

An Invitation to Participate

2013 EXHIBITOR APPLICATION & INFORMATION FOR CALIFORNIA'S PREMIER FESTIVALS

We update our Website Daily with New Information and Events
Stay up to Date by Visiting SRESproductions.com



Check boxes AND fill out each show page

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Application will not be complete without the following:

- ☐ 2013 Main Application panel filled out, signed & dated.
- ☐ The individual panel filled out for each Festival you are applying to.
- ☐ Your separate space fee for each event (in full, we do not accept partial payment).
- ☐ Corner fees in a separate check, which will only be deposited if you are placed in a corner (20-30 days before the show).
- ☐ 3 photos of the work you are representing, 1 of your display & 1 of you making it if you are a handmade artist. If you do not have photos, please include website or detailed description, if we have your photos on file, you do not need to resend.

STEVEN RESTIVO
EVENT SERVICES, LLC

2013 Main Application

Please fill out this panel and the panel for
each show you are interested in.

Contact Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone # _____ Fax # _____

Web Site _____

Email _____

California resale # _____

☐ Check box if this is a change of address or contact information from previous years

☐ Check box if you would like to receive status letter & participant packet via email

Please check what type of exhibitor you are:

A detailed description of who qualifies to use this application is on p. 2
(if you do not select one of these categories your application will be incomplete)

- ☐ Handmade Artist - must make all items yourself , no exceptions
- ☐ Wholesale/Importer - includes handmade items that you are reselling
- ☐ Non-Profit - must include 501 (c)(3) paperwork
- ☐ Small Commercial Business - w/ less than 5 employees

Describe what you will be selling _____

Credit Card # _____

Exp Date _____ (there is an additional \$25 credit card processing fee)

Terms of Exhibition

I have read and agree to all the specified terms and conditions set forth in these applications. I further release, indemnify and hold harmless, Steven Restivo Event Services, LLC, (SRES) its clients and affiliated organizations or entities, directors, officers, agents or employees, or any of the above from any and all liabilities, demands, claims, damages or costs to property or persons as a result of my participation in any of these 2013 events. I further release and indemnify SRES and all of its duly appointed representatives of all liability and responsibility for any injury, damage or loss sustained by exhibitors, guests or any other participants before, during or after each event as a result of the display of my work, equipment or materials. I understand that SRES reserves the right to remove anything that does not meet the standards set forth in this application. I understand that there are no refunds or rain checks due to inclement weather. In consideration of acceptance of my application, I agree to accept all decisions of SRES and agree to allow them use of the enclosed slides and photos and other promotional materials including photographs and videotape taken at each event for the purposes of promoting the events this year and in future years. By signing below it also authorizes your credit card to be charged event if not card is present.

Signature _____ Date _____

STEVEN RESTIVO
EVENT SERVICES, LLC

STEVEN RESTIVO
EVENT SERVICES, LLC

Mail, Email or Fax to:

Please make a copy of all documents for your records
P.O. Box 151017 ~ San Rafael, CA 94915
www.SRESproductions.com ~ Steven@SRESproductions.com
Ph: 800.310.6563 ~ Fax: 415-456-6436

Frequently Asked Questions

General Information Policies & Procedures

FAQ'S:	ANSWERS:
Who should be using this applicaiton?	Exhibitors who are Handmade Artists, Non-Profits, pre-packaged Gourmet Products, and Commercial Businesses with 5 Employees or less and importers.
What are the steps if I want a space at the events?	1) Fill out the main panel and each show panel you are interested in and mail with payment. 2) Wait to hear from us on the status of acceptance via email or mail within 1-5 business days of us receiving your applicaiton with payment in full. 3) If accepted, you will recieve a participant packet 20-30 days before the event with all relevant set up information.
What do we do if we don't have photos?	Either include a website of your work or give a detailed description of your work and what you will be selling.
When is your deadline?	We do not have any deadlines; we accept vendors until the show is full. We do not accept credit cards or checks the week before the show, money orders only or you can bring cash on the day of the event.
When do you deposit the fees?	We deposit the fees upon acceptance.
Can I pay a deposit or partial payment?	No, we do not accept deposits or partial payments.
When do we find out our space location?	We send out the participant packet with all relevant set up information, including your space location, 20-30 days prior to the event, with your free promotional postcard
Can I drop off the application to your office?	No. Please mail, fax or email.
Can I fax the application?	Yes, the fax number is on the application.
What are free postcards?	We print 4x6 promotional postcards for almost every event. We give them to the exhibitors so you can mail them to your mailing lists.
How much does it cost to do a show?	Each show has a different cost, please review each show panel.
What do exhibitors get for the fee?	We provide you with your space only. We also provide large crowds at our events.
Can I get a double booth?	Yes, it costs double what a single space is.
Do you accept credit cards?	Yes. There is a place on the main application to put your credit card information and there is a processing fee.
Do you allow booth sharing?	No.
Do you have a jury or application fee?	No.
What time can I set up?	You will receive your participant packet 20-30 days before the event, which will tell you all relevant set up information.
What do I do if I need to cancel?	Please review our refund policy.
What if it rains?	All of our events are rain or shine. There are no refunds if it rains.

