

DOUGLAS DURKIN
BRITTANY PATTNER
SARAH WENDELL SHERRILL
SUSAN SWIG

FOG DESIGN+ART EXHIBITOR INFORMATION

The FOG Exhibitor Kit contains important information regarding your participation in FOG Design+Art 2025.

Exhibitors can access all the information contained herein and submit all necessary responses at **fogfair.com**. For those who have not used the website previously, please click on "Exhibiting" and you will be able to view your current account information, order booth equipment and make payments.

Included herein is the following:

- 2. Important Deadlines + Schedule
- 3. Booth Information + Regulations
- 4. Booth Information + Regulations (continued)
- 5. Booth Equipment Pricing
- 6. Booth Equipment Pricing (continued)
- 7. California Sales Tax Permit Information
- 8. Onsite Information
- 9. Certificate of Insurance Requirements
- 10. Fort Mason Booth + Furnishings Regulations
- 11. Delivery + Shipping Information
- 12. Fair Catalogue
- 13. Directions + Parking

We look forward to seeing you in January. If you have any questions or concerns, please do not hesitate to contact us.

FOG Design+Art

Produced by Knight Vision Productions

100 Pine St. Suite 1250 San Francisco, CA 94111 415.745.3315 exhibiting@fogfair.com

FOG DESIGN+ART FAIR

JANUARY 23-26, 2025

PREVIEW GALA

JANUARY 22, 2025



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T: 415.745.3315 E: FOG@FOGFAIR.COM W: FOGFAIR.COM

IMPORTANT DEADLINES + SCHEDULE

Friday, September 6, 2024

50% Booth Fees Due - NO REFUNDS AFTER SEPTEMBER 6th

Friday, October 25, 2024

Booth fee balance due

Booth diagram, additional equipment orders, and names for badges due $\ensuremath{\mathsf{Fair}}$

Catalogue Exhibitor Page image and content due

Copy of COI

Friday, December 13, 2024

Final balance on equipment orders due Copy of California state seller's tax permit or number due

FOG offices will be closed for the holidays Mon. 12/23/24 - Fri. 01/03/25

Monday, January 20, 2025

First day items can arrive directly at Fort Mason Center

ONSITE HOURS

Monday, January 20	12:00 p.m. 12:00 p.m. – 10:00 p.m.	Registration Exhibitor Load-in 30'x20', 28'x20', 24'x20' Booths
Tuesday, January 21	8:00 a.m. 8:00 a.m. – 10:00 p.m.	Registration Exhibitor Load-in and Set-up 20'x20', 16'x20', 20'x12' Booths All freight must be clear of the aisles by 10 p.m.
Wednesday, January 22	8:00 a.m 3:00 p.m. 3:00 p.m. 4:00 p.m. – 10:00 p.m.	Exhibitor Load-in and Set-up ALL BOOTHS SHOW READY Preview Gala benefiting SFMOMA
Thursday, January 23	9:00 a.m. 11:00 a.m. – 7:00 p.m.	Venue open to Exhibitors Public Hours
Friday, January 24	9:00 a.m. 11:00 a.m. – 7:00 p.m.	Venue open to Exhibitors Public Hours
Saturday, January 25	9:00 a.m. 11:00 a.m. – 7:00 p.m.	Venue open to Exhibitors Public Hours
Sunday, January 26	9:00 a.m. 11:00 a.m. – 5:00 p.m. 6:00 p.m. – 11:00 p.m.	Venue open to Exhibitors Public Hours Exhibitor Load-out
Monday, January 27	12:00 p.m.	All items clear of building

^{**}Please note art may not arrive earlier than your designated load-in day



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BOOTH INFORMATION + REGULATIONS

STANDARD BOOTH EQUIPMENT

Each booth is equipped with the following:

- 12' high white walls with baseboard
- Basic lighting 2 aluminum trusses for booth lighting, includes lighting track and 1 LED PAR 38 light fixture for every 2 ft. of booth frontage. For example, a 20'x20' booth will receive 20 lights. Exhibitors may not bring their own lighting without pre-approval from the Fair. Approved lighting will be subject to standard lighting charges.
- Electric 500 watts (5 amp at 120v NEMA 5-15 plug) power outlet
- WiFi access
- Booth sign (additional signage available, contact Fair Management for quote)

There are no refunds for any standard booth equipment not used.

