



VENDOR INFORMATION and APPLICATION Heritage Festival | September 24 & 25, 2011

ABOUT THE FESTIVAL: Now in its 14th year, the Heritage Festival 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:** Adults: \$10/weekend; \$7/day. Children: \$3 (ages 6-12); children under 6 are free. *Admission covers all performances and events (excluding meals and select activities).* To learn more, visit <http://www.heritage-festival.org>.

LOCATION: The festival has three venues: **1) Main Venue** is located at the corner of Main Street (Route 108) and Elm St. in a large paved area adjacent to the Newmarket Public Library. Vendor booths are located here, along with the Main Tent, Workshop Tent, Artisan Tent and Children’s Tent. **2) Waterfront Venue** is located at the end of Water Street near the Community Church. More vendor booth spaces are available here, along with kayaking, scenic boat rides, a climbing wall, a bungee bounce, the Travelin’ Barnyard, a classic car exhibit, and the waterfront stage. **3) Downtown Venue** includes strolling performers, the model trains (American Legion building), a community art exhibit (Ampers& Studio), the historic Engine House, and a harvest supper (Community Church). **Directions:** Please check the festival website for directions to Newmarket and a map of the festival site: <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.) and are encouraged to bring weights for tents (in case of wind).
- Tables must be covered to the ground on three sides
- A limited number of spaces with electrical outlets require an additional fee (**see below**).
- Wattage for electrical equipment must be submitted with your application.
- Food vendors using heated appliances (gas, electric, propane grills, deep-fat fryers, etc.) must provide a current certificate of insurance.
- All vendors must keep booth open & available to the public as stated on the Vendor Application.
- No generators are allowed.

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

- 1) nonprofit 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 on Friday late in the afternoon or early 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.

- **Friday, Sept. 23** - Early setup time from 3pm to 8pm. Call to arrange.
- **Saturday, Sept. 24 set-up time: 7:00 am – 9:30 am**
- **Sunday, Sept. 25 set-up time: 7:00 am – 9:30 am**

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 (sun, wind and rain).
- When available, festival volunteers will offer booth coverage during short breaks (no selling during coverage).

SECURITY: Overnight security will be provided for the festival area Friday night and Saturday night, 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 our website and Facebook page. The festival site includes links to all vendor sites. And we appreciate any mutual support you can provide by linking/mentioning the Heritage Festival in mailings and/or on your website and Facebook page.

DEADLINE and APPLICATION PROCESS: We welcome your interest in the Heritage Festival. Our goal is to provide a balanced mix of fine arts and crafts and other items appropriate for the event. 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 after August 1. See fee schedule and deadlines below. (Keep in mind that booth spaces often fill up, and we have to turn away vendors on the waiting list.) *NOTE: The committee reserves the right to restrict the sale of merchandise it deems inappropriate.*

Please email your application (along with a short description and photographs or links to your work) to Bob LeGault (contact info below). Make checks payable to the Newmarket Main Street Corporation and mail to Bob LeGault, 5 Hamel Farm Dr., Newmarket, NH 03857. Your deposit will be refunded if your items are not selected for this year's festival. **Directions:** Please check the festival website for directions to Newmarket and a map of the festival site: <http://www.heritage-festival.org>.

Bob LeGault
Vendor Coordinator
Bob.Legault@comcast.net
603.479.1853



2011 VENDOR APPLICATION FORM [SEPT. 24 & 25]

Please return this form with photos (and/or links to your website) to: bob.legault@comcast.net
 Please send the application fee to: Bob 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:	\$55	\$65	\$75
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>	\$80	\$100	\$150
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>	\$125	\$150	\$195
ADD ELECTRICITY?? (charge per booth)	\$60	\$60	\$60
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 wattage and 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.

_____ **Main Venue** _____ **Waterfront Venue**