



805 Fourth, Street, Suite 8
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Ph 800.310.6563
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SRESproductions.com

**THE FILLMORE JAZZ FESTIVAL
SATURDAY & SUNDAY, JULY 3 & 4, 2010
MERCHANT/RESTAURANT PARTICIPANT INFORMATION SHEET**

Dear Fillmore Street Area Merchants and Restaurants;

Steven Restivo Event Services, LLC, producers of the event, would like to invite you to participate in the 2010 Fillmore Jazz Festival. The event will take place on Saturday, July 3 & Sunday, July 4, 2010 from 10:00 am to 6:00 pm. **Fillmore Street from Jackson Street to Eddy Street will be closed to vehicle traffic on Saturday, July 3 at 12:01 am until Sunday, July 4 at 11:59 pm.** All cross streets will remain open, except the intersections of Washington, Clay and O'Farrell. If you have any questions or concerns about the event or street closure, please give us a call at 415-456-6455 or email Steven@SRESproductions.com

The event will include over 250 exhibitors displaying quality arts & crafts, live entertainment on three stages, 30 food booths, seating areas, beverage stations and a cooking demonstration stage featuring area chefs and restaurants.

Qualifying merchants are given first option to purchase a booth space at the event for \$500, a discount of \$100 off the list price. This fee is for a 10 x 10 space only. It does not include a booth. If you would like to rent a booth, table and chairs, that is an additional \$250. Participating merchants who qualify must sell original items. All merchant applications received will need to be reviewed by our Festival Committee.

Fillmore Street area restaurants who wish to participate will be given first option to purchase a food booth space for \$2,150, which is a \$100 discount off the list price. This fee includes a 10 x 10 booth space, a 10 x 10 cooking area behind the booth space, delineated by picket fence, a 10 x 10 health department approved booth, your event health permit fee and your event fire permit fee. In addition, all food vendors may sell non-alcoholic beverages from their booths. Also, all food vendors are required to use compostable products, ie; paper plates, napkins, forks, cups, etc.

In addition, if you are interested in being part of the **cooking demonstration**, which should receive a tremendous amount of publicity, please let us know by filling out that section of the application. There is no fee to participate in the cooking demo. We would need you to send a Chef to the demo for about 60 minutes on either day. You do not need to get a food booth at the event to participate in the cooking demo.

To apply for the event, please fill out the attached form and return it by Monday, February 1, 2010, with photos of the items displayed regularly in your store and your check payable to Steven Restivo Event Services, llc. If accepted you will receive an acceptance letter within 7 days of us receiving your completed application. Next, you will receive a participant packet 30 days prior to the event with all of your set up information and free promotional postcards.

Insurance, if desired by Exhibitor, must be obtained by you at your own expense. Steven Restivo Event Services, LLC, (SRES), our clients and the cities and counties where we produce the events, assume no risk; and by the participation in the event, the Exhibitor expressly releases SRES, our clients and the city and county 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.

If you have any questions or comments about this event please contact us at 415-456-6455, we will be happy to help you. Or, please visit www.FillmoreJazzFestival.com or www.SRESproductions.com.

**If you are interested in participating in this event please fill out the attached
Application and return it by Monday, February 1, 2010**



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MERCHANT/RESTAURANT PARTICIPANT APPLICATION**

Merchant/Restaurant Name _____

Contact _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **Fax** _____

Website _____ **Email** _____

Resale # _____

- Yes, I would like to have a 10x10 booth space to sell items at the event = **\$500**
Items you wish to sell at the event (Merchants) _____
Location Request _____
- Yes, I would like to have a Food Vendor booth at the event = **\$2,150 (booth & health fees incl)**
Foods you would like to offer (Restaurants) _____
- Yes, I would like to participate in a 60 min Cooking Demo @ **no fee**
Item to prepare on Saturday or Sunday _____
- I would like to rent a booth, table & chairs (set up included) = **\$250**
- I will be open during the Festival
- I am a member of the Fillmore Merchants Association
- I am a member of the Fillmore Jazz Preservation District
- Please email the status letter and participant packet

Do you have any suggestions or comments about this event? _____

**Please make a copy of this application for your records and return it with your check by
Monday, February 1, 2010, to:**

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