



Hello,

We at the West Alameda Business Association (WABA) extend a warm invitation to you to participate at our 9th annual street festival called the:

**Webster Street Jam**  
**“International Food, Music, Wine and Art Festival**  
**in the Heart of Historic West Alameda”**

**Saturday, September 11 and Sunday September 12, 2010**  
**(10:00am to 6:00pm)**

We present terrific music, entertainment, food, wine, beer and especially artists and vendors, who will be enjoyed by the thousands of people attending. We also have a great Kids Area. More than 40,000 people come to our event each year. There are 100 or more vendors, over 20 restaurants, and two music stages with filled with entertainment. The spirit of community and fun is in the air. Your participation would really add to the venue.

Enclosed with this letter is a booth application form, general information, a contract for you to sign, and directions for the day of the Jam.

Please review the information and if you decide to join us, do the following:

- Fill out the application
- Read the contract, complete all entries and sign it.
- Do not forget to include your re-sale number
- Prepare a check for your booth fee (\$225).
- Promptly return the signed contract, application and check to the WABA office at 1509 ½ Webster Street, Alameda, CA 94501.

All our exhibitor booths will be in quads, which guarantees you a corner and allows you to highlight your work and to have your time with us be fun and profitable.

When you arrive at the corner of Santa Clara and Webster the first morning, someone will greet you and direct you to your specific location. At the time you are greeted, you will go to your space, unload and then park your car at the parking lot made available for you. You will receive the parking location map when you arrive.

WABA will come around on Saturday morning to say hello.

We are really excited about our Jam and are so pleased that you may be a part of our community event. May it be profitable and fun for all!

Call with any questions or concerns you may have and speak to me, or my Event Coordinator, Judi Friedman at 510-523-5955.

See you at the Jam !!!!!!!!

Kathy Moehring  
Executive Director