BOOTH DIAGRAM

Exhibitors will receive a booth diagram template. Please upload booth diagram by **Friday**, **October 25**, **2024** to your online platform. Please be sure to include the following:

- Walls you may draw walls using a solid dark line and note the size of the wall (all walls are 12' high). All walls are 2" in thickness. Walls that are common with other exhibitors are fixed and cannot be moved.
- Electrical Draw an X in the approximate location of power outlet. If moving the originally
 placed outlet, instead of adding an additional outlet on your diagram, please black out
 original.
- If ordering custom paint, please note the color code where you would like it applied.
- If ordering additional trusses, please mark using a dashed line.
- Doors are 30" wide in a 4' wall panel; please note which direction doors swing.
- Fair Management encourages an open layout. If exterior walls are removed, rigging points for suspending the truss in standard configuration will be covered in the booth fee. In the event you prefer not to use baseboard, please note on your diagram.

DESIGN REGULATIONS

The FOG Design+Art Steering Committee must approve all exhibitor booth diagrams. Every exhibitor is responsible for the stability of all their booth equipment, including walls and additional furniture. In the event that proposed booth configuration is not approved, Fair Management will contact you with a proposed alternative.

WALLS

Please use caution when installing large or heavy items on walls. Please notify Fair Management for any questions or assistance needed during set-up. Due to extra labor and materials required, there will be an additional fee for all wall configurations not at 90-degree angles and for all "free standing" walls. Quotes will be available upon request. Use the Booth Diagram information to specify design. Due to fire and safety regulations, do not block any aisles with additional walls or allow fixtures to extend into an aisle. Exhibitors are permitted to apply screws and nails up to 1/4" in diameter on the booth walls (standard drywall screw). For works that are extremely heavy, please notify Fair Management to discuss how they will be hung and whether or not the wall will need additional stabilizing. Holes larger than 1/4" in diameter will result in a wall damage charge of \$600 per 4' wall panel.

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BOOTH INFORMATION + REGULATIONS (continued)

Exhibitors are not permitted to paint, write, or apply spray glue or silicone on the wall panels. Exhibitors applying any surface such as wallpaper, fabric, etc. must order luan skin in advance (see Additional Booth Options). Please note that any wallpaper or fabric must have a fireproof certificate. All stickers, appliqués, etc. must be removed at the end of the show, otherwise the exhibitor will be charged for removal. Any wall damages will incur a replacement charge to the Exhibitor of **\$600** per 4' wall panel.

FLOORING

The Fort Mason Center Festival Pavilion floor is black asphalt. No floor covering is provided for your booth. However, special floor covering is available. Specialty carpet, hardwood flooring and custom options available - please contact Exhibitor Services. Please note that it is not possible to drill holes in, or paint the floor. Double-stick, gaff or duct tape may not be adhered directly to the asphalt floor. A layer of blue painters tape must be laid first to protect the floor and prevent damage. Any floor damages will be charged to the Exhibitor based on labor charges and material costs involved in repairing the damage. **Exhibitors may not install their own flooring.**

SPECIAL INSTALLATION INSTRUCTIONS

The installation of certain exhibits may entail special needs such as rigging, reinforcements, etc. These must be executed in compliance with the Fort Mason Center Fire and Safety Requirements and must be brought to the attention of Fair Management prior to the Exhibitor move-in. Orders are implemented only after the Exhibitor receives and approves a signed copy of the cost estimate from Fair Management.

LIGHTING

Each booth comes with a standard truss and lighting package based on size. Any lighting on exterior walls, requires theatrical lighting. This is to keep a clean open design for the aisle and courtyard spaces. Please see Additional Booth Options for pricing.

ELECTRICAL INFORMATION

Each booth will include a single 500-watt floor outlet. Additional power requirements must be requested in advance (see Additional Booth Options Form). The Fair does not have double sided electrical walls - if you require an outlet on both sides of the wall, please offset them by at least 1'.

POWER AND RIGGING

Exhibitors who wish to hang lamps, chandeliers or artwork, either from overhead or the lighting truss, will be able to do so for an additional charge. Fees are determined based on the number of rigging points, weight, etc.

STORAGE

Due to **limited** onsite storage space and fire safety regulations, there is no onsite dead storage. All empty cases are required to be stored off site at the exhibitor's expense. Exhibitors may purchase live storage through Exhibitor Services.

