



THE MUSHROOM FESTIVAL, INC.

P.O. Box 1000 KENNETT SQUARE, PA 19348

Email: vendors@mushroomfestival.org

2012 PROMOTIONAL VENDOR RULES & REGULATIONS

Mission:

The Mission of The Mushroom Festival is to promote the mushroom, educate consumers about the health benefits of mushrooms and to promote tourism in Southern Chester County, all while financially supporting local and regional charities through a grant process.

General Information:

The Mushroom Festival will take place Saturday and Sunday, September 8th and 9th, 2012 in downtown Kennett Square, PA. Festival hours are from 10 AM – 7 PM on Saturday and 10AM – 5 PM on Sunday. This is an outdoor street festival and will be held rain or shine.

Promo Vendor Eligibility:

Vendors that are **promoting** their product only, must submit a Promotional Vendor Application. These vendors will be located in one of our Business Expo areas or, for a higher fee, on State Street.

Promotional Vendor Fees:

- **\$600** for the 2-day event (10'X10' space) On an off street location (Meredith, Union, Bove's Lot)
- **\$2000 for the 2 day event (10' x 10' space) on State Street. Only five spaces are available.**
- Canopies (required), tables/chairs, and electric are available for an additional fee (see application)
- All fees must be submitted at the time of application. Those vendors not accepted will have their checks returned.

Application Procedure:

- Completed application must include 4 pictures of merchandise and booth set-up.
- The Selection Committee will meet every two weeks to consider all applications received at that time. The Committee's decision is based on the needs of The Mushroom Festival and is final.
- Vendors will be notified of their acceptance status in a timely manner. Those accepted will receive space assignment and set-up information in mid-August.

General Rules:

- All vendors must supply their own 10' X 10' canopy or rent one of ours.
- All display and merchandise must be placed within your 10' X 10' space. Items may not extend into the street more than 10 feet from the curb or extend behind your booth space.

Sidewalks must remain open and clear at all times.

- This is a family event. No flammable or harmful items may be displayed.
- No booth sharing is allowed.
- Overnight security will be provided. Each vendor is responsible for securing their booth.
- The Festival is not responsible for any loss or theft incurred by any vendor.
- Vendors are responsible for removing all trash from their area each evening and may not use Festival trash receptacles for its disposal.
- Vendor must notify the Mushroom Festival immediately of cancellation. No refunds will be granted within 30 days of the show.

Special Note:

Accepted vendors will not be allowed to use the name "Mushroom Festival" or any of The Mushroom Festival logos on their products without written permission from The Mushroom Festival Board of Directors.



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Hold Harmless Clause:

Vendor, its officers, and members shall hold harmless and defend The Mushroom Festival, Inc. and its agents, officers and volunteers from all liability, judgments, suits, costs and actions, including attorneys' fees and all costs of litigation of every kind and description brought or rendered against The Mushroom Festival, Inc. as a result of loss, damage, or injury of persons or property by reason of any act of failure to act by its officers, members or volunteers.

I have read the terms and conditions as outlined in the Promotional Vendor Rules & Regulations and agree to abide by them.

Signature of Applicant Business Name

Print Name of Applicant Date



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2012 PROMOTIONAL VENDOR APPLICATION

Business Name: _____

Contact Name: _____

Type of Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Cell/Pager: _____ Email: _____

All fees are for Saturday and Sunday. Participants are required to remain open during all Festival hours.

Description of vendor space (canopy or vehicle including size, etc) and what you plan to distribute: (Use back if needed):

of 10' X 10' spaces: _____ \$600 per space (2 days - ON side street) \$ _____

_____ \$2000 per space (2days - ON State Street) \$ _____

of 8' X 30" tables/2 chairs: _____ \$40 per set/2 days (\$50 after 7/1/2012) \$ _____

of 10' X 10' canopies: _____ \$120 per canopy / 2 days (\$150 after 7/1/2012) \$ _____

Canopies are required. You must supply your own canopy or rent ours.

ELECTRICITY: (Limited availability) **Generators are not allowed.**

_____ No electricity needed

_____ 110V Hookup needed \$75 / 2 days (\$100 after 7/1/2012) \$ _____

Total of enclosed check: \$ _____

(Make checks payable to: The Mushroom Festival, Inc.)

The following must be submitted at time of application:

- Completed application, including a description of your merchandise (required by all applicants).
- Four pictures of vendor set-up (2011 vendors are exempt)
- Signed Rules & Regulations statement (keep a copy for your files)
- A check for the appropriate amount made payable to The Mushroom Festival, Inc.
- The Selection Committee will meet every two weeks to consider all applications received at that time. The Committee's decision is based on the needs of The Mushroom Festival and is final. Vendors will be notified of their acceptance status in a timely manner. Failure to submit required information will delay this process.

I have read the terms and conditions as outlined in the accompanying Rules & Regulations and application and agree to abide by them.

SIGNATURE: _____ DATE: _____

Please do not write in the box below. Festival use only.

Postmark date: _____ Check # _____ Amt. _____

Vendor accepted/rejected (circle one)

Check to treasurer: _____ Vendor notified: _____