

**Alameda Summer Art Fair and Maker Market**  
Sunday July 7th, 2019 10AM - 6PM (Rain or Shine!)  
Contact: [Art@AlamedaArtists.com](mailto:Art@AlamedaArtists.com) // [www.AlamedaArtFair.com](http://www.AlamedaArtFair.com)

Packet Belongs To: \_\_\_\_\_ Space # \_\_\_\_\_

**We spent a lot of time creating this packet to make sure you have a great experience at the fair. Please read this complete packet. It takes less than 5 minutes and will probably answer all of your questions.**

- 1) Fair Management Contact Information
- 2) Get Ready Checklist
- 3) Guidelines, Rules & Requirements
- 4) Load In /load Out Schedule (Printable Loading Permit - last page)
- 5) Liability Waiver (Link), Rules, Photo Consent
- 6) Vendor Badge Name Tags (@ Vendor Orientation)
- 7) Sales Tax Permits (BOE seller form link)
- 8) Promotional Information, Press Release url & Other Links
- 9) Pre-Fair Meetup at Studio 23: Sunday June 23rd 11:00am



## 1. Fair Management

Contact Wes or Jessica Warren [art@alamedartists.com](mailto:art@alamedartists.com)

Or Message us Via Facebook (You should [friend us](#) and join the [Vendor FaceBook Group](#)).

Emergency Please Call or TXT: **510 239-9352** | 510 872-3187 (txts will be answered more quickly)

## 2. Ready Checklist

- [ ] Verify your space number. (Coming Soon. We will publish this and email it to everyone.)
- [ ] Print, sign and turn in your waiver <https://goo.gl/39Vj7r>
- [ ] If needed complete your BOE seller form. (See Below)
- [ ] Verify your group information and load in time!
- [ ] Print and fill out your Loading Permit. (Print the last page of this packet)
- [ ] Pay \$20 cash or check deposit [@Vendor Orientation](#) or drop [@Studio23](#) mail slot by 6-16. (Returnable after tear down)
- [ ] Pick up printed invites, posters and coloring contest sheets to share with friends and distribute.
- [ ] Invite 100 friends on FaceBook to the [official event page](#).

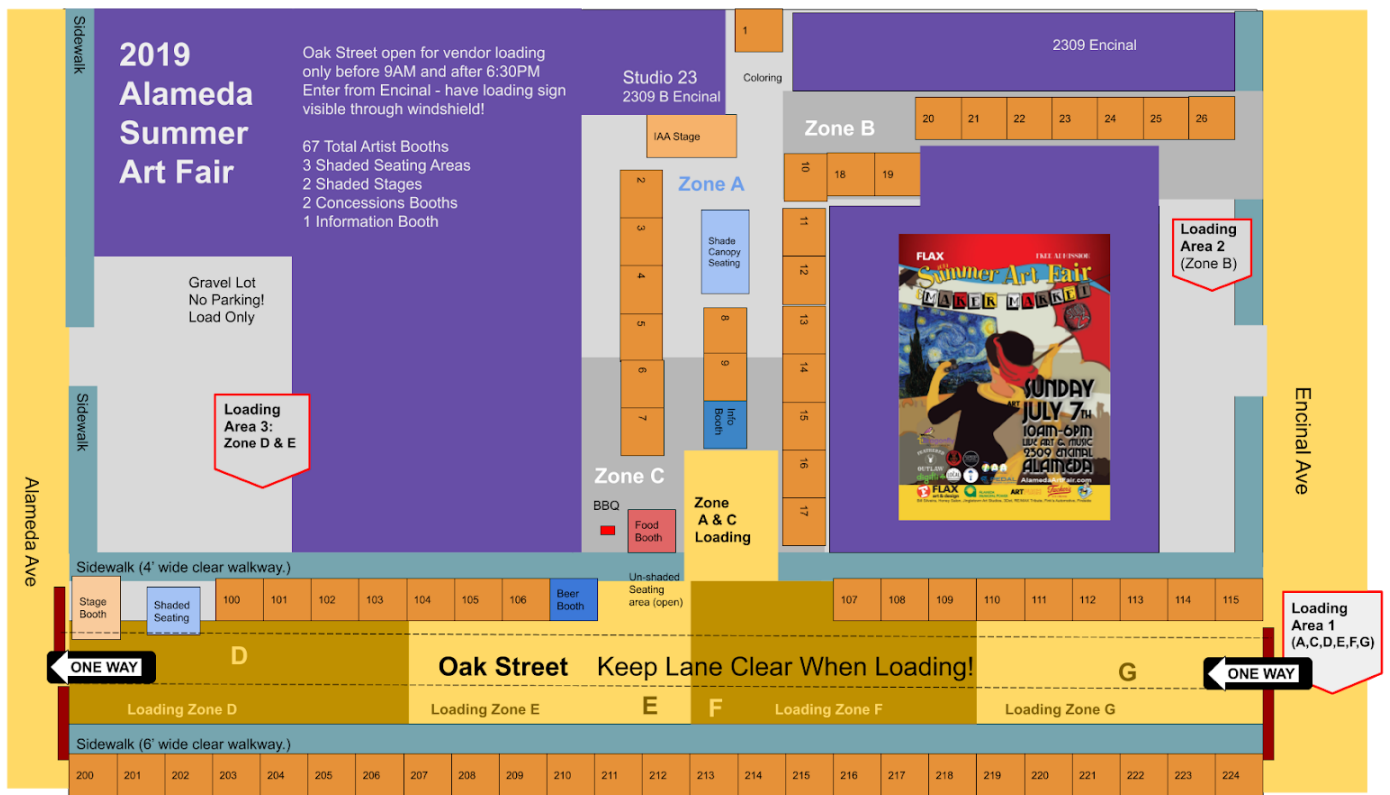
[Liability waiver](#) and \$20 cleaning deposit (cash or check) should be dropped off at the pre-fair meeting or dropped into the Studio 23 mail slot before June 23rd. Both items are required to participate. Email to make special arrangements. [art@alamedartfair.com](mailto:art@alamedartfair.com)

