



Webster Street Jam 2009 Information for Art/Craft Booths

What is the Webster Street Jam? The “JAM” is a two-day street festival in a small beachfront community on secluded Alameda Island along four blocks of a revitalized Webster Street between Lincoln and Central Avenues in the heart of West Alameda. We aim to highlight the historical aspect of West Alameda and offer an international flavor in our food and music offerings during the fun filled event.

The festivals’ great food is mostly local, the entertainment is drawn from a wide range of talent, beer and wine from local companies are served and there is a terrific children’s area. More and more, quality artists and crafts people are drawn to participate at the fair.

Entertainment - Two stages offering entertainment anchor the festival. There will be everything from jazz, country, mariachi, and rock to some local dance and poetry performances. The art and craft booths will be situated so that the noise from the music should not be a problem. If you are concerned, please indicate on your application that you would like a booth space far from the stages.

Security - Security is provided throughout the event (from Saturday 7:00am to Sunday 6:00pm) by the Alameda Police Department and a private security firm.

Promotion - This event is produced by a team headed by Kathy Moehring, Executive Director of the West Alameda Business Association (WABA). The team is dedicated to making certain that every detail is attended to and that you, as artisans, are taken care of. WABA produces a series of concerts from May through August and several other events during the year. The Webster Street Jam is advertised at the concert series via flyers and posters and street banners, as well as through Alameda and Oakland Magazines, newspaper ads, and poster distribution within the San Francisco Bay Area. Postcards will be provided for the exhibitors to distribute as well.

Fair Dates, Hours and Admission - Saturday and Sunday, September 12 and 13. Exhibitor hours are from 10:00 am to 6:00pm Saturday and 10:00am to 5:00pm Sunday. There are no rain dates; the Jam will go on, rain or shine. Admission is free.

Booth Fees - Standard booth spaces are 10’ x 10” and cost \$200. If you wish to share a booth space it will cost an additional \$50 and must be approved by WABA.

Do not send a booth fee with your application; wait until your application has been accepted. If accepted, you will receive a contract and the request for payment.

Cancellations - 50% of your booth fee will be refunded if you cancel before 8:00am on September 4th.

Booth Information & Dimensions - Exhibitors are expected to provide their own display setup as follows:

- 10'x10' booth structure
- 8 or 6 foot table
- chairs

We highly recommend that all booths have a zip closure for overnight security. Electricity cannot be provided.

Set Up and Breakdown - Set up begins 7:00am Saturday and booths are left up for the weekend. Breakdown begins Sunday at 5:00pm.

Eligibility –

- Anyone who creates original handmade work in any art or craft media
- We will accept better quality imported items (no imported jewelry or women's textiles)
- You must be present to exhibit your work.
- You must submit slides or photographs of your work
- You may have people helping you with your work.
- If you make more than one item (example jewelry and something else) you must submit two applications
- If you make food or body products, please send samples

Slides/Photographs

- It is imperative that the slides or photographs you send make a clear visual statement of your work
- Make certain the quality is clear, backgrounds are not too busy or sloppy
- The object(s) should be photographed up close
- The work shown in the photos or slides must be in proportion to the work displayed in your booth and represent the price range of your work
- Slides or photos will be returned to exhibitors at the Jam, after they are compared with the work displayed or returned by mail if your application is not accepted or put on a wait list

How to Apply

- Fill out the Booth Application Form
- Submit 4 photos or slides of your work and one of your display
- Include a self-addressed business size (#10) envelope with a 65 cent stamp
- There is no application fee
- If you wish to share a booth with someone, submit separate applications and indicate that you wish to share and with whom
- Mail the application and photos/slides to:

**West Alameda Business Association
1509 ½ Webster Street
Alameda, CA 94501**

Note:

1. Applications must be postmarked by June 22 for first consideration. Applications postmarked later will be considered if space is available.

2. The selection results will be mailed by July 24 and will include your booth contract, location directions and other information.
3. Fees are due with the return of the signed contract by August 14.

Important Dates	
June 22	Application Deadline
July 24	Results of selection mailed
August 14	Fees and signed contracts due

If you have questions call Judi Friedman, Office Manager & Exhibitor Coordinator, or Kathy Moehring, Executive Director at 510-523-5955 or email west_alameda@yahoo.com