

National Moofest June 4 - 5, 2011

Non-food Vendor Information

The following rules apply to all vendors equally. We thank you for abiding by them.

- All art and craft work must be produced by the exhibiting artist, and must be original in concept, design and execution.
- Applications will be selected for participation based upon:
1. appropriateness to the event, 2. quality, and 3. "fit" within the organizers' need for a diverse and interesting mix of vendors.
- Churches, community service and other non-profit 501(c) 3 organizations are most welcome to attend and conduct their *non-food* fundraising activities at a reduced vendor booth price.
- Application deadline is April 30, 2011
- Booth Fee: \$100 - for profit vendors, \$60 - non-profit vendors, \$40 - non-profit information only vendors, \$100 - commercial information only vendors
- A non-refundable application fee of \$10 is required for all entries when applying.
- If you have not participated in our festival before or if you are selling new items, please submit photos or a CD-ROM with 4 images: three of your art/craftwork/item, and one of your display/booth set-up. Please submit only the photos requested. Only items listed on your application may be sold.
- One application per artist/crafts person, non-profit organization or church. Shared booths are permitted for a booth fee of \$65 per vendor, and each vendor must pay the non-refundable application fee of \$10.
- The festival reserves the right to ask you to remove any items that do not reflect the work/items presented in the application images, or which we consider to be unsuitable.
- No vendor may sell water or ice. We also ask that you not give free water. These items will be sold exclusively by National Moofest. No vendor may sell lemonade or frozen lemonade as exclusivity has been given to a single vendor.
- Artists & Crafts persons, non-profits, and churches must provide attractive, visible signage stating their name (business and/or artist) and home city and state.

Display Space: Booths are 12' x 12'. Artists & Crafts persons, non-profits, churches & exhibitors need to bring their own (10x10 max.) tents, tables, chairs, displays, table coverings and signage.

Hours of Operation: The festival hours are Saturday, June 4, 10:00 am - 7:00 pm and Sunday, June 5, 1:00 - 6:00 pm. Vendors must participate both days. There will be **no early breakdown** unless permitted by festival staff. **Rain or shine event!**

Electricity: Electricity is available upon request but is limited. **There will be \$25 fee for electricity.** No generators will be permitted. Vendors must provide their own outdoor rated extension cords, plug-in strips, and duct tape to secure the cords.

Theme: The event is intended to have the feel of a **country fair**, projecting an image of quality and tastefulness appropriate for the entire family. Note that product offerings need NOT have a "Dairy" image, only fit appropriately with the desired tone of the event.

Space Assignments: You will receive your vendor space assignment when you arrive at vendor check-in.

Set Up and Breakdown: All participants must check in at the Vendor Check-in area to pick up their vendor pack. Vendors may check in after 6:00 p.m. on Friday or on Saturday from 7 a.m. to 9:30 a.m. Please use your business name, if applicable, at check-in. Vendors will be allowed to unload at their designated booths at these times only. **No set up is allowed earlier than 6 p.m. on Friday or 7 a.m. on Saturday.** All vehicles must be moved to assigned parking areas no later than 9:30 a.m. on Saturday morning.

For breakdown, please be prepared to hand truck remaining inventory, etc. to your car. **Please be aware that no cars will be allowed on the streets until after all patrons have gone.** Festival staff will notify you when the streets are clear.

Refunds: Cancellations must be submitted in writing to the address on application. Vendors whose cancellations are received on or before May 1, 2011 will receive a full refund, except for the non-refundable \$10 application fee. Cancellations received after May 1 will receive no refunds.

No refunds will be made in the event of inclement weather. Rain or shine event.

Please check that you have included everything in the application:

- **Completed Application**
- **Non-refundable Application Fee + Appropriate Booth Fee**
- **Photos or CD of your work or your web address with representative images. [We may feature one of your images in our Festival Program at our discretion. We will put your name with it if we do.]** *artists and crafters only
- **A copy of 501(c)3 for non-profit organizations or insurance verification if applicable.**
- **Your business card**

Thank you for your interest in National Moofest 2011.

If you have any questions, please visit our website, www.nationalmoofest.com, for vendor contact information.

National Moofest Vendor Application

Business Name: _____

Contact: _____

Phone(s) _____

Address: _____

City, State, and Zip: _____

Email: _____ web address _____

Description/List of Items to be Sold:

(only items listed may be sold) Handmade items: Yes No (circle one)

Will need electricity (110 only) Yes No (circle one)

If yes, please add \$25.00..... _____

Booth Fee (profit/non-profit/exhibitor)..... _____

Application Fee (\$10 per vendor)..... \$10.00

Total..... _____

We accept Checks or Credit Cards for payment (Visa and Mastercard only)

Name _____

CC# _____

Exp. date _____

Check # _____

Thank you for applying...we are looking forward to a fantastic festival!

The festival, or its coordinators, cannot be held responsible or liable for any loss or damage to property or injury to any person participating in the event. This includes any damage caused by inclement weather as this is a rain or shine event. A signed application is an agreement to participate according to these terms.

Signature _____ Date _____

Please mail your application (and its components) to:

National MooFest

Attn: Sharon Crittenden

P. O. Box 370

Athens, TN 37371-0370