Who can apply using this application?

If you sign up under the wrong category, your application will be considered incomplete and we will contact you to tell you what catagory we consider you need to be in!

Catergories for this application include:

- **Handmade Artists/Exhibitor:** artist must make the product, includes: gourmet prepackaged goods, paintings, ceramics, photography, etc. Basically if you do not create the items yourself, you will need to come into the event in a different category.

- **Wholesale/Imported Exhibitor:** exhibitors who sell arts and crafts that are not made by exhibitor, includes: imported jewelry, clothing, food products, beauty products, hats, toys, etc. Includes handmade items not made by the exhibitor.

- **Non-Profits:** if you apply as a non-profit, you must submit the 501(c)(3) paperwork with application, no exceptions.

- **Small Commercial Businesses:** businesses that have 5 employees or less. This is specifically for small businesses not for individual representatives of a larger businesses.

If you are a Food Vendor and will be cooking onsite, please fill out the food vendor application.

If you are a business and have 6 or more employees, please review the Sponsorship Packets on each event page of the website and/or give us a call.

We do not allow booth sharing at any of our festivals.

How to Apply for these Festivals

If you are applying for any one or all of the Festivals, we need the **2013 Main Application Panel filled out and the separate individual Festival panel filled out for each event you are applying to.**

Return all completed panels, your spaces fees, three slides or photos of your work, plus one slide or photo of your booth set up. We only need one set of slides/photos if applying to multiple shows. Please include a separate check/payment for each event you are applying to. If you are requesting a corner space, you will need to include a separate check for each corner. Corner fees will only be deposited if you are placed in a corner and will be deposited 20 to 30 days before the event. Requesting a corner space does not guarantee you a corner.

If you would like your slides or photos returned, please include a self addressed stamped envelope with enough postage for the return. **Please note:** your images will be kept on file until after the Festival and they will be at the Festival for on-site verification if needed.

If you have displayed with us in the past and we have your images on file, there is no need to send us a new set of images.

General Information Policies & Procedures

Apply Early and Save!

The sooner you are accepted into the event the better chance you have of receiving your requested spot at each Festival. One of the criteria we use when allocating the space for each event is the date on which we receive the application. The location request is **not a guarantee**, but we do our best to accomodate those who apply early.

Payment Policy

Payment can be made by credit card, money order, cashiers check, or regular check. All checks are payable to **Steven Restivo Event Services**, unless otherwise specified on the individual event panel. If paying with a credit card there is a \$25 processing fee each time we upload the card. If you are accepted to multiple shows at the same time, we only need to upload your card once.

We need a separate check/payment for each event for which you are applying to. If you are requesting a corner space, please send us a separate check for each corner as we do not deposit those fees until we allocate the event. A \$35 fee will be charged for all bounced/returned checks. All space fees will be processed upon acceptance to each Festival.

Waitlist Policy

If you have been "Waitlisted" for a particular event, we will not deposit your space fees or corner fees until you are accepted. If you wish to be taken off the "Waitlist" for any reason we must receive your request in writing, via email, fax or regular mail. We will continue to review your application every few weeks after your initial status letter has been emailed/mailed to you.

We produce a variety of events and some have a strict policy about the type of exhibitors accepted into the show. If applying for multiple shows, it is possible that you may be accepted into one event and waitlisted or declined for another.

Insurance

Insurance, if desired by Exhibitor, must be obtained by him or her at their own expense. Steven Restivo Event Services, LLC (SRES), our clients and the cities and counties where we produce the events, assume no risk; and by the participation in the event and by signing this application, the Exhibitor expressly releases SRES, our clients and the city and county from any and all liability for any damages, injury, theft, or loss to any person or goods which may arise from the occupation of space by the Exhibitor. We do not require insurance, but we strongly encourage all event participants to carry insurance.

Refund Policy

Accepted exhibitors at each Festival may withdraw from the event 60 days or more prior to the first day of the event and receive a 50% refund on their space fee. If the withdraw is made 59 days or less from the first day of the event, no refunds are available as all funds are committed to the production, promotion, marketing and advertising of the Festival. All refund requests must be made in writing and received by our office via fax, email or regular mail. Please site the reason for the withdraw.

