

January 2016



Dear friends,

Each August, the American Folk Festival attracts approximately 100,000 visitors to the Bangor waterfront to enjoy first-class music, traditional art and food. Again this year, the Festival's Marketplace will offer festival-goers a unique shopping experiences by showcasing arts, crafts, and made-in-Maine food products.

The Festival is now accepting Marketplace vendor applications for the 2016 Festival, on August 26, 27 & 28. In addition to offering vending opportunities for vendors of crafts and pre-packaged food, **we are excited to announce the addition of the Art Marketplace where artists can feature and sell their paintings, drawings, photography, etc.** To maintain the highest standards Marketplace vendors are reviewed by committee (see guidelines for more details).

Please keep in mind the following important dates in 2016:

- March 11** Deadline for application and non-refundable \$30 application processing fee.
Early May Notification of acceptance or rejection mailed to applicants.
June 30 **Completed contracts and booth fee must be received at the festival office.**
No refunds will be given to vendors who withdraw after this date.

Aug 26-28 2016 American Folk Festival on the Bangor Waterfront

Accompanying this letter, you will find the vendor guidelines and an application form for:

- Craft Marketplace (pages 3, 4 & 7)
- Taste of Maine (pages 3, 5, & 7)
- Art Marketplace (pages 3, 6 & 7)

Please thoroughly read the guidelines and fully complete the application. Mail the application and a **non-refundable \$30 application processing fee** to the American Folk Festival, Attn: Marketplace Vendor Selection Committee, PO Box 1206, Bangor ME 04402. Applications must be postmarked by **March 11, 2016.**

Please contact the festival office at (207) 262-7765 if you have any questions. We look forward to receiving your application.

Sincerely,

Heather McCarthy
Executive Director

Denise Libby
Site Services Coordinator

Enc.: application, guidelines

American Folk Festival ◇ PO Box 1206, Bangor ME 04402 ◇ (207) 262-7765
www.americanfolkfestival.com

Marketplace Vendor Application
American Folk Festival on the Bangor Waterfront - August 26-28, 2016

Eligibility:

1) All applicants must be the creators of the items displayed & sold.

A. **Craft Marketplace-** *Eligible items include, but are not limited to: jewelry, pottery, quilts, custom furniture, stained and blown glass, woodwork, and herbal/personal care.*

B. **Taste of Maine-** *pre-packaged made-in-Maine food products.*

C. **Art Marketplace-** *Eligible items include, but are not limited to: paintings, drawings, sculptures, and photography.*

Ineligible items include, but are not limited to, crafts made from store-bought kits or molds, commercial reproductions, manufactured items that have been assembled, commercial molds or patterns.

2) Unless authorized by the Festival, the applicant(s) must supervise and be responsible for booth operations.

If you meet the above criteria, we invite you to apply for space as a Marketplace Vendor at the 2016 American Folk Festival.

If you would like to be considered for the 2016 American Folk Festival, please submit:

1. A completed and signed application (either page 4, 5, or 6, PLUS pages 3 & 7)
2. Professional quality photos if you are a:
 - a) Previous AFF vendor who has *changed or added to their product line*, or a
 - b) New applicant. Please submit four to six color photographs of your work, or a color brochure.
Photos will not be returned.
3. A **non-refundable** \$30 application processing fee, payable to the American Folk Festival.
4. A list of items that you wish to sell (as indicated on page 4-6).

Forward all materials to the address below. Applications must be postmarked by March 11, 2016.

American Folk Festival
Attn: Marketplace Vendor Selection Committee
PO Box 1206
Bangor ME 04402

Hours of Operation (subject to change)

Friday: 5 pm to 10:30 pm; **Saturday:** 11 am to 10:30 pm; **Sunday:** 11 am to 6:30 pm

Your application will be evaluated for quality and uniqueness. The Review Committee will make their selections and notify applicants in early May.

AFF Marketplace Application – Page 3 (to be completed by all applicants)

This application is not an offer or guarantee of space. All questions must be answered completely before consideration for space can be given.

Name:

Business Name:

Mailing Address:

City:

State:

Zip Code:

Day Phone:

Evening Phone:

Cell:

Email:

Website:

ME State Sales Tax Number *(required)*: _____

If selling Native American art, Band Number *(required)*: _____

The Festival receives inquiries from others in need of vendors for various events. May we share your contact information with these event organizers? Yes No

CATEGORY

Please select the category that best describes your work. The Selection Committee reserves the right to reassign the artist's category as deemed appropriate.