## 3. Leave No Trace!

Vendors are responsible for their space. It must be returned to the exact same condition as it started in (**perfectly clean and empty**). No marks on walls, nothing left behind. Trash bags are available from the information booth upon request. You are responsible for removing all trash from your space. **Trash must be taken with you when you leave.**

Each vendor is required to pay a \$20 cash or check security deposit *before* unloading / setting up on the day of the fair. Your deposit is returned after you are packed up, someone has verified your space is clean and you have returned your badge.

## Booth Map (Find your booth and Zone)



## 4. Load In / Load Out

### Morning Load In

There is limited loading time & space - You have 10 minutes to unload your vehicle!

You will have at least an hour to set up. We need to move the vehicle through the loading area quickly so everyone has ample time to unload and can get to setting up their booth!

### Follow these simple steps.

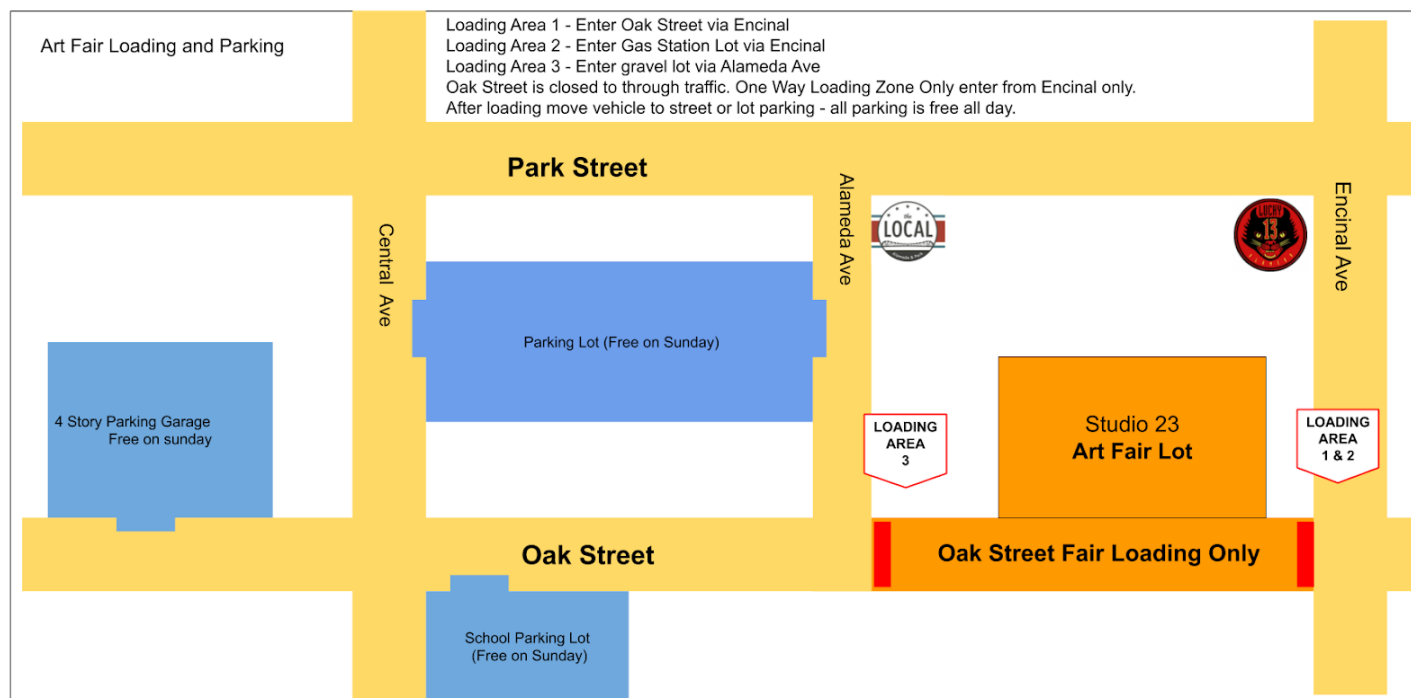
1. Arrive in your vehicle at your assigned loading area at your correct time. (See chart below)
2. Unload your vehicle and leave items at your booth space. Do not start setting up yet.
3. After all your items are unloaded, immediately leave the loading zone and go find parking.
  - a. \*See Parking below.

