\$300)** 10'x20'- **(\$600)**
- Non-Profits & Community Organizations-10'x10' **(\$150)**
- Pre-packaged Gourmet Food Producer-  
10'x10' **(\$200)** 10'x20'- **(\$400)**  
(Please Provide Separate check for Required City of Berkeley Health  
Department Fee if Sampling- \$45 for room temperature items; \$85 for  
temperature-controlled items)

**Form of Payment:**

Check # \_\_\_\_\_  Money Order  Visa  MasterCard

Card Number \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please verify that you have included all of the following:**

- Application  Processing Fee  Health Dept Fee (If Applicable)  Booth Fee  
 4 Photos (SASE if you want your photos returned.)  Signed Release (see other side)

**Make checks payable and mail to:**

Team PRO Event, Inc., P.O. Box 315, Mill Valley, CA 94942

**For further information please contact us at Team PRO Event, Inc.**

Phone (415) 383-3470 • Fax (415) 383-7020 • Email [proevent@aol.com](mailto:proevent@aol.com)  
Visit [www.teamproevent.com](http://www.teamproevent.com)

For official use only:

## EXHIBITOR APPLICATION INSTRUCTIONS



**Please make a copy of these instructions for your records.**

Please complete the Application Form by PRINTING OR TYPING the information requested. The State of California requires each applicant to possess a valid California Resale Certificate & Number. This number must appear on your application to be processed.

If you wish to remain on our mailing list, please return this application, regardless of whether you are applying for this year's event or not. Please mark your application **"Mailing List Only"**.

**Selection: The focus for this year's event is arts & crafts, lifestyle, 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.).

**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 for identification. No slides accepted. Include a SASE, if you wish your photos returned after the event.

**Acceptance:** You will be notified of your acceptance status by or before September 2010. Checks from those who are not accepted will be returned upon processing. Applications will be allowed up to the event date, as long as space allows.

**Payment: Processing Fee for all Exhibitors is \$10.00.** This is necessary to cover processing and selection costs and is non-refundable. **Participation Fees for Exhibitors is \$150-600.00 depending on the size space.** Two separate checks for \$10.00 and booth fee made payable to: **Team Pro Event** must accompany your application. There is a \$20.00 charge for any returned checks.

**Withdrawal:** Exhibitors may withdraw up to August 1, 2010 and receive a 100% refund and until August 15, 2010 for a 50% refund. After August 15, 2010, participation fees are not refundable.

**Cancellation of Event:** If weather, acts of God, or other circumstances beyond the control of The North Shattuck Association or Team PRO Event, Inc. cause the event to be canceled, participation fees will not be returned. The North Shattuck Association and Team PRO Event, Inc. cannot be held liable by exhibitors for the failure of the event to take place.

**Space Assignment and Final Instructions:** Accepted Exhibitors will receive a final information packet by approximately the middle of **September**. This will include your specific Space Assignment, as well as detailed day of the event, load-in and load-out instructions.

## EXHIBITOR RELEASE & HOLD HARMLESS AGREEMENT

This agreement is entered into by and between Team PRO Event, Inc. (Producer) , The North Shattuck Association (Client) and the Exhibitor filling out, signing, and returning the application (Exhibitor).

Producer is in the business of providing space at the Spice of Life Festival event for the display and sale of arts or crafts.

Producer and Client do not participate in the construction, assembly, or placement of the individual Exhibitor's exhibit. Producer, on behalf of the Client, provides space only at the event.

The Exhibitor hereby indemnifies and holds the Producer, the presenter its agents, employees and servants and the Client, its agents, employees, and servants harmless from any and all claims, including costs and attorney's fees resulting there from, arising out of said Exhibitor's participation in this event. For the purpose of this agreement, the term "participation" shall include, but not be limited to, the delivery of equipment, merchandise, structures and product to their designated location, the set up and display of any such structure and arts or crafts, and the dismantling and removal of all such items from the area provided by or through the Producer, the presenter, employees and servants or the Client or its agents, employees and servants.

The Exhibitor hereby expressly assumes any risk of harm to the Exhibitor arising out of their participation and the participation of other artists in the Spice of Life Festival, including any risk resulting from the particular location of the space designated to them by the Producer and presenter.

This agreement shall be effective immediately upon execution and shall continue in effect throughout the event period.

Exhibitor \_\_\_\_\_ Date \_\_\_\_\_