



VENDOR INFORMATION and APPLICATION Newmarket Heritage Festival | September 24, 25, 26, 2010

ABOUT THE FESTIVAL: The Newmarket Heritage Festival, now in its 13th year, is a celebration of the arts, culture, history, and community spirit – rooted in a small New England mill town. The event has grown from a one-tent festival to a full weekend of multi-cultural music and dance, artisan demonstrations, historic walking tours, narrated boat tours, kayak excursions, a model railway, hands-on children’s activities, fine arts and crafts, strolling performers, vendor booths, a classic car exhibit, and more. Known as the Seacoast’s favorite international block party, the festival has gained a reputation for its eclectic mix of entertainment and activities, as well as its friendly atmosphere. Festival admission is \$7 for the entire weekend (excluding meals and select activities). Children under 12 are admitted free. To learn more about the festival, visit <http://www.heritage-festival.org>.

LOCATION: Vendor booths are 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 Ampers& Gallery, the American Legion, the Community Church, and the Stone School Museum. A free festival trolley runs continuously on Saturday and Sunday between parking locations and festival venues. The festival’s main venue is compact and walkable, making everything easily accessible from the performance tents. Festival admission is \$7 for the entire weekend, including all performances, demonstrations, and tours (excluding meals and select activities). Children under 12 are admitted free. To learn more about the festival, visit <http://www.heritage-festival.org>.

BOOTH SPACE: Booth spaces are approximately 10’ deep x 10’ wide.

- A limited number of spaces with electrical outlets require an additional fee (**see 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
- 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 begins up to three hours before the festival opens on each weekend day. (In some cases, booths may be set up on Friday evening. Arrangements must be made directly with the vendor coordinator.) Exhibitors are responsible for their own set-up and breakdown.

- **Saturday, Sept. 25 set-up time: 7:00 am – 9:30 am** (The festival runs from 10:00 am - 9:00 pm.)
- **Sunday, Sept. 26 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. (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 a designated parking area. (Food vendors and free portable restrooms are available on site.) Parking for vendors is available near 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 and festival venues on Saturday and Sunday.

PUBLICITY: The festival is publicized through local media and on the festival website (www.heritage-festival.org) and facebook page. The festival site includes links to all vendor sites. And we appreciate any mutual support you can provide by mentioning the Heritage Festival in mailings and/or on your website and facebook page (or by creating a link to our website).

DEADLINE: 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 your application as soon as possible to reserve your space and get the best rate possible. (Rates increase after June 1 and again after August 1. See fee schedule and deadlines below.) Keep in mind that booth spaces often fill up, and we may have to turn vendors away. *NOTE: The committee reserves the right to restrict the sale of merchandise it deems inappropriate.*

APPLICATION PROCESS:

- **Please email your application**, along with a short description and photographs or links to your work, to Donna LeGault: donnalegault@comcast.net
- **Please mail your vendor booth payment to:** Donna LeGault, 5 Hamel Farm Dr. Newmarket, NH 03857. *Make checks payable to the Newmarket Main Street Corporation.* (Your booth fee 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

Donna LeGault
Vendor Coordinator
donnalegault@comcast.net
603.659.4928



2010 VENDOR APPLICATION FORM

Please return this form with photos (and/or links to your website) to: donnalegault@comcast.net
 Please send the application fee to: Donna LeGault, 5 Hamel Farm Dr. Newmarket, NH 03857.
 Make checks payable to the Newmarket Main Street Corporation.

Contact Name:

Exhibitor Name(s) during festival:

Name of Business:

Address:

City/Town:

State:

Zip Code:

Telephone:

Cell Phone:

Email:

Website:

Description of booth and items to be sold/ displayed:

(Please include photos of your work for our files and for promotional purposes.)

VENDOR CATEGORY & WEEKEND FEE STRUCTURE IS LISTED BELOW.

PLEASE CIRCLE APPLICABLE CATEGORY & FEES.

<i>Fee, IF postmarked:</i>	Before June 1	June 1 - August 1	After August 1
Local Non-Profit Organizations:	\$45	\$55	\$65
Arts/Crafts Vendors: <i>Note: You must personally handcraft your items; no manufactured or imported items are allowed in the Arts/Crafts Exhibitors category.</i>	\$70	\$90	\$110
Commercial and/or Food Vendors: <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>	\$110	\$130	\$150
ADD ELECTRICITY?? (charge per booth)	\$50	\$50	\$50
Electrical Hook-Up <i>Important: We offer one 120V connection per booth. There are <u>no</u> 220V hookups available. Limited number of hookups available. Please ensure all of your electrical equipment is safe and in good working order. Please describe the nature of hookup required.</i>			
TOTAL ENCLOSED WITH APPLICATION (Booth(s) & Electricity (if applicable): \$_____ Please make out checks to: Newmarket Main Street Corp.			

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