**DO NOT** set up any items in your space until your vehicle has been moved out of the loading zone. Please unload quickly so the loading area is open for the next vehicle!

**The fair officially opens at 10AM** - this gives you at least 1 hour to set up. There is a window sign at the end of this packet - print it out and mark your group - **you must display this in the windshield of your vehicle when entering a loading area!** (You can not park in any of the lots connected to the property - we do not own them and they will tow! - see parking below)

## Parking:

**All street parking is FREE on Sunday.** Please do not park in the loading zones or any private lot. There is a **free parking lot** on Alameda Ave between Park St. and Oak. There is also a **free parking garage** two blocks up Encinal at Central Ave next to the movie theater. You can see the PARKING sign from Oak St. by the fair entrance. Use the map below, parking areas are in blue:



## Loading Areas:

Find your Zone using the Booth Map. Print the **Loading Permit** at the end of this packet, make sure it is visible through your windshield. Please follow the instructions of the fair staff when loading, entering and leaving loading areas.

### Loading Area 1: Enter Oak Street via Encinal

Use Area 1 if you are in Zone A, C, D, E, F or G  
Each zone has a designated area inside, see booth map.

### Loading Area 2: Enter gas station parking lot via Encinal

Use Area 2 if you are in Zone B

### Loading Area 3: Enter gravel lot via Alameda Ave.

Use Area 3 if you are in Zone D or E (100 Row)

## Loading Times

Do not be late! If you miss your loading window you may lose the opportunity to use the loading area!

### First Group: 8:00AM - 8:20AM

All of Zone A and D

Even number booths in Zones E,F, and G

**Note:** \*Booth 100-103 use Loading Area 3. All others enter loading area 1.

All vehicles in Zone A must leave through the Lot Driveway (AKA Artists Alley) which must be kept clear until 8:30AM. All vehicles must be out of the main lot in Zone A by 8:30AM! At 8:30 Artists Alley (Zone B) Starts their setup.

### **Second Group: 8:30AM - 8:50AM**

All of Zone B and C and odd number booths in Zones E,F,G

Zones C,E,F,G use Loading Area 1

Zone B use Loading Area 2.

Do NOT set up early! Artists Alley must remain clear so cars can leave up until 8:30AM

## **Load Out**

The fair ends at 6:00PM - please do not start tearing down until 6:01PM! Vehicle access will not open until 6:30 so the attendees have time to clear the area.

### **Load Out Schedule:**

6:01 PM - 7:00 PM - Pack up and breakdown, pack all your boxes, etc. get ready for loading. To receive your deposit. 1. Find Wes and/or Jess to come check your spot. 2. Turn in your badge & receive your deposit.

Oak Street One Way Loading Access will not resume until 6:30PM

## **5. Liability Waiver**

Sign and return your waiver.

<https://goo.gl/39Vj7r>

## **6. Vendor Badge:**

Pick up your vendor badge when you put down your cleaning deposit at the pre-fair meetup or drop in Studio 23 mail slot before June 23rd. Booths must be checked and badges must be returned at the end of the fair in order to get your deposit back. One badge per booth! **If you are unable to make the vendor orientation** please drop your security deposit in the Studio 23 mailslot before June 23rd. Cash or check only. This will be returned at the end of the day once your area has been checked and your badge has been returned.

## **7. Sales Tax / Seller's Permit**

You **may** or may not need a seller's permit! Refer to the California BOE to determine if you are required to collect sales tax.

You must complete this form:

<http://www.cdtfa.ca.gov/formspubs/cdtfa410d.pdf>

**Note:** Many (**most?**) artists qualify as “**exempt occasional sales**” & **may not be required** to collect sales tax. Services are also usually exempt. Check with the state of California BOE to make sure.

