



WELCOME BACK!

ON SUNDAY, JUNE 28, 2009

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

2009 BERKELEY INTERNATIONAL FOOD FESTIVAL

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:

Family Fun for Everyone

Limited Booth Space

TONS of PEOPLE

The Fourth Annual

BERKELEY INTERNATIONAL FOOD FESTIVAL!!!!

www.berkeleyinternationalfoodfestival.com



CRAFTS, ACTIVITY, SALES, SERVICE, AND INFO BOOTHS

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

Name of Person or Organization:

Authorized Representative:

Mailing Address:

Phone _____ [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 June 1st. 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 15. 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 (WBNDNC) or the Berkeley International Food Festival (BIFF), and its members, directors, and employees, relating to the 2009 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 2009 Berkeley International Food Festival or by reason of any act or omission of WBNDNC/BIFF. This release includes but is not limited to every type of personal injury, property damage and damage to business interests, whether caused by WBNDNC/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
2105 MLK Ave
Berkeley, CA 94704

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

Questions? Please call Festival Director Bruce Williams at 415 489 8911 or email BIFF008@yahoo.com.

www.berkeleyinternationalfoodfestival.com



VENDOR/BOOTH RULES

BOOTHS: After receiving your application and fees, and other required documents, the Festival Co-Director will assign your booth space. All spaces are 10'x 10'x8'. You provide all that you will need: chairs, booth, and garbage can. Decorate festively. It is your responsibility to make your booth safe. The Health Department requires you to have an enclosed, screened food for any open food products. Detailed information is attached. ADA requires all booths to be countered 35" from the ground for accessibility.

FEES: All fees must be received by June 1st. All persons will be notified of booth locations by June 15st. No money will be refunded in the event of a cancellation.

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 15st.

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. No sales of alcohol. No Styrofoam is allowed in Berkeley. No sales of any goods other than food or drink.

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.

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

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Questions? Please call Festival Director Bruce Williams at 415 489 8911 or email BIFF08@yahoo.com.

Thank You for participating in the 2009 Festival! We are here to help you have great success, a trouble-free experience, and loads of fun.

Please contact Festival Director Bruce Williams with any questions at 415 489 8911, or email at BIFF0009@yahoo.com.

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