____ Craft Marketplace- proceed to pages 4 & 7 *(Eligible items include, but are not limited to: jewelry, pottery, quilts, custom furniture, stained and blown glass, woodwork, herbal/Personal care, fiber arts)*

____ Taste of Maine – proceed to pages 5 & 7 *(packaged made-in-Maine food products)*

____ Art Marketplace – proceed to pages 6 & 7 *(Eligible items include, but are not limited to: original and replications of paintings, drawings, sculpture, photography)*

Craft Marketplace

Location: Craft Marketplace vendors will be located along the Railroad Side of the street between Railroad Stage and the Dance Pavilion.

Hours of Operation: Friday August 26th: 5-10:30pm
Saturday August 27th: 11am–10:30pm
Sunday August 28th: 11am–6:30pm

Booth Fee: \$425 for a 10 x 10 space under a large tent
\$850 for a 20 x 10 space under a large tent

Please **INITIAL** the statement best describes your business:

____ I or my family makes all the items to be sold.

____ All items being sold are handmade using raw materials that have been generated by myself.

If neither of these statements apply please return to page two and read the Eligibility guidelines.

Category

Please select the category within the Craft Marketplace that best describes your work. The Selection Committee reserves the right to reassign the artist's category as deemed appropriate.

- | | |
|---|---|
| <input type="checkbox"/> Ceramics & Pottery | <input type="checkbox"/> Native |
| <input type="checkbox"/> Fiber art | <input type="checkbox"/> Weaving & Textile Design |
| <input type="checkbox"/> Glass | <input type="checkbox"/> Woodworking |
| <input type="checkbox"/> Herbal/Personal Care | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Jewelry | |

Please include or attach a list of all the items and prices that you wish to sell. Please be as specific as possible. Consideration will only be given to the items included with this application.

If all items are NOT designed AND created by you please explain who is involved in the design and production of the items you wish to sell.

Vendor Placement – Please review the guidelines for detailed information regarding vendor placement within the Marketplace.

⇒ **Vendors returning from 2015:** If possible, would you like to be placed in the same location?:

yes no

Taste of Maine

Location: Taste of Maine Vendors will be located in the Craft Marketplace along the Railroad Side of the street between Railroad Stage and the Dance Pavilion.

Hours of Operation: Friday August 26th: 5-10:30pm
Saturday August 27th: 11am–10:30pm
Sunday August 28th: 11am–6:30pm

Booth Fee: \$425 for a 10 x 10 space under a large tent
\$850 for a 20 x 10 space under a large tent

Please **INITIAL** if the following statement applies to your business:

_____ My products are made in Maine.

If this statement does not apply please return to page two and read the Eligibility guidelines.

Category

Please select the category(s) within Taste of Maine that best describes your work. The Selection Committee reserves the right to reassign the artist's category as deemed appropriate.

- Fudge (by the ½ pound or larger)
- Salsa
- Sauces
- Spices/Rubs
- Jams/Jellies
- Pickles/Relishes
- Other: _____

Please include or attach a list of all the items and prices that you wish to sell. Please be as specific as possible. Consideration will only be given to the items included with this application.

Please explain how your product was originally developed.

Vendor Placement – Please review the guidelines for detailed information regarding vendor placement within the Marketplace.

⇒ **Vendors returning from 2015:** If possible, would you like to be placed in the same location?:

yes no

Art Marketplace

Location: The Art Marketplace will be located near the “Sea Dog end” of Front Street.

Hours of Operation: Friday August 26th: 5-9pm
Saturday August 27th: 11am–9pm
Sunday August 28th: 11am–6:30pm

Booth Fee: \$375 for a 10 x 10 tent space, vendors must supply their own tent (vendors may use up to 3ft outside of their tent on either side).

Please **INITIAL** if the following statement applies to your business:

_____ All the artwork to be sold (originals or replications) is my own original work.

If this statement does not apply to you please return to page two and read the Eligibility guidelines.

Category

Please select the categories within the Art Marketplace that best describe your work. The Selection Committee reserves the right to reassign the artist’s category as deemed appropriate.

- Painting
- Drawing
- Pastel
- Oils
- Photography
- Mixed Media
- Sculpture
- Other: _____

Please include or attach a list of all the items and prices that you wish to sell. Please be as specific as possible. Consideration will only be given to the items included with this application.

* Please include four to six color photographs of your work, or a color brochure of the items you wish to sell.