Application Deadline & Notification

There are no application deadlines for our events. We will continue to process applications until each Festival is full. But we do not accept checks or credit card payments the week prior to a show; money orders only or you can bring cash on the day of.

A status letter will be mailed or emailed to you within one week of receiving your application with payment. The status letter will state one of the following "Accepted", "Waitlist", or "Decline." If you do not hear from us within 10 days of sending your application, please call us, as we may have the wrong email, address or it went to your spam box or we never received it.

If accepted, we will deposit your space fees once we have mailed/emailed your status letter. We will not deposit any corner fees until we allocate the event. If you are declined for the event, we will send you back your fees with the status letter. If you are waitlisted, please see that section of this applicaiton for details.

Approximately 20-30 days prior to the event we will mail/email instructions for your participation, it includes your vehicle ID tag, your space number, a block map with your space, an overview map, and general instructions that should answer most of your questions. After you recieve the packet, feel free to conact us with any additional questions. You will also recieve you free promotional postcards with the packet (if applicable).

Location & Corner requests

We will do our best to honor your location & corner requests, but they are not guaranteed. There is a lot of critera that go into where exhibitors are placed. If you are not satisfied with your location, please let us know via email prior to the event. Please note that once placed, it is very difficult for us to move you.

What we provide you with on-site

We provide you with your space only at each Festival. **We do not provide tents, tables, chairs, umbrellas, electricity or signage.** We also try to provide you with information about parking locations in your packet.

General Information Policies & Procedures

Sales Tax/Resale Number

All exhibitors are responsible for collecting and paying their California Sales Tax on all sales made during each Festival and need to provide SRES with a valid California Resale License number. Even if you are coming to the event from another state, you are required to get a temporary license. If you do not have a resale number, please contact the California State Board of Equalization at 1-800-400-7115 or visit their website at www.boe.ca.gov. You may also find each City's Sales Tax rates on their website.

Pre-Packaged Gourmet Food Products

If you are an exhibitor who sells pre-packaged gourmet and/or organic food products, you will need a health permit for each SF event you participate in. If you are accepted into an event, we will email/mail you the health permit application and an invoice for the health permit fee (\$102) with your acceptance letter. You will then send us the completed application and your permit fee payable to SRES.

Do not send your application and fee to the health department, they need to be returned directly back to SRES.

How do we choose our schedule each year?

In some instances, we need to remove an event from our schedule as it no longer makes financial sense for us to produce it, and/or it was just not a good fit for our business model. Please check our website every few weeks for updates on any new business.

Contacting our Office

The best way to contact us is via email. We are usually able to respond to email right away. Another option is to call our office anytime at 415-456-6455 or fax us at 415-456-6436. We also have our 800-310-6563 number which is strictly a message line that we check at least twice a day. As soon as we check that line we do our best to make call backs as needed. We feel that communication with all our Festival participants is critical to having a successful event. Contact us any time.

SRES Website

The website is a valuable tool for helping us get information out to all participants and attendees. We are constantly updating the sites and we own a number of web addresses/URL's such as www.SRESproductions.com, www.UnionStreetFestival.com, www.FillmoreJazzFestival.com, to name a few. By doing this we are able to get much more traffic/hits to the sites which brings more people out to the events. Please check the sites frequently, as there is always new information posted.

Promotional Release

All participants agree to allow Steven Restivo Event Services, LLC, (SRES) the use of your enclosed photos, slides and any other promotional materials, including photos and video taken at each Festival, for the purpose of promoting and marketing the Festivals this year and in any future year.

Festival Management

All the events are produced Steven Restivo Event Services, LLC, (SRES) and presented by each of our clients. SRES is a long time provider of event production services to non-profit groups, chambers of commerce, merchant associations, various city agencies, corporations and other event industry professionals.

The company's founder, Steven Restivo, has been in the event world for 30 years and has contributed to the production of hundreds of public events and corporate functions. The types of events include street festivals, corporate parties, fund-raisers, running events, biking events, parades, college campus promotions, music Festivals and much more.

SRES offers a number of services to fit the particular needs of each client, such as:

- Turn key Event Production
- Creation and Maintenance of Event Budgets
- Site/Venue Selection
- Provide and Manage Event Staff
- Design and Creation of all Event Collateral Materials
- Development of Marketing, Promotion and Advertising programs
- Event Site Plan Creation using CAD software
- Creation and Maintenance of Event Databases
- Coordinate and Communicate with all Event Participants
- Interface with all State, County and City Agencies
- Permit Procurement
- Outreach to all residents groups associated with the Event
- Sponsorship and Fund-raising Development and much more!

