



# Festival Booth Application

Booth Setup: 8:30am • Festival Hours: 11:00am - 3:00pm • Cleanup 4:00pm  
 Festival Location: Parking Lot at Corner of Hanchett Avenue and The Alameda

Please return this form no later than June 1, 2009.

Mail to The Alameda Business Association,  
 Attn: Parade Committee  
 919 The Alameda  
 San Jose, CA 95126

PLEASE PRINT OR TYPE

(note: If using the pdf form on the computer, you should be able to type and print. You may not be able to save the filled form):

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### Booth Information

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Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact Telephone No.: \_\_\_\_\_ Alternate Contact No.: \_\_\_\_\_

Booth Space — Non-Profit (\$0.00 Fee)

Booth Space — For Profit (\$40.00)

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### Type of Booth

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Food Booth

Kids' Activity Booth

Vendor/Sales Booth

Informational Booth

Please describe the booth (items to be sold, game played, craft project or subject): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Estimated number of participants in your group: \_\_\_\_\_

Do you have your own folding table (6 ft) or canopy (10 ft. X 10 ft. max.)?  Yes  No

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### Assumption of Risk and Release of Liability

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Participation in the Rose, White & Blue Parade and related Festival to be held on July 4, 2009 (hereinafter "Events") shall be at the Participant's own risk. The City of San Jose, San Jose Redevelopment Agency, the Alameda Business Association, and parade committee members, as well as their respective departments, representatives, members, officers, agents, and employees, (hereinafter "Releasees") shall not be liable for any personal injury, property damage and other damages sustained by Participant in or during his/her/its active or passive participation in the Events held on July 4, 2009. Participant assumes full responsibility for any injuries or damages, and does hereby release and discharge the City of San Jose, San Jose Redevelopment Agency, the Alameda Business Association, and parade committee members, as well as their respective departments, representatives, members, officers, agents, and employees from any and all claims, demands, damages, rights or causes of action present or future resulting from the undersigned's participation in the Events.

**Indemnity/Hold Harmless.** Participant will take all necessary precautions and protect all persons and property from injury or damage. Participant agrees to indemnify, defend and hold harmless Releasees from and against any and all liability, claims, judgments, attorney's fees and costs of every kind and nature, including, but not limited to, injuries or death to persons and damage to property, arising from Participant's negligence or wilfull misconduct during the Events.

I/we have read and understand the above terms and I am authorized to execute this agreement/release on behalf of the Participant.

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_

Participant Name: \_\_\_\_\_

**Checks and cash accepted only: Please make checks payable to: The Alameda Business Association  
Please return this form no later than June 1, 2009.**

**Note: You will be contacted to discuss the details of your booth so that we can assign the proper space.**

*Questions? Call Maria Le at 408-795-1859, maria.le@sanjoseca.gov.*

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**All applicants, please note the following:**

1. The booths at the festival need to benefit a non-profit organization. Private companies may assist in operating the booth but the goal is for the profits to go to the non-profit organization.
2. Members of the Alameda Business Association are willing to assist with organizations wanting to operate a booth. Please contact us if your group would like this assistance.
3. The Alameda Business Association will operate a ticket booth so that each booth will not have to make change. We will let you know what the ticket price will be and your group will set the prices based on tickets. The Alameda Business Association will later exchange tickets for money to the groups.
4. The Alameda Business Association may be able to assist with supplying screened booths for food. Please contact us if you need a screened booth.
5. If you have your own folding table, chairs, and pop-up tents (10 ft. x 10 ft. max.) we encourage you to provide you own.

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**Thank you for participating in this event! Please keep a copy of these regulations.  
Regulations for Participants**

1. This is an outdoor event and will take place rain or shine (sorry, no refunds if it's stormy!). There are some shady spots available, we'll do our best to accommodate special requests.
2. The appropriate booth fee is required to reserve booth space. Spaces will be assigned, firstcome, first-served upon receipt of application and fees. Fees are due by June 1, 2009.
3. All items to be sold MUST be appropriate for a family, children, and community-themed event. The festival committee members reserve the right to ask that inappropriate items not be displayed.
4. Set-up will start at 8:30 a.m. with Rose, White and Blue Festival open from 11:00 a.m. to 3:00 p.m. Participants and spectators may arrive at the festival before 11:00 a.m. as the exact time of the conclusion of the parade is difficult to determine in advance. Clean-up will begin promptly at 3:00 p.m. Booths may NOT be taken down prior to 3:00 p.m. Vehicles will not be allowed to enter for load-out until City of San Jose officials deem the area clear of pedestrians.
5. City regulations require that all vehicles (except display vehicles) must be removed from the event area from 9:30 a.m. to 3:00 p.m.
6. Please make sure display items do not interfere with the flow of traffic.
7. Sellers must follow all local and state laws including State Board of Equalization rules regarding resale numbers. If applicable, resale numbers must be supplied with application. If you need help acquiring a temporary resale number please visit [www.boe.ca.gov](http://www.boe.ca.gov). A copy of your temporary seller's permit or resale license must be on display on the day of the event.