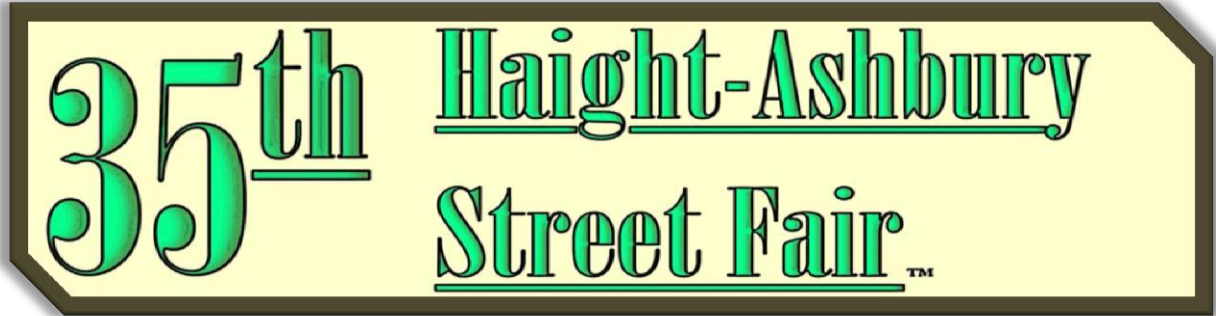


2012 HASF VENDOR'S APPLICATION

APPLICATION FORM FOR CONCESSION SPACE AT



SUNDAY - JUNE 10, 2012

11:00 AM - 6:00 PM

ADVANCE BOOTH RESERVATION DEADLINE - MAY 7, 2012

VENDOR INFORMATION

Vendor's Name: _____

Authorized Representative: _____

Mailing Address: _____

(Name of City) (State) (Zip Code)

Phone: [Day] _____ Cell Phone: _____

Fax No.: _____

e-mail Address: _____

For HASF use only:

Notes

Date received: _____

Amount Paid: _____

Booth Location(s): _____

Recorded by: _____

Source: Website

FOOD BOOTH VENDORS:

This section is now full & closed. We are no longer accepting Food Booth Vendor Applications.

VENDING AREA BOOTHS:

VENDING BOOTH FEES (per 10’x10’ area):

- () - “Based in the Haight” - \$325.00
 - () - Crafts Booth - \$375.00
 - () - Imports/Manufactured Goods Vendor - \$400.00
 - () - Non-profits (proof of status required) - \$225.00
 - () - Corporate Marketing Vendors - Minimum \$800.00*
- *See Corporate/Marketing Policy Statement, Page 4.*

Description of Activity: _____

PLEASE NOTE:

- All merchandise, storage boxes, canopy, tables, chairs and displays must be inside of the assigned booth space (10’x10’). Sidewalk areas cannot be used for storage space and must remain clutter free at all times.
- HASF is only providing the booth space (10’x10’) and not anything else. Each vendor is responsible for any additional items they will need to conduct their business as long as it complies with the HASF Guidelines & Agreements.
- The use of a generator must be declared when submitting an application and is subject to HASF approval. An additional space for the generator may be required and operation of the generator must comply with SFFD regulations.

No. of Booths Requested: _____ Generator: () Yes () No

BASED IN THE HAIGHT POLICY:

Merchants and residents in the Haight-Ashbury Community are eligible for the “Based In The Haight” rate at the 35th Haight-Ashbury Street Fair. To qualify, you must comply with the following guidelines:

- Merchants must operate a licensed business in the Haight-Ashbury commercial district to qualify in this category.
- Residents must present proof of residence in the Haight-Ashbury District to qualify in this category.
- Booth placement will be based on availability.

ARTS & CRAFTS POLICY:

Vendors utilizing booth spaces for displaying and selling of crafts at the 35th Haight-Ashbury Street Fair must comply with the following guidelines:

- The majority (51%) of merchandise for sale at Crafts Booths must be handcrafted by the Vendor occupying the booth space.
- Photographs of the merchandise to be sold at the Crafts Booth must be submitted with this application.
- Vendors must allow for quick inspections of their merchandise on the day of the street fair.

FAILURE TO COMPLY WITH THESE GUIDELINES MAY RESULT IN BEING BANNED FROM PARTICIPATING IN FUTURE HASF ACTIVITIES.

IMPORTS & MANUFACTURED ITEMS POLICY:

Vendors utilizing booth spaces for displaying and selling of Imports/Manufactured Items at the 35th Haight-Ashbury Street Fair must comply with the following guidelines:

- Photographs of the merchandise to be sold at the booth must be submitted with this application.
- Vendors must allow for quick inspections of their merchandise on the day of the street fair.

FAILURE TO COMPLY WITH THESE GUIDELINES MAY RESULT IN BEING BANNED FROM PARTICIPATING IN FUTURE HASF ACTIVITIES.

