



Updated 10/31/17

Events you are Applying to:

Please complete Main Application page and each event page

- St Patrick's Day Festival, March 17, 2018~pg. 6
- Union Street Easter Parade, April 1, 2018~pg. 6
- Petaluma Butter & Egg Days, April 28, 2018~pg. 7
- Union Street Music Festival, June 2 & 3, 2018 ~pg. 7
- North Beach Festival, June 16 & 17, 2018~pg. 8
- Fillmore Jazz Festival, June 30 & July 1, 2018~pg. 8
- Bay Area Blues Festival, Polk Street, Fall date TBD
- Fillmore Street R & B Festival, Fall date TBD
- Marin Music Festival, Fall date TBD
- Wharf Fest, Fall date TBD
- San Rafael Parade of Lights, Nov. 23, 2018

Application is not complete without the following:

- 2018 Main Application page filled out, signed & dated.
- The individual show page filled out for each Festival you are applying to.
- 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 corner space
- 3 photos of the work, 1 of display & 1 of you making it/workspace 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.

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, Inc., (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 2018 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 even if not card is present.

Signature: _____

Date: _____

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

2018 EXHIBITOR MAIN APPLICATION

PLEASE FILL OUT AND RETURN WITH
INDIVIDUAL EVENT PAGE(S) & PAYMENT(S)

Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Website: _____

Email: _____

Change of address or contact information

New exhibitor with SRES

You will receive the Status Letter & Participant Packet
via **EMAIL**, unless otherwise preferred: _____

Exhibitor Type

Must select one- detailed information on page 3

Handmade Artist- make all items/send photos of workspace

Wholesale/Importer - includes handmade items that you are reselling

Non-Profit - must include 501 (c)(3) paperwork

Small Commercial Business – has less than 5 employees

Describe what you are selling: _____

Media Type (circle)

Bags – Body Care – Candles – Ceramics – Clothing –
Information Only – Pre-packaged Food – Hats – Jewelry –
Health – Metal Work – Paintings – Pet Items – Photography –
Sculpture – Toys – Wood Work – Other: _____

Payment Method: Check #'s: _____

Credit Card #: _____

Exp: _____ (note: discount if pay with check/money order)

FREQUENTLY ASKED QUESTIONS

QUESTION	ANSWER
What are the steps if I want a space at the events?	1) Download the application on our website. 2) Fill out the main panel and each show panel you are interested in and mail with payment. 3) Wait to hear from us on the status of acceptance via email or mail within 1-7 business days of us receiving your application with payment in full. 4) If accepted, you will receive 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 exhibitors until the show is full. We stop accepting credit cards or checks the Wednesday before the show, cash only.
Do you still have space?	We suggest that you always apply to an event, we will let you know. Even if we are sold out, you can be placed on the Waiting list.
When do you deposit the fees?	We deposit the fees upon acceptance, which could happen the day we receive your application. Please do not apply if you do not have the funds.
Can I pay a deposit or partial payment?	We do not accept deposits or partial payments. You must send payment in full for each show you would like to participate in. Do not apply if you do not have the funds.
When do we find out if we've been accepted?	You will receive a status letter within 1-7 business days of us receiving your application with payment in full. If you would like to receive it via email, please check that box on the main application.
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.
Can I drop off the application to your office?	We do not allow exhibitors to drop anything off at our office. Please mail, fax or email.
Can I fax the application?	Yes, the fax number is 415-456-6436 and 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 read the application to find out.
What do exhibitors get for the fee?	We provide you with the space only. We do not provide anything else.
Can I get a double booth?	Yes, just note on the application that you would like 2 spaces. 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.
Do you allow booth sharing?	No.
Are there any good spaces left?	If you are asking more than 40 days before a show, then we have not allocated yet and you can still put in a request, but there are no guarantees. We allocate the spaces depending on who has signed up first, as well as many other factors. If you are asking within the 40 days, you are welcome to put in a request, but again, there are no guarantees.
What do I do if I have more than 5 employees?	Then you will need to come in as a Sponsor. The sponsorship packets are on the website.
Do you have a jury or application fee?	No. Except for the fine art juried sections in the Union Street & North Beach Festivals.
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. It is usually 3 hours before the event.
What do I do if I can't make it to an event I've been accepted to?	Please let us know in writing and note our refund policy: if you cancel 60 or more days from the event, then we can give 50% back, if it is within the 60 days, then there is no refund as all funds are used to produce the event.
Why is my company name not on the participant packet map?	The names on the participant packet map that you receive, are of the merchants on the street. We do not list the name of the exhibitors on the street. Your space will be marked with a number only in the center of the site map in the squares.
What if it's raining?	All of our events are rain or shine. There are no refunds.

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 category we consider you need to be in. Categories 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 or Food Truck and will be cooking onsite, please fill out the separate food vendor application available on our website. If you are a business and have 6 or more employees, please review the Sponsorship Packets for each event page on 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 2018 Main Application Page filled out and the separate individual Festival pages filled out for each event you are applying to. Return all completed pages, your spaces fees, three photos of your work, plus one photo of your booth set up. We only need one set of 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 roughly 15 days before the event. Requesting a corner space does not guarantee you a corner. If you would like your photos returned, please include a self addressed stamped envelope. 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.

