

## **2010 NON MEMBER BOOTH INFORMATION**

### **2010 EVENT DATES:**

Cinco de Mayo Celebration	May 5, 2010
Jump into Summer	June 2, 2010
Red, White & Blues	July 7, 2010
Dog Days of Summer	August 4, 2010
Celebrate Pleasanton	September 1, 2010

**EVENT HOURS: 6 to 9 p.m. Vendor set-up is from 5 to 6 p.m.**

**FEES: \$150 fee per 10' x 10' booth space  
\$750 to reserve all Five dates  
NO REFUNDS  
BOOTH SPACE ASSIGNED ON A FIRST COME, FIRST SERVED BASIS**

The Pleasanton Downtown Association provides the 10' x 10' space(s). **It is the responsibility of each participant to provide and set up their own equipment (tent / canopy, power [must use whisper quiet generator which does not emit noxious fumes], tables, chairs, etc.)**

**IMPORTANT - You are required to have a current Pleasanton business license. For information, contact Business License Customer Service at 925.931.5440.**

**NOTE: CONTACT THE PDA EVENT COORDINATOR REGARDING FOOD VENDORSHIP.** Selling or giving away any type of food or drink, including candy and water, may require a health permit and an awning. (If you are a restaurateur and intend on serving or selling food or beverages outside of your establishment, it is required by Alameda County that you have the correct permit in addition to your regular restaurant health permit.)

**You should contact Alameda County to find out if you are required to obtain a Temporary Event Health Permit. If you do not have a permit at the event, the County Health Inspector can close down your booth or fine you.**

**Contact information for Alameda County is: Alameda County Environmental Health Services—(510) 567-6700 or [www.acgov.org/aceh/food](http://www.acgov.org/aceh/food) - See Temporary Events – FAQ's**

You can also opt to join PDA as an "Associate Member". Cost is \$200 annually. One of the benefits is reduced fee for 1<sup>st</sup> Wednesday booth space (\$75 per 10 x 10 space per event). You can apply via our website ([www.pleasantondowntown.net](http://www.pleasantondowntown.net), click on "About Us", then select "Membership Information"). **Your membership fee must be received in our office before you are eligible to get a booth at the discounted rate.** Members and Associate Member booth applications are mailed out in March.