



## WELCOME BACK!

ON SUNDAY, JUNE 29

WEST BERKELEY'S **INTERNATIONAL DISTRICT** WILL TRANSFORM INTO A VIBRANT FESTIVAL SITE

Last year Almost 15,000 people attended the **BERKELEY INTERNATIONAL FOOD FESTIVAL**  
20,000 attendees are expected to attend this summer.

The **INTERNATIONAL DISTRICT**, around the intersection of University and San Pablo Avenues, is a concentration of cultural culinary traditions that is unique to Berkeley, a city known the world over for its culinary sensibilities. This small area is one of the densest areas of independently owned ethnic food markets in the region, has many excellent restaurants serving a wide variety of specialty cuisines, and is home to the most globally diverse retail mix in Berkeley.

- Festivalgoers again will visit eateries, food booths, and food markets, along a promenade area running two to three blocks in each direction from the intersection of University and San Pablo Avenues.
- Specialty markets will introduce foods and cooking products to new audiences, restaurants will offer sidewalk sampling and run specials.
- Music, dance, and cultural traditions from around the globe will be showcased at outdoor entertainment stages and at the Freight and Salvage Coffee House.
- An outdoor cooking stage bordered by an open-air market and Spice corridor will feature ongoing cooking demonstrations.
- Along with sales at local import shops additional activity areas will feature food and vendor booths and exhibits, arts and crafts booths, and community and youth activities.



Photo by Som Sharma

### HERE ARE THE FACTS:

Six Blocks of Culinary Madness

Limited Booth Space

Over 20,000 Attendees Expected

Do the math.....Sound Too Good to Be True? Well, It Isn't.

It's just the Third Annual

***BERKELEY INTERNATIONAL FOOD FESTIVAL!!!!***

[www.berkeleyinternationalfoodfestival.com](http://www.berkeleyinternationalfoodfestival.com)



BERKELEY INTERNATIONAL FOOD FESTIVAL  
SUNDAY, JUNE 29, 2008

Application for Booth/Table Space, page 1 (Please make a copy of this application for your records)

\_\_\_\_\_  
Name of Person or Organization:

\_\_\_\_\_  
Authorized Representative:

\_\_\_\_\_  
Mailing Address:

Phone (s) \_\_\_\_\_ [Cell] \_\_\_\_\_ Email \_\_\_\_\_

We reserve the right to refuse space or close any booth, sales or displays in violation of local or Festival ordinances.

**FEES:** All fees must be received by May 1<sup>st</sup>. Booth space is extremely limited and will be assigned on a first-come first-served basis. All persons will be notified of booth locations by June 1. No money will be refunded in the event of a cancellation.

In addition, Applicant hereby releases and agrees to hold harmless and to not bring any lawsuit, arbitration or other action, claim or proceeding (collectively "Release") against the West Berkeley Neighborhood Development Corporation (WBNDP) or the Berkeley International Food Festival(BIFF), and its members, directors, and employees, relating to the 2008 Berkeley International Food Festival. This release includes but is not limited to any claim, loss, expense, cost, obligation and liability that Applicant may suffer related to the 2008 Berkeley International Food Festival or by reason of any act or omission of WBNDP/BIFF. This release includes but is not limited to every type of personal injury, property damage and damage to business interests, whether caused by WBNDP/BIFF or a third party, natural or human-made disaster, animal.

I have read all the conditions and policies of the Berkeley International Food Festival as stipulated in this application, and agree to these conditions.

\_\_\_\_\_  
Signature of authorized person

\_\_\_\_\_  
Date

Please make application check or money order payable to "Berkeley International Food Festival". Please print out page one and two of this application, complete and sign, then mail along with your money orders or checks to:

Berkeley International Food Festival  
POB 2496  
Berkeley, CA 94702

**Be Sure to Enclose:**      **Two-page Festival Application**  
   **Vendor Fee in check or money order**

[www.berkeleyinternationalfoodfestival.com](http://www.berkeleyinternationalfoodfestival.com)





## VENDOR/BOOTH RULES

**BOOTHS:** After receiving your application and fees, and other required documents, BIFF will assign your booth space. All spaces are 10' deep. You provide all that you will need: chairs, booth, and garbage can. Decorate festively. It is your responsibility to make your booth safe. ADA requires all booths to be counterered 34" from the ground for accessibility.

**BOOTH RENTALS:** You are welcome to use your own equipment, however, you can arrange with a rental company to provide equipment for you. Please be in your site by at the assigned to accept your rental delivery. We can provide a booth for a reasonable, low rental fee (please call Festival Co-Director Bruce Williams at 415-489-8911 or 415-564-7321 or email BIFF08@yahoo.com for info).

**FEES:** All fees must be received by May 1st. All persons will be notified of booth locations by June 1st. No money will be refunded in the event of a cancellation.

**SELLERS PERMIT:** Submit a copy of a valid CA seller's permit or an exemption with this application if you are selling anything. It may be obtained by calling the State Board of Equalization 510/622-4100.

**SET UP:** 9 a.m.-11 a.m. **You will be contacted and given your booth location by June 15.** Your vehicle must be off Booth/activity areas by 11 a.m.

**PARKING:** Parking instructions/passes will be issued along with your booth location by June 1st.

**EVENT DURATION:** Booths open at noon, close at 5. Please stay open entire length of event.

**CLOSE DOWN:** All sales must stop by 5 p.m. Pack up 5-6p.m. Please do not block the traffic lanes.

**EVENT STAFF:** Each 2-block area is assigned two persons, who will work as a team to help with any problems. They will wear armbands. Or staff T-shirts. They and the police are in communication with the event staff.

**MISC.:** Please keep literature distribution behind your table. No amplified music in booths. Please do your best to recycle your waste.

**EVENT CANCELLATION:** In case of extremely bad weather or a natural disaster the show may be canceled at the discretion of the promoter. No refunds or payments will be made if show is cancelled. In addition to the application form you must also return a Health Department form for commercial food vendors with this application. Please call Bruce Williams at 415-489-8911 or 415-564-7321 for the form and detailed information about Health Department requirements, i.e., any open food products must be sold from an enclosed, screened food booth.

### General Guidelines Recap

- Booth spaces are 10' x 10' x 8' in size
- Set up is between 9:00 am and 11:00 am the morning of the Festival
- No cars will be allowed on the closed vendor area after 10:30 am
- Festival begins at 12:00 noon and ends promptly at 5:00 pm
- Clean-up begins immediately after the Festival

**Thank You for participating in the 2008 Festival! We are here to help you have great success, a trouble-free experience, and loads of fun.**

**Please contact Festival Co-Director Bruce Williams with any questions at 415-489-8911 or 415-564-7321, or email at BIFF08@yahoo.com.**

**[www.berkeleyinternationalfoodfestival.com](http://www.berkeleyinternationalfoodfestival.com)**