

Vendor/Sponsor Application Form

If your application is accepted, the underneath information will be printed in the Festival literature and/or placed on the web site.

name _____

phone _____

address _____

city _____

state/territory _____ postal/zip code _____ country _____

Please give eight words to describe your products or services to put in the Festival catalog and/or internet listing and/or show catalog.

Contact Information

The underneath information is for internal use only in facilitating and processing the application. It will not be publicized.

name _____

position _____ phone _____

address _____

city _____

state/territory _____ postal/zip code _____ country _____

email _____

years trading _____ yearly revenue _____ shows attended _____

Give any other information that may help evaluate your application.

Credit Card Information

card type _____ card number _____

expiration date _____ cvv number (on back) _____

cardholder's name _____

cardholder's signature _____

address (if different from above) _____

please tear off here and send in

Festival Venue Fort Mason, San Francisco

San Francisco is home to a vibrant community of world-renowned teachers and their students.

This is the home base for Yoga Journal. This clientele is discerning and discriminating, with ages ranging from the late-20's upwards. Over 90% are college graduates; 60% are professional/managerial; 85% are women; and they earn over \$85,000 annually. This is of benefit not only to the city's legion of nationally-renowned teachers and studios, but also those providing the ancillary products and services such as books, DVD's, food, jewelry, clothing, cosmetics, yoga props, yoga teacher training programs, nutritional supplements, etc. that they consume.

In recognition of San Francisco's highly influential spiritually-oriented community this Festival will not be sited in a traditional hotel/convention center. **The city's unique atmosphere will instead be encapsulated in a beautiful purpose-built tented city-community which will be raised within the beautiful ocean-side Fort Mason complex. It used to guard San Francisco harbor, and is within sight of both the famous Golden Gate Bridge and the nearby Alcatraz Island.**



For seven spectacular days, vendors and participants will be at the center of the action, mingling in a specially-designed 'Rajasthani' or 'Kashmiri' bazaar or market atmosphere of lively streets and squares, stunning views, and colorful banners and stalls.



The Sacred Thread of Yoga

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The Sacred Thread



of Yoga

a Celebration

**A Festival of Yoga,
Breathing, Meditation,
Talks and Therapeutics
offered by world-renowned
acknowledged exponents**

**Fort Mason
SAN FRANCISCO
October 11-17, 2010**

www.sacredthread.net

The Sacred Thread of Yoga

Yoga has been handed on from *acharya* (teacher) to *shishya* (student) in an unbroken tradition dating back 5,000 years to the time of the Vedas (India's ancient religious texts). This most venerated tradition is called *Guru Parampara*, or the 'lineage of the Guru Order'. This *Guru-Shishya Parampara*, or 'lineage of teacher and student', has lasted because one generation has always managed to inspire the next to continue with the learning, discovery and teaching.

"each generation of lineage receivers must be able to engender the same relationship toward their guru, as they would have with their students, in turn. That was the magical occurrence that lay before us... [as]... we were witness to the transmission of the secret teachings through many generations of yogis simultaneously. There was a force of nature being conducted through the ceiling, walls, and floors of the room, through each heart, and into the hands and feet, the nervous system, and the bodies of knowledge and vitality... we are not the source of consciousness, but consciousness itself."

—Sharon Gannon & David Life, "The Secret Teaching", from "Iyengar: The Yoga Master" by Kofi Busia, Shambhala, 2007, used with permission.

Guru-Shishya Parampara is symbolized by the *yajnopavita*, the "sacred thread" that many gurus wear around their neck. Yoga can only continue if this sacred thread is preserved, i.e. if the guru somehow inspires the student with the vision of the Sacred which is the inspiration of spirit. It traditionally consists of three threads knotted together symbolizing a variety of triads. One is the *trimurti* of Brahma, Vishnu and Siva, lords of the creation, preservation and destruction of the universe. Another *sat*, *chit* and *ananda* or 'being', 'consciousness' and 'bliss'. Yet another is yoga's famous triple control of mind, speech and body, or thought, word and deed.

The Presenters

Every presenter at this Festival has been touched by the **Sacred Thread of Yoga** which has woven its way down to them through the generations. All have been inspired by it and gather together to honor it. Come and savor the presence of these presenters, some of the most remarkable people of our own age, and who are foremost amongst those who continue the tradition of handing on this Sacred Thread.

