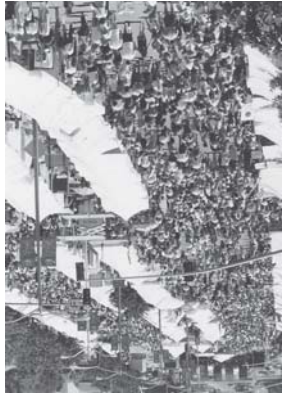


2010

Business Alley at the Festival of the Arts



One trade show
with 400,000
reasons to exhibit!

Business Alley/Festival of the Arts
FREMONT CHAMBER OF COMMERCE
39488 Stevenson Place, Suite 100
Fremont, CA 94539

PRSR STD
U.S. POSTAGE
PAID
FREMONT, CA
Permit No. 8



One trade show with 400,000 reasons to exhibit



- Showcase your business to over 400,000 potential customers.
- Gain greater visibility within the community.
- Greater exposure at a fraction of the price of a print ad.
- Reach an audience to which you may not normally have access.
- Location near Kid City with increased foot traffic.



“Last year was our first year of participating in this Festival, and we were a bit skeptical in what to expect because we didn't know what the outcome of it would be or what kind of impact that the Fremont Festival of Arts could have on our growing business. We are happy to report though, that the Fremont Festival of Arts was very rewarding for many reasons. It was excellent publicity, very good referrals, and an increase in business as a result of the festival last year. Combined, the people, the atmosphere, the weather, and the type of venue that you provided was perfect for us as well as hundreds of thousands of others!”

—*Timothy Hawkins, Del Conte's Landscaping*

“We found Business Alley to be a great way for us to market our not yet opened business. We had over 250 people want to be on our

email list and we weren't giving anything away to get them to give us their contact info!! That represents over \$30,000 in new business for us - We are very happy with the results!!”