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BOOTH EQUIPTMENT PRICING

To order additional booth equipment, please indicate your requests on your booth diagram and upload to your online platform at fogfair.com Please do not email any credit card information. All additional booth equipment must be ordered by Friday, October 25, 2024 for early bird pricing. Any options ordered after this date, or onsite, are subject to availability and standard or rush pricing. For special requests and custom orders, please contact Exhibitor Services at 415.745.3315 or exhibiting@fogfair.com.

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ADVANCED

	ADVANCED	STANDARD	RUSH
	PER ITEM COST	PER ITEM COST	PER ITEM COST
	UNTIL 10/25/24	UNTIL 12/16/24	AFTER 12/16/24
WALLS			
Additional linear feet of wall	\$115.00 x In.ft.	\$175.00 x In.ft.	\$255.00 x In.ft
12'x4' Wall section with door	\$600.00	\$650.00	\$750.00
Linear feet of header (1' or 2')	\$75.00 x In.ft.	\$135.00 x In.ft.	\$180.00 x In.ft
WALL COVERING Linear feet of walls to paint	\$65.00 x In.ft.	\$75.00 x In.ft.	\$125.00 x In.ft.
Color –			
Please enter the color number from If you wish to apply any other wall			order the Lauan Skin.
Square feet of lauan skin	\$15.00 x sq.ft.	\$20.00 x sq.ft.	\$30.00 x sq.ft.

FLOORING

Specialty carpet, hardwood flooring and custom options available - please contact Exhibitor Services.

LIGHTING

Additional LED PAR 38 spot(s)	\$125.00	\$175.00	\$250.00
Theatrical light	\$225.00	\$300.00	\$350.00

Truss is limited to the footprint of your booth. If you would like to light an outside wall, theatrical lighting is required. All exterior pieces are subject to approval by the FOG Steering Committee.

ELECTRICAL

Additional 10amp power outlet \$250.00	\$300.00	\$350.00	
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Custom power quote available upon request.

INTERNET

WiFi access is included with each booth. WiFi is available Monday, January 20 - Sunday, January 26. A limited number of dedicated IP addresses are available at custom pricing on a case by case basis. We may not be able to accommodate orders after 12/16/24.

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	ADVANCED	STANDARD	RUSH
	PER ITEM COST	PER ITEM COST	PER ITEM COST
	UNTIL 10/25/24	UNTIL 12/16/24	AFTER 12/16/24
TRUSS			
Additional linear feet of truss	\$55.00 x In.ft.	\$70.00 x In.ft.	\$85.00 x In.ft.

RIGGING

All rigging must be done by Fair Management, any rigging more than 200lbs or from the ceiling is subject to quote.

Rigging from truss per poir	nt \$350.00	\$400.00	\$450.00

STORAGE

Because of Fire Marshall regulations live storage is located in shipping containers outside of the main building. Please be aware that the shipping containers are not HVAC controlled. Limited onsite storage availability - first come, first serve.

	\$2,000.00	Ψ2,200.00	\$3,200.00 (iii available)
Live storage (8' x 10')	\$1,200.00	\$1,500.00	\$2,000.00 (if available)
Live storage (8' x 20')	\$2.000.00	\$2,200.00	\$3,200.00 (if available)

Forklift with driver per hour	\$200.00	\$300.00	\$350.00	
Scissor lift with driver per hour	\$200.00	\$300.00	\$350.00	

NOTE

Any booth changes requested onsite (removal of walls, additional rigging, etc.) will incur an additional change order fee subject to quote. Please be aware that there are NO refunds for options ordered and delivered. Equipment orders must be canceled by 12/13/24 in order to receive a refund.