Our main objective is to produce high quality events and provide all our participants and clients with the best possible service. Please contact us any time and give us your feedback or comments about our performance. The more we know from you, the better job we can do for you.



Ph: 800-310-6563 ~ Fax: 415-456-6436
P.O. Box 151017 ~ San Rafael, CA 94915
www.SRESproductions.com
Steven@SRESproductions.com



Yountville's 20th Annual Taste of Yountville March 16, 2013

Location: Washington Street, Yountville

Hours: Noon to 5:00 PM

Expected Attendance: 5,000



Yountville, the "culinary capital" of the Napa Valley, will host the 20th Annual Taste of Yountville weekend celebration March 14-16, 2013 to showcase the town's finest food, wine and arts.

Taste of Yountville will culminate in a town-wide block party on Saturday, March 16th in which food and wine lovers can sip and sample local favorites while taking a stroll along picturesque Washington Street. Acclaimed restaurants and wineries will offer savory bites, micro brews and wine along pedestrian-friendly Washington Street.

The event will take place from noon to 5:00 PM. Admission is free. Tasting tickets to experience many of Yountville's restaurants and dozens of Napa Valley wineries are only \$1 each. Please check back for ticket purchasing information and a list of event participants.



In addition to Saturday's signature block party event, the Taste of Yountville weekend will play host to several special events throughout Yountville, including local fine arts events hosted by the Yountville Arts Committee, special cooking demonstrations and guided tours of The French Laundry's garden. Again, please check back for special hotel packages, vintner dinners and other planned activities.

*Napa Valley Artists get preference *All applications will be juried by a committee

- ☐ Handmade Artist: applicant must be the Original Artist = \$100
- ☐ Wholesale/Imported: items that are not made by Exhibitor = \$150
- ☐ Non-Profit: must submit 501(c) (3) status paperwork = \$75
- ☐ Small Commercial Business: with 5 employees or less = \$300
- ☐ I would like to also rent a booth, 1 table, linen and chairs = \$195

Large Commercial Businesses (6 employees or more) & Food Vendors
See Information and Application on Website

All Checks payable to: Yountville Chamber of Commerce

Total # of 10ft x 10ft spaces _____

Location Request _____

of Free Postcards _____ Total for event \$ _____

Space fees deposited upon acceptance.



San Francisco's Union Street Easter Parade & Spring Celebration March 31, 2013

Location: Union Street, Gough to Fillmore Streets

Hours: 10 am to 5 pm, Parade at 2 pm

Expected Attendance: 30,000



The 22nd annual event celebrates and showcases the diverse community of San Francisco and features some of Union Street's best restaurants serving attendees in an outdoor bistro setting.

A variety of children's and family activities are the focus of the event and include; large inflatable bounces, kids' rides and games, a climbing wall, a hands-on children's activities area, costumed characters, a petting zoo, a pony ride and entertainment from some of the Bay Area's best musicians.

For the past 22 years the event has been known as the Biggest Little Parade in San Francisco. Over the years the parade has grown and in 2012 there were 45 units entered, all of which reflected the unique community of the Bay Area.



The event is not your average Street Fair or formal Parade. It can best be described as wonderful, wacky, elegant and fabulous, with everything from roller-blading cows and creative self-propelled mini-floats to garden areas, sophisticated fashions and beautiful classic and art cars. It's a special event for the entire family.

- ☐ Handmade Artist: applicant must be the Original Artist = \$250
- ☐ Wholesale/Imported: items that are not made by Exhibitor = \$325
- ☐ Non-Profit: must submit 501(c) (3) status paperwork = \$150
- ☐ Small Commercial Business: with 5 employees or less = \$450

Large Commercial Businesses (6 employees or more) & Food Vendors
See Information and Application on Website

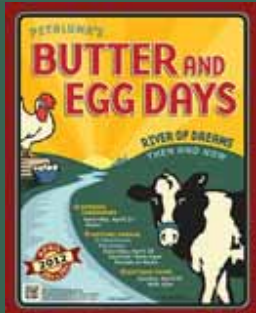
All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces _____

Location Request _____

of Free Postcards _____ Total for event \$ _____

Space fees deposited upon acceptance.



Petaluma's Butter & Egg Days Parade & Celebration April 27, 2013

Location: Historic Downtown Petaluma
Hours: 10 am to 5 pm, Parade at Noon
Expected Attendance: 25,000



Petaluma's Butter & Eggs Parade and Celebration is in its 32nd year, and has become a tradition in Downtown Petaluma, celebrating the region's rich agricultural history as one of the premier dairy regions in the country.

Together with The Petaluma River, eggs and dairy products created an economy that turned Petaluma into one of the most prosperous communities in the state in the early 1900's. The event typically draws over 25,000 attendees.

