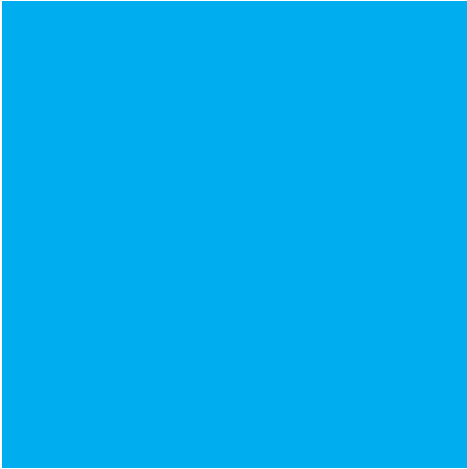




# pedalfest

SATURDAY, JULY 22, 2017  
11 AM - 6 PM



**VENDOR  
APPLICATION**


# 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 20,000 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, 2017** – \$175 for a 10' x 10' space. Additional spaces are \$125 each.

 **From June 1 to July 15, 2017** – \$225 for a 10' x 10' space. Additional spaces are \$175 each.

**Increase your exposure at the Oakland Gran Fondo:** Pedalfest vendors are invited to market their wares for a discounted rate at the Oakland Gran Fondo on September 30 and October 1. This fundraising bike ride will draw 2,000 riders to Jack London Square for rides ranging from 15 to 100 miles.

 **Oakland Gran Fondo exposition space** – offered at the discounted rate of \$200 to Pedalfest vendors. The exposition will be held September 30 and October 1, 2017.

*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
- Kid's bike parade
- Amphibious bike race
- Whymcycles (wacky and creative wheels) galore
- Bicycle-powered food vendors



Saturday, July 22, 2017 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)

\_\_\_\_\_ One 10x10 vendor space at the Oakland Gran Fondo Exposition, Sept. 30 and Oct. 1 – **\$200**

### 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: Dave Mann  
PO Box 1736  
Oakland, CA 94604

### E-Mail preferred:

Send PDF or image of this page to  
Dave.Mann@BikeEastBay.org