NON-PROFIT BOOTH POLICY:

Non-profit organizations utilizing booth spaces at the 35th Haight-Ashbury Street Fair must comply with the following guidelines:

- Proof of Non-Profit Status must be submitted with application.
- Informational Outreach consists of disseminating information about the organization and its activities. A donation container is allowed.
- Fund-raising Campaigns may consist of selling merchandise; conducting raffles; or providing legal and permissible services on-site for a fee.
- Food distribution is prohibited as this activity must comply with City Health and Fire Regulations and is regulated to “Food Booths” policies.

FAILURE TO COMPLY WITH THESE GUIDELINES MAY RESULT IN BEING BANNED FROM PARTICIPATING IN FUTURE HASF ACTIVITIES.

CORPORATE MARKETING POLICY:

We welcome Corporate Marketing Campaigns to the 35th Haight-Ashbury Street Fair. Our event offers Marketing Agencies the opportunity to reach new audiences; provides promotional exposure to new or staple products; and reinforces a company’s commitment to supporting free civic events in San Francisco.

Corporate/Marketing Vendors are defined as:

- The use of Marketing Agencies as representatives for company services or product promotions.
- Company services or products are provided as resources to established businesses that utilize such services or products as a mainstay of operations.

Corporate/Marketing Vendors must comply with the following guidelines:

- Adhere to HASF and City regulations in regards to signage, publicity and marketing campaign conduct.
- Comply with all City Agency regulations concerning food and beverage distribution; parking or storage accommodations; and securing appropriate permits when applicable.

~ HASF SPONSORS ENJOY SPECIAL BONUSES! ~

Event Sponsorship bonuses include higher visibility for your business; dedicated booth spaces; VIP Backstage Passes; commemorative HASF Staff T-shirts; inclusion on the HASF website; and more! Contact Robert M. Leon, HASF Executive Director, at robmleon@haightashburystreetfair.org for more information.

HASF WEBSITE FEATURES:

Our Vendors will enjoy and benefit from the following feature on our HASF Website (www.haightashburystreetfair.org):

- **2012 HASF Booth Map:** Each booth space on the map is designed to showcase the Vendor's wares and services and enable our website visitors to locate your place in the Vending Area.
- **2012 Vendor's Directory:** A complete listing of our Vendors and their booth space locations by business category.
- **Featured Vendor:** This special rotating feature on our website Home Page will feature a different Vendor on a daily basis.

For more information, contact Robert M. Leon, HASF Executive Director, at robmleon@haightashburystreetfair.org.

GUIDELINES & AGREEMENT:

Please read the following Guidelines and sign the agreement.

- Booth spaces are 10 feet by 10 feet in size.
- Completed 2011 HASF Vendor's Application form & payment must be submitted and approved prior to booth assignment. If no application is submitted, no participation will be allowed.
- Vendors are responsible for providing all materials necessary to conduct their business such as tables, chairs, canopies, power, etc. HASF will not provide them.
- Set-up time is 7:00 am - 10:00 am on the morning of the street fair (6/10/2012).
- Vehicles will not be allowed onto Haight Street after 10:30 am.
- Booth spaces are reserved for the specific purposes described by the applicant and must be approved by HASF. Musical presentations (such as performances, DJs, amplified music) are prohibited. Violators will be cited in accordance to the regulations of the S.F. Entertainment Commission and may be banned from future HASF activities.
- The street fair begins at 11:00 am and ends promptly at 6:00 pm. All vendors must be prepared to vacate Haight Street at 6:00 pm.
- Street fair clean-up begins immediately at 6:00 pm.
- HASF Booth Space permits are issued only to the registered vendor and are non-transferable. Unauthorized substitute vendors will not be allowed.
- Registered Vendors must inform and seek HASF's permission prior to the street fair of their intention to share the booth space with someone else.

- HASF reserves the right to refuse space or close any booth, sales, displays or activities that are deemed detrimental to the success of the Fair or are in violation of City ordinances or regulations.
- Booth Fees will not be refunded in the event of a cancellation.
- All returned checks are subject to full reimbursement of all Banking Charges incurred by HASF prior to the street fair or vendor will forfeit booth space.
- Booth location(s) and Load-In/Out Pass notification will be sent to all Vendors after May 29, 2012.
- PLEASE MAKE CHECKS PAYABLE TO:

HAIGHT-ASHBURY STREET FAIR

P.O. Box 170578

SAN FRANCISCO, CA 94117

- We are now accepting major credit cards (VISA, M/C & American Express) to pay for booth fees. Please call (415) 933 - 5116 to charge by phone (no service fee).
- If you have any questions, please contact Robert M. Leon, HASF Executive Director, at (415) 933 - 5116 or robmleon@haightashburystreetfair.org.

I have read the guidelines, policies and terms of agreement put forth by the Haight-Ashbury Street Fair (HASF) as stipulated in this application and I agree to these conditions.

Signature of Vendor or Representative

Date

(Print Name)

(Name of Booth Vending Business)