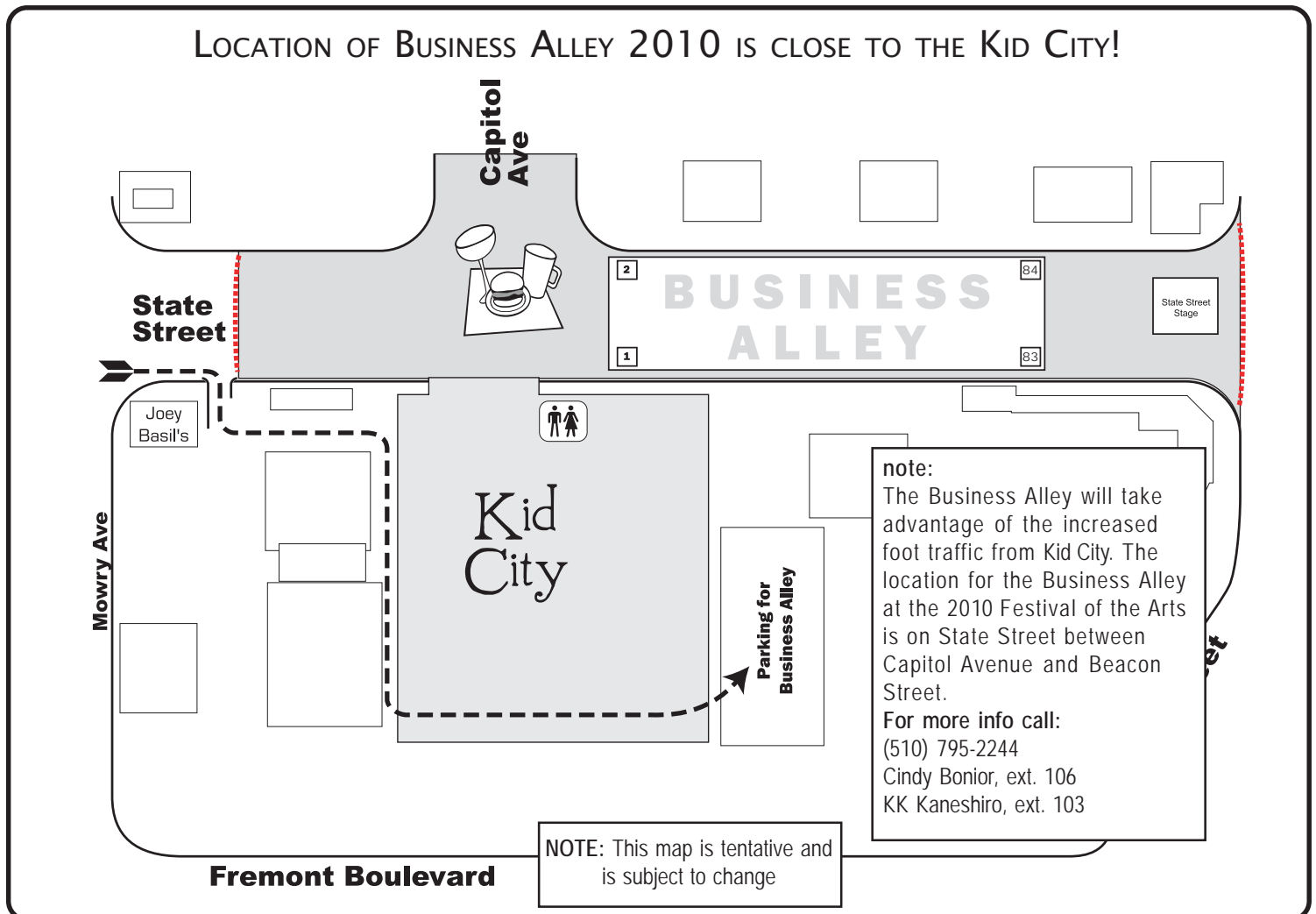
—*Colleen Ganaye, Super Suppers*

“Last year was our first time on the Business Alley and we didn't know what to expect. The outcome was quite surprising. The alley was crowded and filled with people from all around the Bay Area. We had a good amount of prospect leads from the festival”

—*My-Tien Ho, AIM Mail Center*

“I thought it went great. The vendors were very happy we were there. I made new friends, it was a fun weekend. Thank you all for all your hard work. I really appreciate all your efforts.”

—*Veronica Johnson, Alhambra Water*



Business Alley at the Fremont Festival of the Arts

July 31 & Aug. 1, 2010

10 a.m. to 6 p.m.



Fremont Festival of the Arts, July 31 & Aug. 1, 2010

Business Alley Application/Agreement

DEADLINE: June 1, 2010

Organization Name: _____

Contact Person: _____

Telephone: _____ Day: _____ Fax: _____

Email Address: _____

Mailing Address: _____

Website: _____

(www.fremontbusiness.com and www.fremontfestival.net will link to your website URL)

Please describe your business and list all equipment, materials and supplies you will use in your exhibit space:

Fees: Please check the appropriate box

- \$ 525 Single Booth (10' x 10' Space). *After June 1, 2010, the fee is \$575.*
- \$ 1,050 Double Booth (10' x 20' Space). *After June 1, 2010, the fee is \$1,150.*
- \$ 625 Shared Booth (10' x 10' Space). *After June 1, 2010, the fee is \$675.*
A shared booth is defined as two Chamber members sharing a single booth space.
Includes \$100 sharing surcharge.
- \$ 1,150 Double Shared Booth (10' x 20' Space). *After June 1, 2010, the fee is \$1,250.*
- \$ 75 Single Ad in Fremont Business Review Special Edition
- \$ 150 Double Ad in Fremont Business Review Special Edition

_____ Total

For the exhibitors who would like to take advantage of the special advertising rate:

- I will have artwork ready for the ad. *Ad art due June 4, 2010.*
- I would like to work with the Chamber to create an ad

List company who will share booth, including name, address, email address and phone number.