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CALIFORNIA SALES TAX PERMIT INFORMATION

Please read the following information carefully. Exhibitors will not be allowed to sell any merchandise at the fair if in violation of the California sales tax laws. Representatives from the California Department of Tax and Fee Administration may be onsite at Fort Mason checking on valid seller's permits. To sell taxable merchandise in California on a temporary basis, a temporary seller's permit is required. If not in compliance with the California Department of Tax and Fee Administration requirements, Exhibitors run the risk of not being allowed to exhibit at the fair. To register for a California Tax ID:

- · Go to https://www.cdtfa.ca.gov/taxes-and-fees/sutprograms.htm
- Click on "Register for a Permit, License, or Account"
- Follow the instructions and answer the questions to complete the registration process

For assistance or information, you may call the California Department of Tax and Fee Administration directly at 1-800-400-7115 or 1-916-445-6362 or review their website: https://www.cdtfa.ca.gov/

Here are some helpful hints for filling out the application:

PERMIT TYPE: Temporary

TEMPORARY PERMIT EVENT INFORMATION

- 75. PERIOD OF SALES FROM: 01/22/25 through 01/27/25
- 77. SPACE RENTAL COST: Enter the cost of your booth here
- 78. ADMISSION CHARGED? Check "Yes"
- 79. ORGANIZER OR PROMOTER OF EVENT: c/o Knight Vision Productions
- 80. ADDRESS: 100 Pine St Suite 1250, San Francisco, CA 94111
- 81. TELEPHONE NUMBER: 415.745.3315
- 82. ADDRESS OF EVENT: 2 Marina Boulevard, Fort Mason, San Francisco, CA, 94123

Please upload a copy of your permit with your permit number by **Friday**, **December 13**, **2024** to your online platform at **fogfair.com**.

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ONSITE INFORMATION

ONSITE REGISTRATION

Exhibitor registration is located at the Firehouse to the right of Festival Pavilion at the Fort Mason Center at 2 Marina Boulevard. At registration you will receive FOG Design+Art Fair Exhibitor staff badges. Each person must wear their own photo ID badge daily. Staff badges will be available during exhibitor load-in hours for pickup on Jan 20 & 21, and until 2 p.m. on Jan 22.

SETUP INFORMATION

A FOG Floor Manager will be assigned to you at registration, and will relay any special requests to the appropriate vendors if they cannot help you themselves. Walls, lighting and carpet will be setup and installed in your booth, per your diagram before you arrive. Lighting focus will happen after your booth is set-up. FOG Staff will be onsite to help with any adjustments to walls, lighting, carpet, power or additional needs during setup hours and during the fair. All requests must be directed to Fair Management for approval. FOG Staff will be identified by a Fair Management badge should you require assistance.

BADGES

For security reasons, every exhibitor and their employees must wear an official FOG Exhibitor badge at all times, while inside the venue. There are NO exceptions. Only exhibitors and their employees are allowed on the floor during set-up times. Please submit names and photos online or email staff names and photos no later than Friday, December 13, 2024 to exhibiting@fogfair.com. There will be a \$35 fee per name if submitted after this date. To reprint a lost badge is subject to a \$100 fee. Each person must wear their own photo ID badge at all times. Staff badges will be available for pickup during exhibitor load- in hours on Jan 20 & 21, and until 2 p.m. on Jan 22.

EXHIBITOR LOUNGE

An Exhibitor Lounge will be available near the entrance of the fair. This lounge will not be accessible to the public.

SECURITY

Security will be provided during fair hours and overnight. Security guards will be stationed at exits and roaming the fair floor. If you require additional security at your booth, please contact Fair Management. Please do not leave cash boxes, cell phones, laptops, or any other electronics in your booth overnight; FOG Design+Art fair is not responsible for loss or theft of exhibitor's property.

INSURANCE

Exhibitors must insure their own property against the risk of theft, fire, burglary, breakage, leakage and/ or water damage, and the risks of transport to and from Fort Mason Center. Fair Management, SFMOMA and the Steering Committee is not liable to the exhibitor, its employees, agents or representatives or any other person for injury, damage or loss whatsoever, arising from any cause whatsoever. The exhibitor agrees to indemnify and hold Fair Management, SFMOMA and the Steering Committee harmless from and against any claims whatsoever for injury, loss or damage resulting from any action or omission of the exhibitor or its employees, agents or representatives.

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CERTIFICATE OF INSURANCE REQUIREMENTS

Certificate Holder:

Knight Vision Productions, LLC 100 Pine St Suite 1250 San Francisco, CA 94111

Named additional insured:

Knight Vision Productions, LLC and its directors, officers, agents, and representatives. FMC Pier 2 Sublessor, LLC; FMC Pier 2 Lessor, LP; FMC Projects, Inc.; Fort Mason Center; First Republic Bank; the United States Department of Interior; the National Park Service and its officers, officials, employees, attorneys, contractors and agents. San Francisco Museum of Modern Art, its Directors, Officers, Agents, and Employees as Additional Insureds, for both ongoing and completed operations.