ALL APPLICANTS MUST COMPLETE THIS PAGE

1 Please initial each item

	I have included a signed application. (pages 3-7 please only include the pages applicable to your business)
	I have included a NON-REFUNDABLE \$30 application fee, payable to the American Folk Festival.
	I have included a list of all the items I wish to sell and their prices.
	If am a NEW vendor, or a returning vendor with different items I wish to sell, I have included current photograph of these items. I understand that photos will <u>not</u> be returned.
	I understand that, as an independent contractor, I will be responsible for reporting sales tax directly to the State of Maine.
	I understand that artists must supervise and be responsible for booth operations for the contracted hours. See Marketplace guidelines for details.
	I understand that the Festival makes no sales guarantees.
	I understand that the producers of the festival will determine my booth's location.
	I have read the Marketplace Vendor Guidelines and agree to abide by them.

2 Risk and Liability

I, the undersigned, hereby release and agree to hold harmless the American Folk Festival and its producers from any damage to my property or any personal injury which I or my helpers may sustain while participating in the American Folk Festival on August 26, 27, and 28, 2016. Further, I agree to abide by the guidelines for participation, as listed in the Marketplace Vendor Guidelines and all policies and guidelines developed by the American Folk Festival planning committee. I understand that failure to follow these regulations can mean expulsion from this year's or future festivals.	
Signature:	Date:

Incomplete applications will not be considered.

3 Mail application package (postmarked by **March 11, 2016**) to:

American Folk Festival
 Attn: Marketplace Selection Committee
 PO Box 1206
 Bangor, ME 04402

If you have any questions, please contact the Festival office at 207-262-7765.

The committee will make its selections and notify applicants in early May 2016.

AMERICAN FOLK FESTIVAL on the Bangor Waterfront

2016 Marketplace Vendor Guidelines

August 26, 27 & 28, 2016

Applicable to ALL Vendors

Application and Review Process

- » All vendors must apply each year, including vendors who have participated in previous festivals.
 - » Applicants must complete the application and answer all questions. Festival organizers may request clarification; failure to provide clarification is grounds for rejection.
 - » Professional quality photos (four to six color photographs of your work, or a color brochure) are required for:
 - Previous AFF vendors who have *changed or added to their product line*.
 - New exhibitors.
- Photos will not be returned.**
- » Applications, including \$30 non-refundable application processing fee, must be postmarked by **March 11, 2016**. Timely applications will be considered before late applications.
 - » Failure to meet application and/or contract fee deadlines may result in forfeiture of booth space.
 - » The American Folk Festival reserves the right to reject any and all applications.
 - » In order to ensure quality and diversity, all applicants are reviewed by a committee. Reviewers base their decisions on the quality, originality, & venue compatibility of the applicant's merchandise.
 - » The AFF strives to present a well rounded show; therefore we limit multiple vendors selling similar items.

Operation

- » Booths must be staffed for all contracted hours.
- » The applicant must be an attendant at the booth, unless authorized through the Festival office.
- » The festival goes on **rain or shine unless extraordinary weather presents a safety issue**. All vendors are expected to be open during contracted hours unless they are notified by Festival personnel.

Payment/ Refunds

- » The AFF reserves space upon receipt of payment.
- » Vendors forfeit space if payment is not received by the June 30, 2016 deadline.
- » Vendors must pay their balance in-full by June 30, 2016.
- » Credit Card/Debit Card Payments: Vendors using a Credit Card or Debit Card to make a payment are responsible for paying the 5% processing fee in addition to their booth payment.
- » Refunds will not be issued for inclement weather.
- » Refunds will not be issued for cancellations after June 30, 2016.

Space Details

- » Vendors may not trade, switch, or set up in another area.
- » No holes may be dug.
- » Water service is not available in any Marketplace space.
- » Phone lines are not available in any Marketplace space.
- » Vendors must restrict all activities to their booth space.
- » Vendors may not advertise outside of their booth space (this includes, but is not limited to: the use of rovers, flyers and sandwich boards.)
- » Space-sharing or subletting will not be permitted, nor can the vendor assign the contract to another party.
- » Raffles are not allowed.
- » Camping is not allowed on the festival site.

