

Vendor Form



SAT 7.28.2018
11 AM - 6 PM

pedalfest




pedalfest


What is pedalfest?

Presented by Bay Area Bicycle Law and Drake's Brewing Company, Pedalfest is a free celebration of bikes, cycling, music, food and family, benefiting Bike East Bay. This fun-filled event draws over 25,000 people to Jack London Square, drawing a diverse audience including casual riders, seasoned cyclists, artists and fun-seekers of all sorts. We invite you to come show off your wares for our enthusiastic attendees.

How can I participate?

Vendor booths are available for bicycle-related businesses or services – register by May 31 to receive a discounted rate! If you would like to market other types of products to our 20,000 attendees, please contact us to request a sponsor packet.

 **Now through May 31, 2018** – \$175 for a 10' x 10' space. Additional spaces are \$125 each.

 **From June 1 to July 15, 2018** – \$225 for a 10' x 10' space. Additional spaces are \$175 each.

Application does not guarantee space. Vendor booths are available for only bicycle-related businesses or services. Vendors will be accepted on a first response, first-in basis.

What we need no later than July 15, 2017 (or May 31 for special rate):

- Completed application and Hold Harmless Agreement – see attached
- Payment by check or online

Upon receiving application, an email confirmation will be sent within 7-10 days. All event details will be emailed approximately 1 week prior to Pedalfest.

What is required the day of the event:

- All exhibitors will be required to be completely set up by 10:30am
- Your own tent canopy, tables, chairs, canopy weights, and extension cords if electricity is needed
- Copy of your Seller's Permit on display at the festival

What will be happening during pedalfest?

The line-up of activities offers something for everyone, including:

- Pedal-powered music stage
- Art bikes
- Drake's beer garden
- Bicycle stunt shows
- Freak bike exhibitions
- Kid's bike parade
- Amphibious bike race
- Whymcycles (wacky and creative wheels) galore
- Bicycle-powered food vendors



Saturday, July 28, 2018 11am-6pm

Business or Organization _____ Website _____

Contact Person _____ E-mail Address _____

Address _____ City _____ State _____ Zip _____

Cell Phone Number _____ Bus. Phone _____

Types of products being offered _____

Electrical needs if possible (include amps / voltage) _____

Seller's Permit Number _____

Vendor Spaces

Your first 10x10 vendor space is \$175 (\$225 if application received from June 1 - July 15).

_____ # of additional 10x10 spaces - \$125 each (\$175 each from June 1 - July 15)

Payment Type

_____ Check: Please make payable to Bike East Bay and mail with your application.

_____ Credit card: Bike East Bay will send you a PayPal invoice. Send scan or image of this application.

Hold Harmless Agreement

I, _____ hereinafter the participant/undersigned, will indemnify, defend and hold harmless:

East Bay Bicycle Coalition DBA Bike East Bay, Jack London Square (Oakland) Operator, LLC, Jack London Square Existing (Oakland) Owner, LLC, Jack London Square Development (Oakland) Owner, LLC, 406 Water Street (Oakland) Owner, LLC, 55 Harrison/255 Second (Oakland) Owner, LLC, JLS F-3 (Oakland) owner, LLC, the Port of Oakland, CIM Group LLC and their respective officers, directors, employees, divisions, subsidiaries, partners, members, managers, shareholders, affiliated companies and mortgagees/lenders.

And their agents, contractors, tenants, from and against any and all claims, damages, actions, liability and expenses (including statutory liability and liability under Worker's Compensation laws), including attorneys' fees and court costs, in connection with loss of lives, personal injury and/or damage to property arising from the occupancy or use by participant/undersigned or its officers, agents, contractors or employees at or in Jack London Square.

Participant/undersigned hereby agree that they are (performing/exhibiting/selling/serving) at their sole risk. The participant/undersigned hereby agrees to be solely responsible for any loss or damage to their personal property or injury to themselves from their use of the location, as defined below, for their presence/event at Jack London Square. Signature below also includes that each event participant certifies that they carry personal liability insurance on their automobile that will be used for delivery and removal of product & event equipment. (Note: This also includes any set-up and breakdown on the event/showing preceding or post the actual day of the event/showing.)

Participant/Undersigned (Organization or Business Name): _____

Signature: _____ Date: _____

Please send to: Bike East Bay
attn: Hyeran Lee
PO Box 1736
Oakland, CA 94604

E-Mail preferred:
Send a PDF of this page to
Hyeran@BikeEastBay.org