Minimum Limits Required:

- 1. Worker's Compensation Insurance as required by California statute and Employer's Liability with limits not less than \$1,000,000 for bodily injury by each accident; and \$1,000,000 bodily injury by disease-policy limit; and \$1,000,000 bodily injury by disease each employee. A waiver of subrogation endorsement naming Knight Vision Productions, LLC and its directors, officers, agents, and representatives, and the San Francisco Museum of Modern Art (the "Museum"), its directors, officers, agents, and employees shall be provided.
- 2. Commercial General Liability insurance as provided under the Insurance Services Office form CG00 01 or equivalent, including coverage for contractual liability, employees as insureds, and limits of at least the following:
 - o \$1,000,000 Per Occurrence, Bodily Injury & Property Damage
 - o \$1,000,000 Per Occurrence, Personal & Advertising Injury
 - o \$2,000,000 General Aggregate (Other Than Completed Operations)
 - o \$2,000,000 Products & Completed Operations Aggregate
- 3. Commercial Automobile Liability Insurance with limits not less than One Million Dollars (\$1,000,000) each occurrence Combined Single Limit for Bodily Injury and Property Damage, providing coverage for all Owned, Non-Owned and Hired Automobiles of Contractor.
- 4. Umbrella and/or Excess Liability insurance providing additional limits above the Commercial General Liability (if applicable), Automobile Liability and Employer's Liability policies required herein, all of which must be scheduled on the Umbrella and/or Excess Liability policy(ies) as underlying policies. Minimum Umbrella/Excess Liability limits as follows:
 - o \$5,000,000 Per Occurrence
 - o \$5,000,000 General Aggregate
 - o \$5,000,000 Products & Completed Operations Aggregate

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FORT MASON BOOTH + FURNISHINGS REGULATIONS

ACCEPTABLE MATERIALS FOR BOOTH CONSTRUCTION + FURNISHINGS

- 1. Wood that is properly treated as per NFPA 207.
- 2. Drapes, hangings, curtains, and props.
- 3. Foam core board (PVC) shall be a certified flame resistant type. No exceptions.
- 4. Poster paper and banners.
- 5. Decorative fabrics.
- 6. Motion picture screens.
- 7. All other decorative materials, including plastics.

ALL MATERIALS+ FURNISHINGS SHALL BE

- 1. Made from non-combustible materials.
- 2. Treated and maintained in a flame retardant condition by an approved flame retardant solution or process. Flame retardant treatments shall be renewed as necessary or after each cleaning. Identification showing the date and type of treatment and the firm that treated the material shall be located on, or affixed to all treated materials or posted in booth.
- 3. Approved by the facility Fire Marshal when containing material constructed of plastic. (Note: oil paper, tarpaper, sisal paper, nylon, orlon and certain other plastic materials cannot be made flame-retardant and their use is prohibited.)

FLAME RETARDANT TREATMENT

All decorations, drapes, signs, banners, acoustical materials, hay, straw, moss, split bamboo, plastic cloth and similar decorative materials, shall be flame retarded to meet NFPA Code, section 207. All table coverings, fabric walls, paper, or any decorative material whatsoever must have a California flameproof certificate or tag. Only California certificates will be accepted, and they must be prominently attached to the material used so they may be easily seen by the facility Fire Marshal.

COMBUSTIBLE MATERIALS

Literature on display shall be limited to reasonable quantities (one day's supply). Reserve supplies shall be kept in closed containers and stored in a neat and compact manner free and clear of electrical cables or junction boxes.

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DELIVERY + SHIPPING INFORMATION

LOAD-IN PROCEDURE

All deliveries for 20'x24' booths or larger begin at 12p.m. on Monday, January 20, 2025. Deliveries for smaller booths begin at 8 a.m. on Tuesday, January 21, 2025. All vehicles should enter the Fort Mason Center and proceed to the entrance of the Festival Pavilion. An attendant will assign you or your shipper a temporary space for unloading. A staff member will direct you or your shipper to your booth after items are unloaded. If you need assistance unloading or getting items to your booth, please let Fair Management know in advance. After unloading, all vehicles staying onsite will be directed to available parking. See page 13 for parking fees.