<https://www.cdtfa.ca.gov/industry/temporary-sellers.htm>

To get your free seller's permit visit: <https://www.cdtfa.ca.gov/services/#Register-Renewals>

## 8. Promotion

Help promote the fair! We need all the artists and vendors to help. The only way we can keep the booth prices low is to have everyone do a little promotion. You will receive a stack of invites to drop off at your local coffee shops, restaurants, art galleries, etc. We also have flyers, posters and coloring contest sheets. You can pick them up at the meetup or contact us to make arrangements to get them.

### Invite your friends using Facebook:

Go to the [event page](#). click INVITE - Choose Friends - add all your local friends and click invite, then share it on your timeline!

Please invite at least 100 people to the fair on Facebook. It is a very easy and non-intrusive way to let people know about it.

You should also copy and paste the link into your FaceBook post, then tag several friends in the post and ask them to share: Copy and paste this URL into the post and it will let people RSVP right from your page:

<https://www.facebook.com/events/354498565154243/>

Need more information

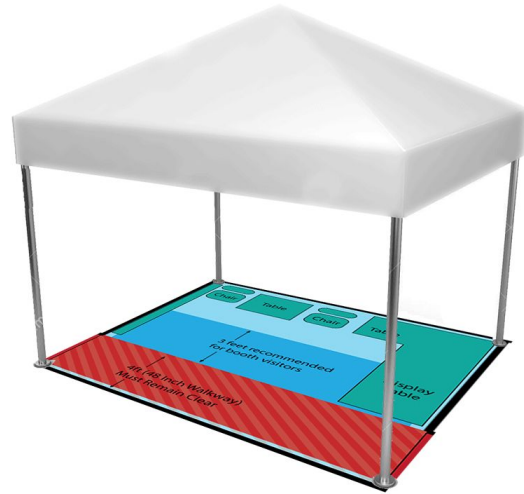
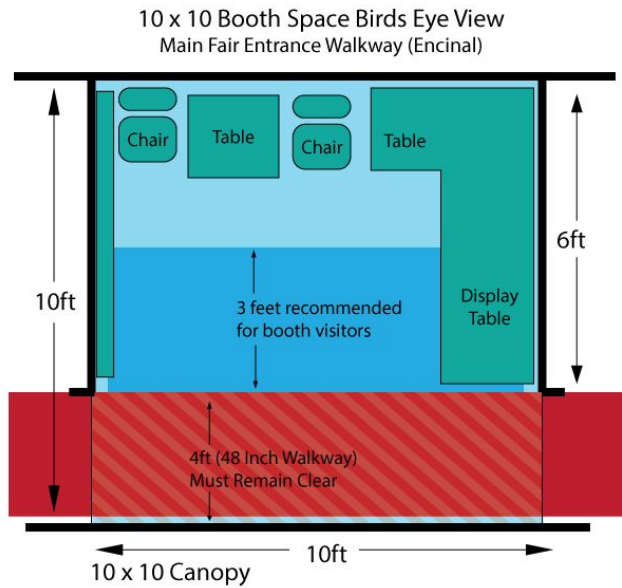
- check the [website](#) or [email](#) us

[AlamedaArtFair.com](http://AlamedaArtFair.com)



## Artists Alley Booth Layout - Important

If you are in “artist alley” (**Spaces 20 through 26**) and you are using a 10x10 canopy over your space, you must leave a **48” clearance path** through your space!



# Art Fair Vendor Loading Permit

## Sunday July 7th 2019

Lot Manager: Wesley E. Warren / Jessica Warren (Studio 23)

**Displayed this in your window when loading.**

Group: (Circle the area and zone, enter booth number)

LOADING AREA 1 2 3

A B C D E F

Booth # \_\_\_\_\_

After you unload please move your vehicle to a permanent parking spot for the day. **All street parking is FREE on Sunday.** Please do not park in the loading zones or any private lot. There is a **free parking lot** one block away on Alameda Ave between Encinal and Oak. There is also a free parking garage two blocks up Encinal at Central Ave next to the movie theater. You can see the PARKING sign from Oak St. by the fair entrance.

Important Parking Information for vendors, performers & artists,

The best place to park is the Civic Center Parking Garage on Oak Street between Central Ave and Santa Clara Ave. Only two blocks from the art fair. There is probably street parking closer to the fair, but ideally we will leave those spots available for potential patrons.

**Civic Center Parking** 1416 Oak Street., Alameda, Ca 94501

\* Parking is FREE all day on Sunday in Alameda

<https://alamedaca.gov/node/602>



1416  
OAK ST



BETWEEN CENTRAL AVE & SANTA CLARA AVE

# Civic Center PARKING GARAGE

Google