Iyengar Yoga Intensive

October 11-15, 2010 Monday-Friday

H.S. Arun	Agnes Mineur	Joan White
Ros Bell	Laurence O'Toole	June Whittaker
Pat Deacon	Margaret Rawlinson	Anat Zahor
Alan Goode	Cathy Rogers Evans	Joyce Zouves
Pixie Lillas	Judi Soffa	Van Rensburg
Monica Haar	Maxine Tobias	
John Leebold	Annemieke Post	

Open Weekend

October 15-17, 2010 Friday-Sunday

Marla Apt	Richard Freeman	Richard Rosen
Beryl Bender Birch	Sharon Gannon	Stacey Rosenberg
Lisa Bennett	Julie Gudmestad	Erich Schiffmann
Glenn Black	Amy Ippoliti	Monique Schubert
Scott Blossom	Gary Kraftsow	Sianna Sherman
Elise Browning	Andrey Lappa	Shubhra
Miller	David Life	Eric Small
Edward Clark	Tias Little	Stephanie Snyder
Roger Cole	Charles Matkin	Rod Stryker
Seane Corn	Dharma Mittra	David Swenson
Kausthub Desikachar	Anne O'Brien	Rama Jyoti
TKV Desikachar	Aadil Palkhivala	Vernon
Godfrey Devereux	Simon Park	Amy Weintraub
Chandra Easton	Sharath Rangaswamy	Duncan Wong
Alan Finger	Saraswathi Rangaswamy	Rodney Yee
Lilias Folan		Anat Zahor

Check our web site for the latest details!

www.sacredthread.net

Rates and Payments Form

Discounts

FOUNDATIONAL 25% until March 15, 2009

EARLY INCENTIVE 15% until August 1, 2009

EARLY BIRD SPECIAL 10% until September 30, 2009

Check desired items above. Payment accepted on-line or via, fax, check or phone.

Festival Catalog Rate Card

<input type="checkbox"/> STC1	1/8 page advertisement	\$895
<input type="checkbox"/> STC2	1/4 page advertisement	\$1,100
<input type="checkbox"/> STC3	1/2 page advertisement	\$1,795
<input type="checkbox"/> STC4	full page advertisement	\$2,995

Welcome Bag Inserts

<input type="checkbox"/> STW1	5-day Iyengar Yoga Intensive	\$495
<input type="checkbox"/> STW2	Open Weekend	\$595
<input type="checkbox"/> STW3	combined Festival	\$895

Internet Listings

<input type="checkbox"/> STL1	1-year internet listing	\$150
<input type="checkbox"/> STL2	2-year internet listing	\$300

Booth Space at the Iyengar Yoga Intensive

<input type="checkbox"/> STI1	Category I: standard 8x10 table	\$1,850
<input type="checkbox"/> STI2	Category II: corner 8x10, 2 tables	\$2,550
<input type="checkbox"/> STI3	Category III: standard 6x2 table	\$895
<input type="checkbox"/> STIE	electrical outlet	\$150
<input type="checkbox"/> STIC	booth carpet	\$175
<input type="checkbox"/> STIW	wireless internet access (\$30 daily)	\$120
<input type="checkbox"/> STIL	internet access (\$45 daily)	\$180

Booth Space at the Open Weekend

<input type="checkbox"/> STO1	Category I: standard 8x10 table	\$1,950
<input type="checkbox"/> STO2	Category II: corner 8x10, 2 tables	\$2,650
<input type="checkbox"/> STO3	Category III: standard 6x2 table	\$995
<input type="checkbox"/> STOE	electrical outlet	\$150
<input type="checkbox"/> STOC	booth carpet	\$175
<input type="checkbox"/> STOW	wireless internet access (\$30 daily)	\$120
<input type="checkbox"/> STOL	internet access (\$45 daily)	\$180

Booth Space for the Whole Festival

<input type="checkbox"/> STF1	Category I: standard 8x10 table	\$3,500
<input type="checkbox"/> STF2	Category II: corner 8x10, 2 tables	\$5,000
<input type="checkbox"/> STF3	Category III: standard 6x2 table	\$1,500
<input type="checkbox"/> STFE	electrical outlet	\$250
<input type="checkbox"/> STFC	booth carpet	\$175
<input type="checkbox"/> STFW	wireless internet access (\$30 daily)	\$120
<input type="checkbox"/> STFL	internet access (\$45 daily)	\$180

Show Catalog Rate Card

<input type="checkbox"/> STS1	1/8 page advertisement	\$175
<input type="checkbox"/> STS2	1/4 page advertisement	\$325
<input type="checkbox"/> STS3	1/2 page advertisement	\$650
<input type="checkbox"/> STS4	full page advertisement	\$975

total _____ discount applied _____ amount due _____