RETURN SHIPPING

Fair management will open the exhibit hall once the building is clear of the public. Once your crates are packed, sealed and labeled, please check in with your FOG manager to let them know that your items are ready to be loaded and shipped out. Please confirm the shipper and be sure to provide copies of all necessary documentation. If you plan on loading out your own items, Fair Management staff will direct vehicles to the loading area as soon as a space is available. All pickups must be scheduled after 6:00 p.m. on Sunday, January 26 and before 10:00 a.m. Monday, January 27. Exhibitor cases must be clear of the building by 12:00 p.m. All exhibitors must provide their own shipping materials and are solely responsible for the removal of all crates and materials brought into the fair. Any crates or other large items left behind will incur disposal fee based on size and weight. A member from your gallery must check out with fair management before leaving the venue to ensure your booth is clear.

Please ensure your shipments are labeled as follows:

FOG Design + Art c/o Gallery Name Festival Pavilion 2 Marina Boulevard San Francisco, CA 94123

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FAIR CATALOGUE

EXHIBITOR PAGE SPECIFICATIONS

All exhibitors receive a full-page color Exhibitor Page as part of their booth fee.

The FOG Design+Art Fair Catalogue is 8.5" x 5.5". All artwork must be uploaded to your online platform at **fogfair.com** by **Friday**, **October 25**, **2024**.

The Exhibitor Page will include:

- Company name
- Contact information
- Booth Number
- Gallery Description (50 words or less)
- Image
- Caption (65 max characters) Artist, Title, Date; Media; Size; Edition; Credit; Courtesy

Please verify that all information is correct on your Exhibitor Review page on the FOG website.

Image sizes must be 300 dpi resolution.

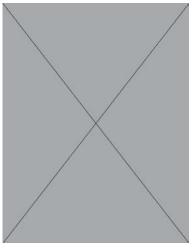
Acceptable formats are jpeg, tif and eps in CMYK color mode.

Copy for Gallery Description should not exceed 50 words.

Below is a sample layout for the Exhibitor Page.

DESIGN

SAN FRANCISCO - BOOTH: 110



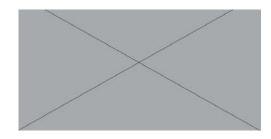
Named after the iconic and ethereal phenomenon for which San Francisco is renowned, FOG Design+Art is a platform for contemporary design and art that shifts, morphs, and reveals itself through multiple forms and dimensions

Image: Vertical Photograph

2 Marina Boulevard San Francisco, CA 94123 415.745.3315 fogfair.com

ART

FOG - BOOTH: 303



Named after the iconic and ethereal phenomenon for which San Francisco is renowned, FOG Design +Art is a platform for contemporary design and art that shifts, morphs, and reveals itself through multiple forms and dimensions.

Image: Horizontal Photograph

2 Marina Boulevard San Francisco, CA 94123 415.745.3315 fog@fogfair.com fogfair.com

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DIRECTIONS + PARKING

LOCATION

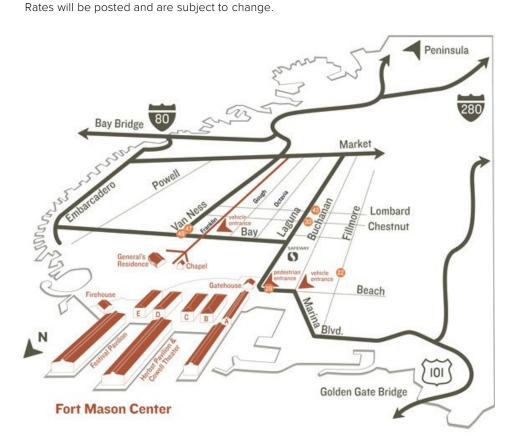
Fort Mason Center is located on Marina Boulevard at Buchanan Street, along the northern waterfront between Aquatic Park and the Marina Green.

Fort Mason Center, Festival Pavilion 2 Marina Boulevard San Francisco, CA 94123

PARKING

Fort Mason Center has paid parking, however, space can be limited. Additional parking is available along Marina Green. Overnight parking is not permitted.

Monday - Friday parking starts at \$3.00 per hour, \$15.00 day Saturday - Sunday parking starts at \$3.00 per hour, \$16.00 day



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