General Guidelines

- » Generators are not allowed.
- » Although there will be security on Friday and Saturday nights, fixtures and materials are left overnight at the vendors' risk. The AFF's insurance will not cover personal property, so vendors should obtain their own insurance.
- » Vendor is responsible for a clean booth area, free of debris.
- » Vendors may sell **only** the type of work the AFF has invited them to sell (indicated on contract).
- » The AFF encourages vendors to perform ongoing demonstrations within their booths.
- » The Festival provides basic lighting. Vendors are encouraged to bring their own display lighting.
- » Vendors must comply with all logistical regulations.

Vendor Placement

- » Management will determine the location of your booth. The layout of the Marketplace is subject to change year to year depending on site conditions. Details regarding booth location will be included in the July mailing materials. **Vendors may not trade, switch, or set up in another area.**
- » No space will be held without a completed contract by June 30, 2016.
- » The following factors impact Marketplace vendor placement:
 - Product type (goal is to limit the number of vendors who sell the same type of product and to place vendors who sell similar products in different areas of the Marketplace.)
 - Taste of Maine vendors offering food samples will be not be placed next to vendors selling fiber art.
- » Once these factors have been considered, priority will be given to vendors with the most seniority (number of consecutive years as a Festival vendor) in good standing (timely application, account current).
- » Site layout permitting, 2015 AFF vendors who have been accepted as 2016 AFF vendors will be given the option of being placed in the same location or can request to be relocated to an unassigned space. Once all 2015 AFF vendors have been placed, remaining spots will be filled.
- » **Any special location requests need to be included on the vendor application.** The AFF accommodates special requests on a case-by-case basis; charges may apply.

Set up

- » Marketplace vendors must arrive to set up their booths on Friday August 26, 2016 between 8a & 2p.
- » Booths must be set up and operational by 5p on Friday, August 26, 2016.

Marketing

- » All Festival vendors will receive the following marketing benefits:
 - A listing on the Festival's website, with a link to the vendor's website (if provided).
 - A listing in the Festival's Official Program Guide.
 - A listing in one of the Festival's newsletters.

Vehicles on Site

- » **Vehicles are allowed** on-site **ONLY** during the following times:
 - Friday – until 3 p.m. & after 11 p.m.
 - Saturday – until 10 a.m. & after 11 p.m.
 - Sunday – until 10 a.m. & after 7 p.m.
- » For the safety of the festival's attendees, vehicles are **not allowed** to move onto or within the site during operating hours or during a window before and after scheduled events when attendees arrive and depart.
- » Vendors will receive **one** parking pass for the designated vendor parking lot. Vendors must park their vehicle in this lot and may not remove the vehicle from the lot until after operating hours.
- » Only authorized vehicles may be parked on Festival grounds. Vehicles are NOT allowed to be parked across from or near the Marketplace.

Electricity

- » A 10 Amp (1000 Watt 120 Volt) single outlet electrical service is included at no charge. Vendors requiring additional electrical service must contact the Festival office prior to June 30, 2016.
- » Vendors must place electrical plugs where the AFF directs them.
- » Vendors should bring **one 12-gauge cord per circuit** and other outlet strips as needed. Cords should be labeled with the business name at both ends. All cords not of acceptable gauge will be disconnected.
- » Additional power may be available at some locations and will be charged on a time and materials basis.
- » The AFF will not be obligated to meet extra power requests received after **June 30, 2016**.

Booth Clean Up

- » Vendors may not begin to dismantle or remove booths before 6:30 p.m. on Sunday, August 28, 2016.
- » Vehicles are NOT allowed on-site until 7pm on Sunday, August 28, 2016.
- » Be aware that pedestrians will still be present on Festival grounds during tear-down.
- » Vendors must take home their entire booths – including carpet, display racks, storage containers, and decorations.
- » All booths must be broken down by 10 p.m. Sunday.
- » Any vendors failing to completely clean up their booth areas must pay a clean-up fee, as well as a cleaning deposit for the following year's festival.

Trash disposal

- » Vendors must properly dispose of trash and cardboard as directed by Festival personnel.

Taxes & Insurance

- » Vendors are responsible for all state and federal taxes. Call (207) 624-9693 for your Maine State Sales Tax number.
- » **Marketplace Vendors** must choose one of the following options regarding liability insurance:
 - Vendors who already have a Liability Insurance policy can request from their agent that a Certificate of Additionally Insured be issued, listing the American Folk Festival as Additionally Insured showing liability insurance minimum coverages of \$1,000,000 per occurrence Bodily Injury **and** \$1,000,000 per occurrence Property Damage, arising from your Premises and Operations or your Products and Completed Operations.
 - Vendors who do not have a Liability Insurance policy may purchase the required liability coverage through the Festival's policy for an additional \$70.
 - Vendors can sign a waiver, releasing the American Folk Festival from any claims of liability associated with Vendor's participation in the event.
- » The AFF disclaims any authority of control over the operation of vendors. Vendors assume all rights and responsibilities for the conduct of their operations including, but not limited to: obtaining liability and general coverage insurance for vendor-related activities adhering to all local and state ordinances and regulations.