Fee Payment:

- Payment is enclosed.
- Please charge my MasterCard/Visa:

Card Number _____ Expiration Date: _____

Name on Card _____

Signature _____

Rules & Regulations:

1. All Business Alley participants must attend a mandatory meeting. Meeting date, times, and locations are to be determined.
2. It is anticipated that Business Alley will be located on State Street between Capitol Avenue and Beacon Street. *Location may change when the Festival site plan is finalized.*
3. Participants in Business Alley must be members in good standing of the Fremont Chamber of Commerce at the time of the Business Alley show.
4. Booths will be sold on a first come, first serve basis. Full payment must accompany the completed application. Booth space will not be confirmed without full payment.
5. A booth structure will be provided for exhibitors use. The booth structure for each single/shared booth shall be a 10' deep x 10' wide space covered by a canopy and include a 6' folding table and two chairs. A double booth structure shall be 10' deep x 20' wide covered by a canopy and include two 6' folding tables and two chairs. Table coverings will not be provided. Booth structure height is 7'. **Exhibitors must use structure provided.**
6. Members will be allowed to choose specific booth placement. Selection order will be based upon the date that application and payment are received by the Chamber office. Once assigned, members may not trade locations or sublet space without prior permission of the Chamber office. Please note the Chamber does not restrict or dictate the relative placement of related or similar businesses.
7. Festival hours are 10:00 a.m. to 6:00 p.m. Booths must be set-up and staffed no later than 9:30 a.m. on both days and may not be disassembled before 6:00 p.m. on either day.
8. Members are responsible for managing lines of visitors originating from their booths and must direct the line so as not to interfere with other exhibitors. In addition, please be considerate of other exhibitors in terms of display devices and sound volume.
9. While handing out information about your company is encouraged, exhibitors must remain within their allocated booth space.
10. No motor vehicles of any kind are to be displayed in Business Alley. If a motor vehicle is displayed, you will be asked to leave Business Alley and your fee will be forfeited.
11. **Absolutely no retail sales** may be conducted in the Business Alley booths. This includes accepting deposits. Business Alley is for information exhibits only.
12. Consumable food or beverages, other than sample sizes, may not be served or sold in the Business Alley as this is in direct competition with our non-profit food vendors. If your business requires you to hand out samples of your product, a Health Permit is required from the Alameda County Health Department: no exceptions. An application can be provided upon request.
13. There is no electricity available on the Festival site. Generators may be allowed in Business Alley and are the responsibility of the member. Generators must be "whisper quiet" and not exceed 1200 watts.
14. Booth area must be kept clean during the entire show and is the responsibility of the member. In addition, each member is responsible for leaving his/her booth space clean and free of debris at the end of the show on Sunday. Should a member fail to leave his/her booth space clean and free of debris at the end of the show, the member may forfeit his/her right to participate in future shows or will be required to submit a cleaning deposit for future shows.
15. Booth space may be shared between two member companies only. There is a surcharge for shared booths. Only one member may be named as Chamber contact. Chamber will not be responsible for multiple billings or mailings.
16. Commerce in the booth must be the member's primary business defined as business of record at the Chamber office.
17. Signage for each individual booth will be the responsibility of the booth owner. No signs, banners or flags are to be attached above the booth. Participants who represent products and services of another company will be able to display no more than one 24 inch by 36 inch poster of each company, with a maximum of four posters. Drawing prizes and giveaways will be limited to one 24 inch by 36 inch poster and may not conflict with any exclusive sponsor of the Festival.
18. Pets and animals are not allowed in the Festival area.
19. The Fremont Chamber of Commerce is not responsible for theft or damage.
20. Any flagrant violation of these guidelines and rules will constitute an immediate removal from the Festival without refund.
21. Failure to comply with Business Alley rules will forfeit eligibility in future years.
22. Cancellations received prior to 5:00 p.m. on **Tuesday, June 1, 2010** will receive a full refund of participation fees. Cancellations received after that date will not be subject to refund unless booth space is resold.

Participation & Hold Harmless Agreement

I, the undersigned, agree to abide by the rules and regulations in this agreement, and understand that should I fail to observe and abide by the rules and regulations as set forth above, I will become ineligible to participate in future Business Alley events. I further agree to hold the FREMONT CHAMBER OF COMMERCE, THE CITY OF FREMONT, AND ITS AGENCIES, free and harmless from any and all liability for bodily injury, property damage or loss arising out of activities resulting from participation in the Fremont Chamber of Commerce Annual Festival of the Arts Business Alley, July 31 & August 1, 2010.

I agree to attend the mandatory meeting at a date to be determined.

Name: _____

Signature: _____ Date: _____