

Fremont Festival of the Arts

Aug. 6–7, 2011
10 am — 6 pm



Business Alley Application/Agreement

DEADLINE: June 1, 2011

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, 2011, the fee is \$575.

\$ 1,050 Double Booth (10' x 20' Space). After June 1, 2011, the fee is \$1,150.

\$ 625 Shared Booth (10' x 10' Space). After June 1, 2011, 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, 2011, the fee is \$1,250.

\$ 75 Single Ad in Fremont Business Review Special Edition. Ad size: 3.25" by 3.25"

\$ 150 Double Ad in Fremont Business Review Special Edition. Ad size: 3.25" high by 6.625" wide

_____ 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 3, 2011.

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:

Choose one:

Payment is enclosed.

Please charge my MasterCard/Visa:

Card Number _____ Expiration Date: _____

Name on Card _____

Signature _____

Please read and sign the Rules & Regulations on the reverse side

Rules & Regulations:

1. **All first time Business Alley participants must attend a mandatory meeting, scheduled for Tuesday, July 12 @ 6pm, at a location to be announced.**
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 **Wednesday, June 1, 2011** 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, August 6 & 7, 2011.

I agree to attend the mandatory meeting on Tuesday, July 12 at a location to be determined.

Name: _____ Signature: _____ Date: _____