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 accommodate those who apply early.

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 do not allow large loud generators.

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 page. Note: There is a discount if paying with money order or check. Please refer to each event page for details.

There is no commission charged at any of our events. 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.

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.

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. If a space opens up, we will call or email you to tell you have been accepted and we will deposit your funds at that time.

Insurance

Insurance, if desired by Exhibitor, must be obtained by him or her at their own expense. Steven Restivo Event Services, Inc. (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 counties 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 strongly encourage all event participants to carry insurance.

Location & Corner requests

We will do our best to honor your location & corner requests, but they are not guaranteed. There is a lot of criteria that goes 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. If we are able to place you in a corner, we will deposit your corner fee, usually 15 days prior to the event.

Sales Tax/Resale Number

All exhibitors are responsible for collecting and paying their California Sales Tax on all sales made during each Festival. 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.

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 between 1-7 business days of us 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 application for details.

Approximately 15-30 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 receive the packet, feel free to contact us with any additional questions. You will also receive your free promotional postcards with the packet (if applicable).

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 most events 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 (varies/event) with your acceptance letter. You will then send us the completed Health 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.

Promotional Release

All participants agree to allow Steven Restivo Event Services, Inc., (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.

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.

Ph: 800-310-6563 ~ 415-456-6455 ~ Fax: 415-456-6436

P.O. Box 151017, San Rafael, CA 94915

www.SRESproductions.com

Steven@SRESproductions.com



167th Annual St. Patrick's Day Parade & Festival

Saturday, March 17, 2018 ~ 10am - 5pm, Parade at 11:30

Civic Center Plaza, San Francisco, CA

Expected attendance: 10,000



The Festival at City Hall provides a great opportunity for attendees to learn more about Irish history and culture while having fun at the event. A full day of activity is planned for the St. Patrick's Day Festival at Civic Center Plaza and on Grove Street, from Polk to Larkin Streets.

The colorful festivities surrounding the parade will showcase Irish culture through live performances and entertainment, arts and crafts exhibitors, food and beverage concessions, children's rides and inflatables, and non-profits booths representing the Irish community.

The Festival will take place before, during and after the Parade on Saturday, March 17, 2018. The Parade begins at 11:30 AM at the corner of Second and Market, where more than 5,000 participants from all over the states will reel about with laughter and revelry all the way to City Hall. Join us for this great San Francisco event, which is the largest St. Patrick's Day event west of the Mississippi!

- Handmade Artist = \$275 check / \$300 credit card
- Wholesale/Imported = \$350 check / \$375 credit card
- Non-Profit = \$175 check / \$200 credit card
- Small Commercial Business = \$450 check / \$475 credit
- Corner fee (must be a separate check) = \$75

Total # 10ft x 10ft Spaces _____ Corners: _____
 Location Request _____
 # of Free Postcards _____
 Total for event \$ _____
 Years I have participated in this event: _____
 How did you hear about event? _____



27th Annual Union Street Easter Parade & Spring Celebration

Sunday, April 1, 2018 ~ 10am - 5pm, Parade at 2pm

Union Street, Gough to Fillmore, San Francisco, CA

Expected attendance: 10,000



The 27th Annual Union Street Spring Celebration and Easter Parade 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 includes large inflatable bounces, kids' rides and games, a climbing wall, a bubble jump, the Easter Bunny, fun costumed characters, face painting, a petting zoo, a pony ride and musical entertainment! For over 26 years the event has been known as the Biggest Little Parade in San Francisco and reflects 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 butterflies 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 = \$275 check / \$300 credit card
 - Wholesale/Imported = \$350 check / \$375 credit card
 - Non-Profit = \$175 check / \$200 credit card
 - Small Commercial Business = \$450 check / \$475 credit
- The parade travels down the middle of Union St. and the exhibitor spaces are placed against the curb.*

Total # 10ft x 10ft Spaces _____
 Location Request _____
 # of Free Postcards _____
 Total for event \$ _____
 Years I have participated in this event: _____
 How did you hear about event? _____

Please visit the website for more info about each event: www.SRESproductions.com

All Checks payable to: Steven Restivo Event Services, Inc. ~ Space Fee deposited upon acceptance
 Large Commercial Businesses (6 employees or more) & Food Vendors: find those Applications on Website



37th Annual Petaluma Butter & Egg Day Parade & Celebration

Saturday April 28, 2018 ~ 10am - 5pm, Parade at 12:00

Historic Downtown Petaluma, CA

Expected attendance: 15,000

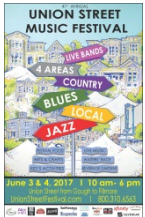


Petaluma's Butter & Eggs Parade and Celebration is one of the most beloved traditions in Downtown Petaluma. It celebrates the region's rich agricultural history as one of the premier dairy regions in the country. Together with the Petaluma River, eggs and dairy products created an economy that turned Petaluma into one of the most prosperous communities in the state in the early 1900s.

