



VENDOR BOOTH INFORMATION and APPLICATION

NEWMARKET HERITAGE FESTIVAL - September 25, 26 & 27, 2009

Produced by the Newmarket Main Street Corporation

ABOUT THE FESTIVAL: The Seacoast's favorite international block party honors the rich diversity of tradition, past and present, that defines this small New England mill town. The 12th annual Newmarket Heritage Festival (*September 25, 26 & 27, 2009*) is an opportunity to enjoy multi-cultural entertainment, traditional arts demonstrations, fine arts and crafts, historical tours, children's programs, international foods, and more. Booths will be set up in a large parking area adjacent to the Newmarket Public Library at the corner of Route 108 and Elm Street on the northern end of the downtown village area and in the Schanda Park overlooking the Lamprey River. Other festival venues include the Gallery at Ampers& Studio, the American Legion, the Community Church, the Stone School Museum, and the Library. A free festival trolley will run continuously on Saturday and Sunday between parking locations and festival venues. The festival area is compact and walkable, making everything easily accessible from the main performance tent. Festival admission is \$7 for the entire weekend, including all performances, demonstrations, and tours (excluding meals and rides). Children under 12 are admitted free. For a sample of last year's festival, please visit <http://www.heritage-festival.org>.

BOOTH 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.
- The limited number of spaces available with electrical outlets each require an additional fee (see fees below).
- Food vendors using heated appliances (gas, electric, propane grills, deep-fat fryers, etc.) must provide a current certificate of insurance.
- No generators are allowed. No exceptions.

FEES: The festival includes three categories of exhibitors (see application form for details):

- 1) non-profit organizations,
- 2) artisans/craftspeople, and
- 3) commercial and/or food vendors.

All fees include Saturday and Sunday. Special arrangements can be made for vendors who wish to set up to open on Friday evening. Fees are not refundable, as the festival is a rain or shine event. See fee schedule and deadlines on application form.

SET-UP and BREAKDOWN: Booth set-up may begin up to three hours before the Festival opens on each weekend day. No exhibit booths may be set up on Friday evening unless prior arrangements have been made. Exhibitors are responsible for doing their own set-up and breakdown.

- Saturday, Sept. 26 - set-up time: 7:00 am - 9:30 am (The festival runs from 10:00 am - 9:00 pm.)
- Sunday, Sept. 27 - set-up time: 7:00 am - 9:30 am (The festival runs from 10:00 am - 7:00 pm.)

EXPECTATIONS:

- Booths should remain open from 10 am until 6 pm on Saturday and 10 am until 5 pm on Sunday. *Note: Exhibitors (especially food vendors) are encouraged to remain open later into the evening on Saturday. Vendors must supply their own lighting.*
- No vehicles will be allowed in the festival area during the festival.
- Most 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.
- When available, festival volunteers will offer booth coverage during short breaks (no selling during coverage).

SECURITY: 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. However, do not leave money or valuables.

PARKING: When you arrive, please report to the festival office, located in the large parking area adjacent to the Newmarket Public Library, 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 are available on site.) Parking is available at the festival site, with overflow parking available at the Newmarket Junior/Senior High School (Route 152). The free festival trolley will run on a regular basis among parking areas on Saturday and Sunday.

PUBLICITY: The festival is publicized through local media and on our Heritage Festival website (www.heritage-festival.org). 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. Vendors are accepted on a first-come, first-served basis, so please send us your application as soon as possible to reserve your space and get the best rate possible. Rates increase after June 1 and after August 1. See fee schedule and deadlines below. Keep in mind that in past years, booth spaces have often filled up, and we have had to turn away vendors on the waiting list. Additionally, the committee reserves the right to restrict the sale of merchandise it deems inappropriate.

Please send your application (along with a short description and photographs of your work) and full payment to Kimberly Newman (contact info below). 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 Alperin
Vendor Coordinator
jalperin1@yahoo.com
603-969-0531

Kimberly Newman
Assistant Vendor Coordinator
newgurk@myfairpoint.net
603.659.2511

Newmarket Heritage Festival

2009 VENDOR/ EXHIBITOR APPLICATION FORM

Please return this form with application fee to: Kimberly Newman, 23 Spring Street, Newmarket, NH 03857

Contact Name:

Exhibitor Name(s) during Festival:

Name of Business:

Address:

City/Town:

State:

Zip Code:

Telephone:

Cell Phone:

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. Please describe your items/booth here.

VENDOR CATEGORY & WEEKEND FEE STRUCTURE IS LISTED BELOW. PLEASE CIRCLE APPLICABLE CATEGORY & FEES.

<i>Fee, IF postmarked:</i>	<u>Before June 1</u>	<u>June 1 - August 1</u>	<u>After August 1</u>
Local Non-Profit Organizations	\$45	\$55	\$65
Arts/Crafts Exhibitors	\$70	\$90	\$110
<i>Note: You must personally handcraft your items; no manufactured or imported items are allowed in the Arts/Crafts Exhibitors category.</i>			
Commercial and/or Food Vendors	\$110	\$130	\$150
<i>Food vendors using heated appliances (gas, electric, propane grills, deep-fat fryers, etc.) must provide a current certificate of insurance. No generators are allowed (no exceptions).</i>			
ADD ELECTRICITY??			
Electrical Hook-Up	\$50	\$50	\$50
<i>Important: We offer one 120V connection per booth. Limited number of hookups available. Please describe the nature of hookup required.</i>			

TOTAL ENCLOSED WITH APPLICATION: \$ _____

Although we cannot guarantee your top choice is still available, please rank (1st or 2nd) the Vendor/Exhibitor booth areas according to your preference.

_____ Main Stage Area _____ Waterfront