The community parade showcases the best of Petaluma and Petaluma's history. The 100-unit parade features over 3,000 participants, more than a hundred volunteers and supports every aspect of community life.



Activities before, during and after the parade include four blocks of exhibit space for arts and crafts exhibitors, food vendors offering a wide variety of festival foods, sponsor booths, community and non-profit booths and a large area to entertain youngsters with inflatables, rides, and hands-on activities. Don't miss this great opportunity to participate in one of the North Bay's largest events.

- ☐ Handmade Artist: applicant must be the Original Artist = \$250
- ☐ Wholesale/Imported: items that are not made by Exhibitor = \$325
- ☐ Non-Profit: must submit 501(c) (3) status paperwork = \$150
- ☐ Small Commercial Business: with 5 employees or less = \$450
- ☐ Corner fee (must be a separate check) = \$75

Large Commercial Businesses (6 employees or more) & Food Vendors
See Information and Application on Website

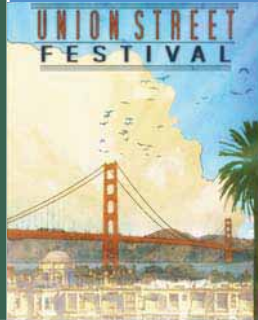
All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces _____ # of Corners _____

Location Request _____

Total for event \$ _____

Space fees deposited upon acceptance.



San Francisco's Union Street Festival June 1 & 2, 2013

Location: Union Street, Gough to Steiner Streets
Hours: 10 am to 6 pm
Expected Attendance: 90,000

Alcohol Free Festival



In its 37th year, The Union Street Festival is one of San Francisco's largest free annual events. In 2011 the event went alcohol free and the beverage gardens were removed. The event still has an eco-zone to the event where we reserved two blocks of the six block Festival for green exhibitors, businesses and educational displays.

This year the east entrance of the Festival, (beginning at Gough) will again feature arts and crafts created with recycled and sustainable materials and eco-friendly exhibits. Additionally, the Festival showcases 150 arts & crafts booths, 25 gourmet food booths, two stages of live entertainment and bistro style cafes.

San Francisco is a forward thinking city and the Union Street Festival with its eco-urban theme helps promote the value of Green thinking in all aspects of our day to day lives.



The Festival is held on San Francisco's fashionable Union Street where historic Victorians have been transformed into popular boutiques, art galleries and restaurants. Over 100 staff members are on-site to assist exhibitors and the public. Parking is available three blocks from the event site.

- ☐ Handmade Artist: applicant must be the Original Artist = \$650
- ☐ Wholesale/Imported: items that are not made by Exhibitor = \$750
- ☐ Non-Profit: must submit 501(c) (3) status paperwork = \$450
- ☐ Small Commercial Business: with 5 employees or less = \$1000
- ☐ Corner fee (must be a separate check) = \$150

Large Commercial Businesses (6 employees or more) & Food Vendors
See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces _____ # of Corners _____

Location Request _____

of Free Postcards _____ Total for event \$ _____

Space fees deposited upon acceptance.



San Francisco's North Beach Festival June 15 & 16, 2013

Location: North Beach District
Hours: 10 am to 6 pm
Expected Attendance: 100,000



In its 59th year, The North Beach Festival is considered one of the country's original outdoor Festivals. The event is situated in the historic North Beach District, known to locals and visitors alike as San Francisco's Little Italy and the home of the famed beat generation. The Festival site includes numerous quaint streets in the heart of the district, including Grant Ave and Columbus Ave.

The 2013 event will feature over 125 arts and crafts booths, 20 gourmet food booths, two stages of live entertainment, Italian street painting, beverage gardens, kid's chalk art area and the blessing of the animals.

Don't miss out on this great opportunity to participate in this San Francisco tradition which is known nationally and internationally.



- ☐ Handmade Artist: applicant must be the Original Artist = \$650
- ☐ Wholesale/Imported: items that are not made by Exhibitor = \$750
- ☐ Non-Profit: must submit 501(c) (3) status paperwork = \$450
- ☐ Small Commerical Business: with 5 employees or less = \$1000
- ☐ Corner fee (must be a separate check) = \$150

Large Commercial Businesses (6 employees or more) & Food Vendors
See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces _____ # of Corners _____

Location Request _____

of Free Postcards _____ Total for event \$ _____

Space fees deposited upon acceptance.



San Mateo's Downtown SummerFest June 22 & 23, 2013

Location: B Street ~ Baldwin to 6th Ave, San Mateo
Hours: 10 am to 6 pm
Expected Attendance: 30,000



Join us for our 1st Annual Downtown San Mateo SummerFest! Enjoy a variety of fun summertime activities as you stroll through historic downtown San Mateo, known as the preferred downtown destination for shopping, dining, working, living, and meeting on the San Francisco Peninsula.

