

BOOTH INFORMATION and APPLICATION

NEWMARKET HERITAGE FESTIVAL - September 16-18, 2005

Sponsored by the Newmarket Main Street Corporation

ABOUT THE FESTIVAL: The eighth annual Newmarket Heritage Festival, which takes place in the historic town center, celebrates the historic, cultural, and natural resources of early and contemporary Newmarket. This year's festival (September 16-18, 2005) is an opportunity to enjoy historical tours, museum displays, children's programs, international foods, multi-cultural entertainment, traditional arts demonstrations, and fine arts and crafts—and more. Booths will be set up in a large paved area overlooking the Lamprey River. There will also be an area for booths in the waterfront park. The festival area is compact and walkable, making everything easily accessible from the main performance tent. Festival-goers purchase \$5 admission buttons good for the entire weekend, including all performances, demonstrations, and tours. Children under 12 are free. There is additional charge for community suppers and brunches held during the weekend.

DATES: The festival begins Friday, September 16, in the evening and continues during the day and evening hours on Saturday and Sunday, September 17 and 18. **The festival is a rain or shine event.**

SET-UP and BREAKDOWN: Booth set-up may begin four hours before the festival opens on each weekend day (no exhibit booths will be set up on Friday evening):

Saturday set-up time: 6 am - 9am (The festival runs from 10 am until 10:00 pm.)

Sunday set-up time: 8 am - 10 am (The festival runs from 11am until 5:30 pm.)

Booths should remain open until 7 pm (at minimum). Exhibitors **(and especially food vendors)** are encouraged to remain open later into the evening. The festival's Saturday night "Eat out at the Heritage Festival" dinner and entertainment event under the main tent, followed by the popular evening dance party, draws sizeable crowds and offers good opportunities for vendors. (Vendors must supply their own lighting.) The Newmarket Police Department will provide overnight security for the festival area, so booths need not be completely dismantled at the end of the day on Saturday. Exhibitors are responsible for doing their own set-up and breakdown. When available, festival volunteers will offer booth coverage during short breaks (no selling during coverage). Booths must remain up during festival hours and no vehicles will be allowed in the festival area during the festival. (Please remember that booths are set up on pavement, so no spikes can be used. Be sure your booth is prepared to withstand a variety of weather elements, such as, hot sun, wind and rain.)

PARKING: When you arrive, please report to the festival office, and you will be directed to your booth space. After you unload, please move your vehicle to the designated parking area. (Food vendors and free portable restrooms available on site.) Directions will be mailed with your confirmation package.

SPACE: Booth spaces are approximately 10' deep x 10' wide. Exhibitors are responsible for supplying their own equipment (tents, tables, chairs, etc.) **Tables must be covered to the ground on three sides.** A limited number of spaces are available with electrical outlets (see fees below). Please note: Food vendors using heated appliances (gas, electric, propane grills, deep-fat fryers, etc.) must provide a current certificate of insurance. **No generators are allowed.**

FEES: The festival includes three categories of exhibitors: 1) non-profit organizations, 2) artisans/craftspeople, and 3) commercial vendors. In each category, there is a one-day fee (for Saturday or Sunday) and a discounted two-day fee. Fees are not refundable, as the festival is a rain or shine event. See the application below for details.

PUBLICITY: The festival is publicized through local media and on our Heritage Festival website (www.heritage-festival.org). Please send publicity materials, including photos, to Suki Casanave: suki@rcn.com or 333 Wadleigh Falls Rd., Newmarket, NH 03857. We appreciate any mutual support you can provide by mentioning the Heritage Festival in any regular mailings and/or on your website (or by creating a link to our website).

DEADLINE and APPLICATION PROCESS: We welcome your interest in the Newmarket Heritage Festival. Our goal is to provide a balanced mix of fine arts and crafts and other items appropriate for the Heritage Festival. (The committee reserves the right to restrict the sale of merchandise it deems inappropriate.) To be considered for this year's event, please return your application by June 30—sooner if possible, as booth spaces sell out quickly. Space is limited and we may not be able to accept everyone who applies.

FESTIVAL CONTACT INFORMATION: Please send your application (along with photographs of your work) and payment to Janet Alperin (contact info below). Please make checks payable to the **Newmarket Main Street Corporation**. (Your deposit will be refunded if your items are not selected for this year's festival.) Directions will be mailed with your confirmation package.

Janet Peters Alperin
204 So. Main Street
Newmarket, NH 03857
(603) 659-7372
jalperin@baycorpholdings.com or jalperin1@yahoo.com

(please return the form below)

BOOTH APPLICATION FORM 2005

Contact Name: _____ **Exhibitor Name(s):** _____

Name of business: _____

Address: _____

City/town: _____ State: _____ Zip Code: _____

Telephone: _____ Email: _____ Website: _____

DESCRIPTION OF ITEMS TO BE SOLD OR DISPLAYED

Please include a photo (or several) of your work that we may keep on file and/or use for promotional purposes.

FEE *(Please check whichever applies.)*

Local non-profit organizations

___ \$25/day ___ Saturday ___ Sunday

___ \$35/two days

Arts/crafts exhibitors

___ \$35/day ___ Saturday ___ Sunday

___ \$50/two days

Commercial vendor

___ \$50/day ___ Saturday ___ Sunday

___ \$70/two days

Electrical hook-up? (Limited number available. First come, first served) **Important**, please describe the nature of electrical hookup required. We offer one 120V connection per booth.

___ \$25/one day (Please add to the booth reservation fee.)

___ \$40/two days (Please add to the booth reservation fee.)

_____ **TOTAL** *(Space & Electrical)*

For a sample of last year's festival, please visit our website at www.heritage-festival.org.