



Webster Street Jam 2011
September 10 & 11, 2011
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 Judi Friedman, Operations 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 across the summer months 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. We can send the poster to you by email.

Fair Dates, Hours and Admission - Saturday and Sunday, September 10 and 11. Exhibitor hours are from 10:00 am to 6:00pm both days. 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 \$225. If you wish to share a booth space it will cost an additional \$50 and must be approved by WABA.

Cancellations - 50% of your booth fee will be refunded if you cancel before 8:00am on Friday, September 2.

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

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

Our booths are set up in quads, so all booths are corner booths.

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 6:00pm.

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