Downtown San Mateo is located in the heart of the Peninsula, just 15 miles south of San Francisco, six miles south of SFO, twelve miles north of Palo Alto, and two miles north of the San Mateo Bridge. Given its central location, this new free Festival is sure to draw a large Bay Area crowd of Festival enthusiasts. The Festival will feature Arts and Crafts, Cooking Demonstrations, Food Vendors, Entertainment, Kids Activities and much more.

The Festival is presented by the Downtown San Mateo Association, www.dsma.org. The DSMA produces or sponsors marketing and special events, business mixers, open houses, and fundraisers. They provide promotional and marketing assistance to their member businesses as well as business development support and advocacy on behalf of business and property owners in the neighborhood. They also engage in economic development by recruiting entrepreneurs from technology, law, creative, design, retail and medical industries as they search for locations to conduct business in the region.

We are all very excited to be working with the DSMA on this Festival and we are confident that this event will be a big success. The location is perfect! Don't miss this great opportunity to showcase your work/business at this one of a kind Festival.



- ☐ Handmade Artist: applicant must be the Original Artist = \$275
- ☐ Wholesale/Imported: items that are not made by Exhibitor = \$375
- ☐ Non-Profit: must submit 501(c) (3) status paperwork = \$150
- ☐ Small Commerical Business: with 5 employees or less = \$650
- ☐ Corner fee (must be a separate check) = \$50

Large Commercial Businesses (6 employees or more) & Food Vendors
See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces _____ # of Corners _____

Location Request _____

of Free Postcards _____ Total for event \$ _____

Space fees deposited upon acceptance.



San Francisco's Fillmore Jazz Festival July 6 & 7, 2013

Location: Fillmore Street - Jackson to Eddy Streets
Hours: 10 am to 6 pm
Expected Attendance: 100,000



For the past 28 years, the Fillmore Jazz Festival has welcomed more than 100,000 enthusiastic guests every year who gather to celebrate a prosperous tradition of jazz, culture and cuisine, against the picturesque back drop of the city's famous Fillmore Street.

Blending art and soul in one of the country's most unique neighborhoods, the Fillmore Jazz Festival is the largest free Jazz festival on the West Coast, drawing over 100,000 visitors over the Independence Day weekend. From sunup to sundown, visitors can groove to the sounds of live music from multiple stages, browse the offerings of over 12 blocks of fine art and crafts and enjoy gourmet food and beverages. Asian to Cajun, paintings to pottery, old favorites and new directions, the Fillmore Jazz Festival is not to be missed.

Due to the street width and the fire lane requirements at this event we offer an additional space size: 10ft wide x 8ft deep.

- ☐ Handmade Artist: applicant must be the Original Artist
10 x 10 = \$650
8 x 10 = \$550
- ☐ Wholesale/Imported: items that are not made by Exhibitor
10 x 10 = \$750
8 x 10 = \$650
- ☐ Non-Profit: must submit 501(c) (3) status paperwork
10 x 10 = \$450
8 x 10 = \$350
- ☐ Small Commerical Business: with 5 employees or less
10 x 10 = \$1000
8 x 10 = \$900
- ☐ Corner fee (must be a separate check) = \$150

Large Commercial Businesses (6 employees or more) & Food Vendors
See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces _____ # of Corners _____

8 x 10 Spaces _____ (these spaces are 10ft wide & 8ft deep)

Location Request _____

of Free Postcards _____ Total for event \$ _____

Space fees deposited upon acceptance.



San Rafael's Food & Wine Festival August 10, 2013

Location: Falkirk Cultural Center
Hours: 1 pm to 5 pm
Expected Attendance: 3,000



Festival-goers will enjoy food from area restaurants and sample wines from 25 of the region's outstanding boutique wineries. In addition, there will be a chef demonstration area featuring a number of area restaurants. Admission to the event is free, but there is fee to participate in the tasting.

While tasting the gourmet fare, attendees will hear smooth jazz and classical music by the areas' best musicians. The Falkirk Cultural Center provides the perfect backdrop for this celebration of the region's food and wine.

The historic Falkirk Cultural Center is a beautiful 17 room Queen Anne Victorian with rolling lawns gazing toward Mount Tamalpais that can be rented for weddings and special events. It is located at 1408 Mission Avenue, downtown San Rafael.



Note to Gourmet Products exhibitors: due to the sampling nature of this event, we suggest you do not sample your product.