Vendors who fail to comply with or repeatedly violate these guidelines may be expelled and/or not invited to apply. The AFF reserves the right to amend these guidelines as needed.

In the event of a dispute, the decision of the AFF Board of Directors will be accepted as final.

Craft Marketplace

Selection Process

- » All arts & crafts items sold must be created by the artist.
- » Eligible items include, but are not limited to: jewelry, pottery, quilts, custom furniture, textile art, stained and blown glass, woodwork, herbal/personal care,
- » Ineligible items include, but are not limited to, crafts made from store-bought kits or molds, commercial reproductions, manufactured items that have been assembled.
- » In order to ensure quality and diversity, all applicants are reviewed by a committee. Reviewers base their decisions on the quality, originality, & venue compatibility of the applicant's merchandise.
- » The AFF strives to present a well rounded show; therefore we limit multiple vendors selling similar items.

Hours of Operation

- » Craft Marketplace and Taste of Maine Vendors Festival hours are:
 - Friday - 5 p.m. to 10:30 p.m. Saturday - 11 a.m. to 10:30 p.m. Sunday - 11 a.m. to 6:30 p.m.

Pricing

- » Booth fees are: \$425 for a 10x10 and \$850 for a 20x10 and covers the 3-day Festival.
- » Booth fee includes tented space, two chairs, a 10 Amp (1000 Watt 120 Volt) single outlet electrical service, and security for Friday and Saturday night.

Taste of Maine

Selection Process

- » All packaged food items sold must be pre-packaged and made-in-Maine.
- » In order to ensure quality and diversity, all applicants are reviewed by a committee. Reviewers base their decisions on the quality, originality, & venue compatibility of the applicant's merchandise.
- » The AFF strives to present a well rounded show; therefore we limit multiple vendors selling similar items.

Hours of Operation

- » Craft Marketplace and Taste of Maine Vendors Festival hours are:
 - Friday - 5 p.m. to 10:30 p.m. Saturday - 11 a.m. to 10:30 p.m. Sunday - 11 a.m. to 6:30 p.m.

Pricing

- » Booth fees are: \$425 for a 10x10 and \$850 for a 20x10 and covers the 3-day Festival.
- » Booth fee includes tented space, two chairs, a 10 Amp (1000 Watt 120 Volt) single outlet electrical service, and security for Friday and Saturday night.

Samples

- » Those vendors offering samples must adhere to the following:
 - Samples must be no more than ¼ of a normal serving size.
 - Only samples that can be served at room temperature will be allowed.
 - Cooking or heating of samples must be approved through the Festival office.
- » Vendor must adhere to City & State guidelines.
- » Vendor cannot offer samples outside of their booth space.

Art Marketplace

Selection Process

- » All the artwork to be sold (originals or replications) must be the artist's own original work.
- » Ineligible items include, but are not limited to, crafts made from store-bought kits or molds, commercial reproductions, manufactured items that have been assembled.
- » In order to ensure quality and diversity, all applicants are reviewed by a committee. Reviewers base their decisions on the quality, originality, & venue compatibility of the applicant's merchandise.
- » The AFF strives to present a well rounded show; therefore we limit multiple vendors selling similar items.

Hours of Operation

- » Art Marketplace Festival hours are:
 - Friday – 5 p.m. to 9 p.m. Saturday – 11 a.m. to 9 p.m. Sunday – 11 a.m. to 6:30 p.m.

Pricing

- » Booth fee is \$375 for a 10x10 tent space and covers the 3-day Festival.
- » Booth fee includes a 10x10 space for a tent (vendors must provide their own tent, including proper weights) plus an additional 3 ft frontage on either side of the tent, two chairs, a 10 Amp (1000 Watt 120 Volt) single outlet electrical service, and security for Friday and Saturday night.

Booth Covering

- » Canopies/tents are required for every food vendor. Vendors bringing their own canopy/tent need to provide proof that the canopy/tent is flame retardant (tag or certification). Tarps are not an acceptable canopy.