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 = \$275 check / \$300 credit card
- Wholesale/Imported = \$350 check / \$375 credit card
- Non-Profit = \$175 check / \$200 credit card
- Small Commercial Business = \$450 check / \$475 credit
- Corner fee (must be a separate check) = \$75

Total # 10ft x 10ft Spaces _____ Corners: _____
 Location Request _____
 Total for event \$ _____
 Years I have participated in this event: _____
 How did you hear about event? _____

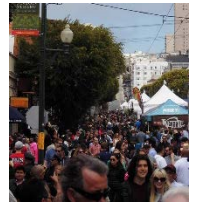


42nd Annual Union Street Music Festival

Saturday & Sunday, June 2 & 3, 2018 ~ 10am - 6pm

Union Street, Gough to Fillmore, San Francisco, CA

Expected attendance: 40,000



The Union Street Music Festival is continuing to add exciting elements to this long standing San Francisco event. In 2018 we will be featuring a much larger musical element to the event with multiple entertainment areas of different types of music that draw more sophisticated crowds.

The Festival will also include the traditional elements that have made this event stand out over the years, including Arts and Craft Exhibitors, unique Sponsors, Festive Food Vendors and Community Groups.

Juried Fine Art Section with cash prizes! Again this year, the event will feature a fine art juried section with cash prizes. The Union Street Association will select the official judges. First place will receive \$500, second \$250 and third \$100. If you would like to be considered for the juried fine art section, please enclose a separate check for \$25 and 5 images for consideration by the jury (hard copy preferred, but electronic is accepted). The deadline to apply for the juried fine art section is May 5th, 2018. Please check for availability after the deadline. Winners will be announced on June 3rd.

- Handmade Artist = \$675 check / \$700 credit card
 - Juried Fine Art Applicant = \$25 additional
- Wholesale/Imported = \$825 check / \$850 credit card
- Non-Profit = \$475 check / \$500 credit card
- Small Commercial Business = \$1,250 check / \$1,300 cc
- Corner fee (must be a separate check) = \$150

Total # 10ft x 10ft Spaces _____ Corners: _____
 Location Request _____
 # of Free Postcards _____
 Total for event \$ _____
 Years I have participated in this event: _____
 How did you hear about event? _____

Please visit the website for more info about each event: www.SRESproductions.com

All Checks payable to: Steven Restivo Event Services, Inc. ~ Space Fee deposited upon acceptance
Large Commercial Businesses (6 employees or more) & Food Vendors: find those Applications on Website



The 64th Annual North Beach Festival

Saturday & Sunday, June 16 and 17, 2018 ~ 10am – 6pm

North Beach District, San Francisco, CA

Expected attendance: 50,000



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

Juried Fine Art Section with cash prizes! Again this year, the event will feature a fine art juried section, where we will award cash prizes. The North Beach Business Association will select the official judges. First place will receive \$500, second \$250 and third \$100. If you would like to be considered for the juried fine art section, please enclose a separate check for \$25 and 5 images for consideration by the jury (hard copy preferred, but electronic is accepted). The deadline to apply for the juried fine art section is May 12th, 2018. Winners will be announced on June 17th.

- Handmade Artist = \$675 check / \$700 credit card
 - Juried Fine Art Applicant = \$25 additional
- Wholesale/Imported = \$825 check / \$850 credit card
- Non-Profit = \$475 check / \$500 credit card
- Small Commercial Business = \$1,250 check / \$1,350 cc
- Corner fee (must be a separate check) = \$150

Total # 10ft x 10ft Spaces _____ Corners: _____
 Location Request _____
 # of Free Postcards _____
 Total for event \$ _____
 Years I have participated in this event: _____
 How did you hear about event? _____



The 34th Annual Fillmore Jazz Festival

Saturday & Sunday, June 30 & July 1, 2018 ~ 10am – 6pm

Fillmore Street, Jackson to Eddy, San Francisco, CA

Expected attendance: 100,000



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
 - 10x10 = \$675 check / \$700 credit card
 - 8x10 = \$550 check / \$575 credit card
- Wholesale/Imported
 - 10x10 \$825 check / \$850 credit card
 - 8x10 \$700 check / \$725 credit card
- Non-Profit
 - 10x10 = \$475 check / \$500 credit card
 - 8x10 = \$350 check / \$375 credit card
- Small Commercial Business
 - 10x10 = \$1,250 check / \$1,300 credit card
 - 8x10 = \$1,000 check / \$1,050 credit card
- Corner fee (must be a separate check) = \$150

Total # 10ft x 10ft Spaces _____ Corners: _____
 # 8 x 10 Spaces: _____ (10ft wide & 8ft deep)
 Location Request* _____
 *Note: 8x10 spaces are located on the Fire Lane (wider) side
 # of Free Postcards _____
 Total for event \$ _____
 Years I have participated in this event: _____
 How did you hear about event? _____

Please visit the website for more info about each event: www.SRESproductions.com

All Checks payable to: Steven Restivo Event Services, Inc. ~ Space Fee deposited upon acceptance
Large Commercial Businesses (6 employees or more) & Food Vendors: find those Applications on Website