- ☐ Handmade Artist: applicant must be the Original Artist = \$100
- ☐ Wholesale/Imported: items that are not made by Exhibitor = \$200
- ☐ Non-Profit: must submit 501(c) (3) status paperwork = \$75
- ☐ Small Commerical Business: with 5 employees or less = \$350

Large Commercial Businesses (6 employees or more) & Food Vendors
See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces _____

Location Request _____

of Free Postcards _____ Total for event \$ _____

Space fees deposited upon acceptance.



Castro Valley's Fall Festival September 14 & 15, 2013

Location: Norbridge Avenue ~ Redwood Rd to Castro Valley Blvd

Hours: 10 am to 6 pm

Expected Attendance: 60,000



Join us for the 41st Annual Castro Valley/Eden Area Fall Festival, Castro Valley's biggest event of the year! This year's event will feature live entertainment, arts & crafts, wine, food, fun, childrens activities and a classic car show.

The Festival, which is expected to attract more than 60,000 people, will include more than 150 booths. They will include jewelry and other handcrafted items and artwork. In addition, representatives from local nonprofit agencies and businesses will be respresented. Several music groups will fill the air as they perform on three stages.



Come on out for this free weekend Festival in the heart of the greater Bay Area. You won't want to miss it. We are offering a special discounted rate for all Castro Valley Chamber. Join the Chamber today and Save!



- ☐ Handmade Artist: applicant must be the Original Artist = \$250
Castro Valley Chamber Members = \$150
- ☐ Wholesale/Imported: items that are not made by Exhibitor = \$350
Castro Valley Chamber Members = \$250
- ☐ Non-Profit: must submit 501(c) (3) status paperwork = \$285
Castro Valley Chamber Members = \$185
- ☐ Small Commerical Business: with 5 employees or less = \$455
Castro Valley Chamber Members = \$355
- ☐ Corner fee (must be a separate check) = \$75

Large Commercial Businesses (6 employees or more)

See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces _____ # of Corners _____

Location Request _____

of Free Postcards _____ Total for event \$ _____

Space fees deposited upon acceptance.



San Francisco's Polk Street Blues Festival September 21 & 22, 2013

Location: Polk Street ~ Pacific to Union Streets

Hours: 10 am to 6 pm

Expected Attendance: 40,000



For many years, San Francisco has been known for its love of the blues. Since our company already produces one of the nation's largest free Jazz Festivals on Fillmore Street, it made complete sense to us and our client, the Polk District Merchants Association, to create a free Blues Festival on upper Polk Street.

If people are looking to escape the crowded downtown San Francisco chain stores and want to enjoy a warm, friendly neighborhood atmosphere, Polk Street is the place. Polk Street runs from Ghirardelli Square at Beach Street at the northern end, south to Market Street near City Hall and the Civic Center. Located on the west side of upscale Nob and Russian Hills, the neighborhood is in a San Francisco micro climate relatively immune to foul weather, especially during late September.

The Festival will feature two main stages, a merchant marketplace, arts and crafts, gourmet food booths, a large family area, cafe seating areas, and much more. We expect the event will receive a huge amount of press since it is now the only free blues event in San Francisco.



- ☐ Handmade Artist: applicant must be the Original Artist = \$400
- ☐ Wholesale/Imported: items that are not made by Exhibitor = \$500
- ☐ Non-Profit: must submit 501(c) (3) status paperwork = \$200
- ☐ Small Commerical Business: with 5 employees or less = \$650
- ☐ Corner fee (must be a separate check) = \$75

Large Commercial Businesses (6 employees or more) & Food Vendors

See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces _____ # of Corners _____

Location Request _____

of Free Postcards _____ Total for event \$ _____

Space fees deposited upon acceptance.



San Francisco's Fiesta on the Hill October 20, 2013

Location: Cortland Avenue - Bocana to Folsom Streets

Hours: 10 am to 6 pm

Expected Attendance: 20,000



Fiesta on the Hill is a community based, high-profile and energetic Festival with an attendance of over 20,000 friends and neighbors from San Francisco's Bernal Heights area, neighboring communities and the greater Bay Area. The event is in its 25th year and continues to grow.

The Festival benefits the Bernal Heights Neighborhood Center whose mission it is to preserve and enhance the ethnic, cultural, and economic diversity of the Bernal Heights District of San Francisco and surrounding neighborhoods.

The BHNC promotes community action to build a just and equitable community for people of all ages. They focus on the needs of people with low and moderate incomes. They work to accomplish their mission by developing affordable housing throughout San Francisco, providing linguistically and culturally responsive services to the community's more vulnerable adults, seniors, youth and families.



The Fiesta on the Hill is an alcohol free event that emphasizes the Importance of the well being of children, youth and seniors to the vitality of the neighborhood. The event includes a petting zoo, pony rides, non-profit booths, live music, great food and much more.

