

Eckerstrom Productions



Sale Tax Rate: 9.25 as of 5/2/18
GPS address: 1400 Park St., Alameda, CA



MAY 12 & 13, 2018, 10am – 6pm

Your space # is on the email subject line. Please write it down.

As most of you know, this event is growing every year. We are expecting over 40,000 attendees. Thanks for applying. We will do our best to make it enjoyable and profitable for all!

Show hours are 10 a.m. to 6 p.m. on both days. You may begin setting up at 6:00 a.m. on Saturday morning.

You do not need to tear down your structures Saturday night if you prefer not to. There is security on duty, *however*, leaving your property overnight is at your own discretion and your own risk. Alameda is coastal and can be chilly in the mornings. Don't forget your jacket and appropriate weights for your tents.

Check Facebook for last minute updates. <https://www.facebook.com/Eckerstrom.Productions?ref=hl>, or the event page at: <https://www.facebook.com/ParkStreet.SpringFestival?ref=hl>

Commissions: 10% of your total sales, due at close of show. Everyone must turn them in at show. Pam will be collecting them in the drop box at the corner of Central and Park St. in front of Stars Pizza, 1400 Park St. from 6pm – 8pm. If you have questions at or just before the show, call the show phone at 415-205-1405.

DIRECTIONS:

FROM THE SOUTH - SAN JOSE - USE highway 880 (old 17) to the High St. exit, turn left at the first stop light, over the bridge veering right onto Gibbons. Turn Right on Central and go about 5 blocks or so to Park St.

FROM THE NORTH - OAKLAND - use highway 880 southbound and take the Fruitvale exit, go about two blocks to the stop light, turn right and go over the bridge, veer right on Tilden which will take you to Park St. and Lincoln, the show's on the left.

PARKING – There is a parking structure behind the movie theatre complex 1-2 blocks from Park St. (Take Santa Clara to Oak St., the entrance is on Oak). There are a number of small lots in the immediate area. There is some curb parking but you will need to observe the meters and signs so as not to pick up a parking ticket.

Main Office: 19595 Draper Rd., Cottonwood, CA 96022 * Phone (530) 347-8040 * Fax (415) 329-2380
Website: www.eckerstromproductions.com * Email: Information@eckerstromproductions.com

LAST MINUTE CANCELLATIONS/EMERGENCIES:

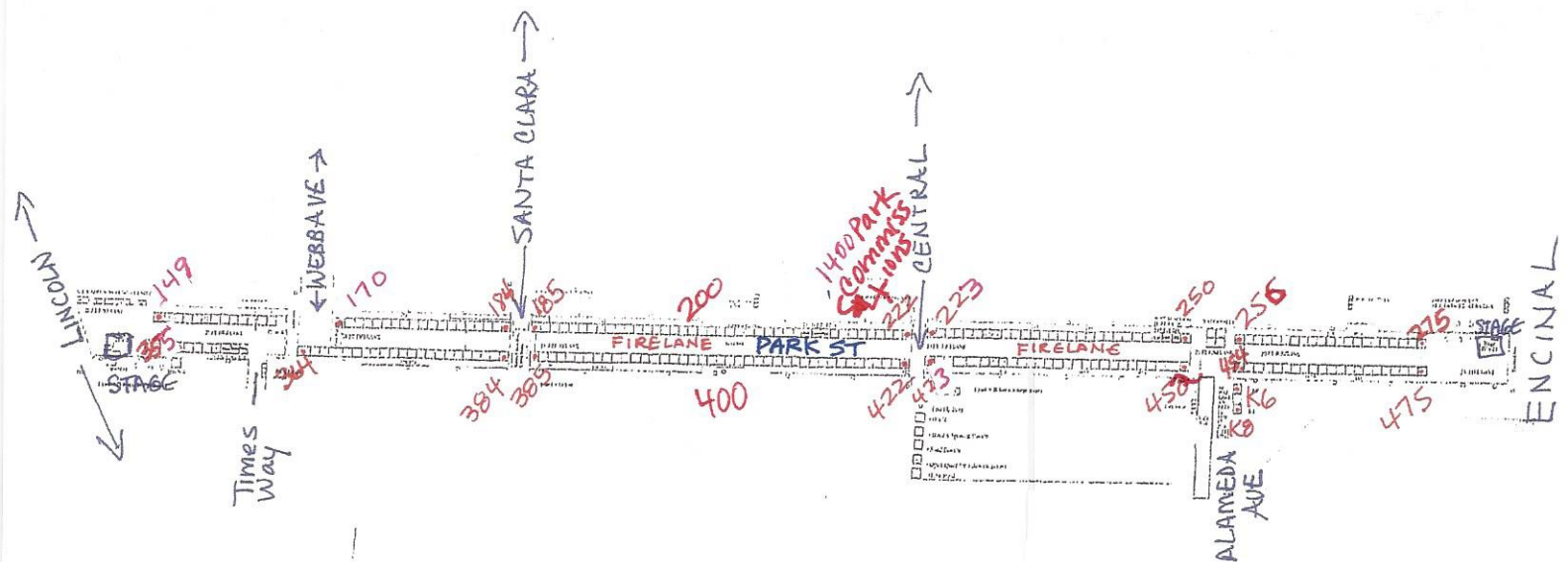
If you are unable to make it to the show, please do us the courtesy of a phone call to keep you in good stead with Eckerstrom Productions. For people who are calling Friday or **Saturday morning** (we will be onsite from 3 a.m. on), please call the show site cell phone at 415-205-1405. This number may also be used in case of an emergency. Cancellations prior to Friday can still be phoned into the main office at 530-347-8040.

Tips:

- Please do not expect us to come by your booth to check in with each of you. We do circulate the event throughout the weekend several dozen times, checking in with vendors randomly, on the overall well being of the event and vendors, but we don't stop by every booth as it is impractical to do so.
- We do try and send staff or volunteers around to give potty breaks, but it is not always possible to send them at the times you may need them, so if you have a real need, or a serious concern during an event, please call the show phone.
- We are often out of the office several days before and after a show. Many of these events take several days to mark, prep and cleanup, so please keep that in mind if you are trying to reach us in the office during one of these times.
- There are copies of this packet on our website should you lose or forget this one.

That's all for now. Thanks for your cooperation, and good luck!

Eckerstrom Productions Staff



A COPY OF THIS PACKET IS ALSO ON OUR WEBSITE.
GPS: 1400 PARK ST., ALAMEDA
(Puts you in middle of show)

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