

The Eighth Annual Spice of Life Festival



October 17th, 2010

The 8th Annual Spice of Life Festival • October 17th, 2010 • 10am to 6pm

The North Shattuck Association in Berkeley presents a day in 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. Over 30,000 attendees are anticipated at this food and family event!



We hope you will want to be a part of the Spice of Life Festival-Berkeley. We are looking forward to a new & exciting event.

If you need any additional information, give us a call at **Team PRO Event, Inc. (415) 383-3470** or email us at **proevent@aol.com**.

8th Annual North Berkeley Spice of Life Festival

2010 Food Concession Application – Commercial Vendors

See overside for Food Concession Application Instructions and Food Concession Exhibitor Agreement →

First Name: _____

Last Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

Resale #: _____

Menu: _____

Check Choice:

10' x 10' Booth Space Commercial Vendors (\$750.00)

10' x 20' Booth Space Commercial Vendors (\$1200.00)

Includes Required City of Berkeley Health Dept Fee (\$160.00)

The Booth Space Fee is the space only, No structures included with this Fee!

10' x 10' Booth Structure Rental (\$150.00) –not required can bring own structure.

Form of Payment:

Check # _____ Money Order Visa MasterCard

Card Number _____ Date _____

Signature _____ Date _____

Please verify that you have included all of the following:

Completed Application Food Concession Processing Fee Signed Release (see overside)

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

Visit www.teamproevent.com

For official use only:



FOOD CONCESSION APPLICATION INSTRUCTIONS

Please make a copy of these instructions for your records.

Please complete the Application Form by PRINTING OR TYPING the information requested.

If you wish to continue to remain on our mailing list, you must return this application, regardless of whether you are applying for this year's event. Please mark your application **"Mailing List Only"**.

Selection: Applicants will be chosen in order to balance the selection of foods. Organic, sustainable menus will be preferred.

Include with your application: Your menu items and pricing.

Compostables Requirement: All serving utensils, cups, and plating must be compostable at this event. Please contact us for local vendors and more information.

Signage Guidelines: Food vendor signage must be clear and not extend more than 1 foot over the top edge of the canopy. Please contact us for sample signage and more information.

Acceptance: You will be notified of your acceptance status by or before **August 1, 2010**. Checks from those who are not accepted will be returned at that time. Application will be allowed up to the event date, as long as space allows.

Payment: Participation Fee for Food Concession is **\$750.00-1200.00** depending on status for this year's event. Make your check **payable to Team PRO Event, Inc.** This must accompany your application. There is a \$20.00 return check charge for any bounced checks.

Withdrawal: Applicants may withdraw up to **August 10, 2010** and receive a 50% refund. **After that date, as funds are committed, participation fees are not refundable.**

Cancellation: 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. will not be held liable to Exhibitors for the failure of the event to take place.

Space Assignment and Final Instructions: Accepted Exhibitors will receive your event information packet by approximately September 15, 2010. 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 Food Concession filling out, signing, and returning the application (Exhibitor).

Producer is in the business of providing space at the 2010 Spice of Festival event for the sale of food products. Producer and Client do not participate in the construction, etc., or placement of the individual Exhibitor's exhibit. Producer, on behalf of the Client, provides space only at the event.

The Food Concession hereby indemnifies and holds the Producer, 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 therefrom, 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 or its agents, employees and servants or the Client or its agents, employees and servants.

The Food Concession 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.

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

Food Concession _____ Date _____