*Exhibitors that live in the 94110 or 94112 area code will receive a discount.

- ☐ Handmade Artist: applicant must be the Original Artist
Regular fee = \$250
Fee if live in 94110 or 94112 = \$150
- ☐ Wholesale/Imported: items that are not made by Exhibitor
Regular fee = \$350
Fee if live in 94110 or 94112 = \$250
- ☐ Non-Profit: must submit 501(c) (3) status paperwork
Regular fee = \$225
Fee if live in 94110 or 94112 = \$125
- ☐ Small Commerical Business: with 5 employees or less
Regular fee = \$450
Fee if live in 94110 or 94112 = \$350
- ☐ Corner fee (must be a separate check) = \$35

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces _____ # of Corners _____

Location Request _____

of Free Postcards _____ Total for event \$ _____

Space fees deposited upon acceptance.



San Rafael's Parade of Lights & Winterwonderland November 29, 2013

Location: Fourth Street - B Street to Lootens Place

Hours: Noon to 8:00 pm, Parade at 5:30 pm

Expected Attendance: 5,000



Downtown San Rafael will once again host its annual holiday Parade & Winter Wonderland. In its 34th year, the event features a Holiday Marketplace with arts and crafts, live entertainment, children's activities, free snow sledding, and one of the largest Holiday Parades in the Bay Area.

In 2012 the event was attended by people from all over Marin County. It enjoys a very "local" feel and is known as a great destination for people of all ages. The event starts at noon with free snow sledding and kids' activities, a Holiday Marketplace and the Parade begins at 5:30 PM.

Following the Parade, Santa, Ms. Claus and other costumed characters arrive with the Mayor of San Rafael to the center of town in the City Plaza to light the official Holiday Tree. Following the Tree Lighting Ceremony, Santa and friends are available for a meet and greet with the kids.

The entire event is free to the public and occurs the day after Thanksgiving, one of the biggest shopping days of the year. Don't miss this great opportunity to take advantage of the Holiday shopping season. Due to the time of year, we recommend that all exhibitors provide your own battery powered lights for your booth.



- ☐ Handmade Artist: applicant must be the Original Artist= \$200
- ☐ Wholesale/Imported : items that are not made by Exhibitor = \$300
- ☐ Non-Profit: must submit 501(c) (3) status paperwork = \$100
- ☐ Small Commerical Business: with 5 employees or less = \$400

Large Commercial Businesses (6 employees or more) & Food Vendors
See Information and Application on Website

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces _____

Location Request _____

of Free Postcards _____ Total for event \$ _____

Space fees deposited upon acceptance.



San Francisco's Wharf Fest October 26 & 27, 2013

Location: Jefferson Street, between Powell & Hyde Streets,
and Beach Street, between Hyde and Polk Streets,

Hours: 11 am to 6:00 pm,

Expected Attendance: 50,000

Wharf Fest 2013, a free inaugural celebration, showcases the legacy of Fisherman's Wharf as San Francisco's historic waterfront district. The two day festival will exhibit the family-friendly, cultural, and historic spirit that make's Fisherman's Wharf such a popular destination for both local and international visitors. Festival goers will enjoy music and live entertainment, food and wine, a chowder competition, children's rides, ship tours, classic cars, street performers, art, fireworks, and more. There are many reasons to celebrate the Wharf in October, after the busy summer crowds have died down and when San Francisco's temperate early-fall climate is at its finest. Other October activities at the Wharf include Pier 39's 35th anniversary, the Italian Heritage Parade, and more.



The Wharf Fest is proudly presented by the Fisherman's Wharf Community Benefit District (FWCBD). The FWCBD is a non-profit organization formed in November of 2005 by the business and property owners of the neighborhood to preserve and enhance its vast San Francisco waterfront landscape and multi-cultural heritage, while integrating modern efficiencies to enrich the experience of visitors from both near and far.

☐ Handmade Artist: applicant must be the Original Artist= \$250

☐ Wholesale/Imported : items that are not made by Exhibitor = \$350

☐ Non-Profit: must submit 501(c) (3) status paperwork = \$150

☐ Small Commercial Business: with 5 employees or less = \$450

Large Commercial Businesses (6 employees or more) need to come into the event as a Sponsor. The Sponsorship information packet is available on our Website. Food Vendors, Wharf Area Merchants and Restaurants have a separate application, also located on our website. The above fees are total for both days, not per day.

All Checks payable to: Steven Restivo Event Services, LLC

Total # 10ft x 10ft Spaces _____

Location Request _____

of Free Postcards _____ Total for event \$ _____

Space fees deposited upon acceptance.

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