



nicolepresents
event planning production & promotions

Nicole Doherty
649 Kansas Street
San Francisco, CA
94107

Dear Vendors,

The 10th Annual Sea of Dreams "Legasea" is upon us! Join AnonEvents, Sunset Promotions and An-ten-nae on Dec 31 to ring in 2010 at The Concourse in San Francisco. You can participate in this colorful celebration, featuring a stellar musical lineup that includes Ozomatli, Bassnectar, Ghostland Observatory, The Yard Dogs Road Show, The Glitch Mob and more. Plus thematic environments, visionary artists, performance troupes, and eye candy galore! We are now accepting craft and food vending applications.

Approximately 7,000 people per night will circulate throughout the venue, exploring all heavenly installations and creations! Learn more – check out <http://www.seaofdreamsnye.com> for details. Get into the spirit. Express yourself! Make your booth part of the nautical nirvana!

CRAFT VENDORS - We will accept a VERY limited number of craft vendors. Approx. 20 spaces will be available as follows: (16) single booth 10x10 = \$300 (includes electricity, (2) tables, (2) chairs and (2) passes, valued at \$85/ea). 4 corner booths 10'X10' = \$400 (same inclusions). Each table is 2 x 6'. Vendors are responsible for bringing their own lighting, cords and décor.

FOOD VENDORS - We ONLY have 3 food booth spaces inside at 10' x 10' (includes 10' x 10' cooking space outside) for a flat fee of \$600. Each food booth will be given (4) passes. Food applications will be forwarded to Neeto's Cafe, the venue concessionaire for approval. Additionally, food vendors need to obtain health permits from SF City Health Dept and present to Neeto's Cafe.

VENDOR LOAD-IN - Check-in times: **4pm. Dec 31st.** Must complete set up by **7pm Dec. 31st.**

VENDOR LOAD-OUT – **3am - 5am Jan. 1st.** Event ends at 4am. Concourse closed Jan 1st.

Please email photos of your booth/products to nic@nicolepresents.com. Mail your application with a check to the address below. **Vendors who create a fun, festive booth appearance and those with impulse products will have priority. It's New Year's Eve, so think about what people might purchase that is portable. Your booth's presentation must add to the atmosphere and help create a magical space. There will be a \$100 prize awarded to the booth that best embodies this. Please use ambient lighting (i.e. Christmas lights, rope lights, gels, etc.) to display your wares and have a nice presentation.**

Please return your completed application to the address below. Enclose USPS or American Express money order or a personal check made out to **Sea of Dreams (to Neeto's for Food vendors)**. **Vendors not selected will have their checks or money orders returned.** If you have further questions about vending the Sea of Dreams, contact Nicole Doherty at nic@nicolepresents.com or 415-378-8547.

VENDOR APPLICATION and CHECK should be sent ASAP to:

NicolePresents
Nicole Doherty
649 Kansas Street
San Francisco, CA 94107
415-378-8547



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Vendor Application ~ Craft Booth
10th Annual Sea of Dreams "Legasea"
San Francisco, CA
December 31st

Vendor Name:	Business Name:
Address:	Phone Number:
Email Address:	Check Amount:

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Description of Merchandise To Be Sold (attach pages if necessary)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
(please submit photos via email to [nic@nicolepresents.com](mailto:nic@nicolepresents.com))

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_____ Single Space – 10'X10' \$300 includes (2) Guest Passes

_____ Corner Space – 10'X10' \$400 includes (2) Guest Passes

Total Amount Due _____

Please make checks payable to Sea of Dreams and return to address listed above.

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**INDEMNIFICATION AGREEMENT**

I understand and agree that AnonEvents, Sunset Promotions, An-ten-nae, NicolePresents and The Concourse, and their employees, agents and affiliates are not responsible for lost, stolen or damaged equipment, merchandise, inventory or other property belonging to me or my staff or in our possession or control whether through ownership, lease, rental, consignment or any other manner, nor for accident and/or injury to me or my staff, and I hereby agree to indemnify and hold harmless all of the above individuals and businesses for any and all liability connected with this event.

\_\_\_\_\_  
Vendor Signature

\_\_\_\_\_  
Date

VENDOR APPLICATION should be sent to:  
NicolePresents  
Nicole Doherty  
649 Kansas Street  
San Francisco, CA 94107  
415-378-8547



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Vendor Application ~ Food Booth  
 10<sup>th</sup> Annual Sea of Dreams "Legasea"  
 San Francisco, CA  
 December 31st

|                |                |
|----------------|----------------|
| Vendor Name:   | Business Name: |
| Address:       | Phone Number:  |
| Email Address: | Check Amount:  |

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 Proposed Menu and Specialties (attach pages if necessary)

(please submit 2 photos of your booth to nic@nicolepresents.com)

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\_\_\_\_\_ Food Booth – 10'X10' (plus cooking space); includes (4) Guest Passes

Total Amount Due \_\_\_\_\_ \$600 deposit to secure Food booth  
 Please make checks payable to **Neeto's Cafe** and return to address listed above.

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 Must have INSURANCE & HEALTH PERMIT. Details will be provided upon acceptance.

INDEMNIFICATION AGREEMENT

I understand and agree that AnonEvents, Sunset Promotions, An-ten-nae, NicolePresents and The Concourse, and their employees, agents and affiliates are not responsible for lost, stolen or damaged equipment, merchandise, inventory or other property belonging to me or my staff or in our possession or control whether through ownership, lease, rental, consignment or any other manner, nor for accident and/or injury to me or my staff, and I hereby agree to indemnify and hold harmless all of the above individuals and businesses for any and all liability connected with this event.

 Vendor Signature _____
 Date

VENDOR APPLICATION should be sent to:
 NicolePresents
 Nicole Doherty
 649 Kansas Street
 San Francisco, CA 94107
 415-378-8547