

January 2017



Dear friends,

Each August, the American Folk Festival attracts approximately 90,000 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-New England food products.

The Festival is now accepting Marketplace vendor applications for the 2017 Festival, on August 25, 26 & 27. 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 2017:**

- March 10** 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 25-27** 2017 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 10, 2017**.

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](http://www.americanfolkfestival.com)

**Marketplace Vendor Application**  
American Folk Festival on the Bangor Waterfront - August 25-27, 2017

**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 New England-** *pre-packaged made-in-New England 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 2017 American Folk Festival.

If you would like to be considered for the 2017 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 10, 2017.**

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: \_\_\_\_\_

Business 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 New England – proceed to pages 5 & 7 *(packaged made-in-New England 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 on the grass between Railroad Stage and the Dance Pavilion food vendors.

**Hours of Operation:** Friday August 25<sup>th</sup>: 5-10:30pm  
Saturday August 26<sup>th</sup>: 11am-10:30pm  
Sunday August 27<sup>th</sup>: 11am-6:30pm

### Booth Fee:

\$400 for a 10 x 10 space (vendor must bring their **own tent**. See Booth Covering guidelines for more information)

\$800 for a 20 x 10 space (vendor must bring their **own tent**. See Booth Covering guidelines for more information)

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/cultivated by myself (i.e. alpaca wool).

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 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 provide an artist statement of why and how you do what you do.**

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

**\*New for 2017 - Booth fee DOES NOT include booth covering. Tent MUST be provided by the vendor.**

## Taste of New England

**Location:** Taste of Maine Vendors will be located on the grass between Railroad Stage and the Dance Pavilion food vendors.

**Hours of Operation:** Friday August 25<sup>th</sup>: 5-10:30pm  
Saturday August 26<sup>th</sup>: 11am-10:30pm  
Sunday August 27<sup>th</sup>: 11am-6:30pm

**Booth Fee:**

\$400 for a 10 x 10 space (vendor must bring their **own tent**. See Booth Covering guidelines for more information)

\$800 for a 20 x 10 space (vendor must bring their **own tent**. See Booth Covering guidelines for more information)

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

\_\_\_\_\_ My products are made in New England.

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 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 provide an artist statement of why and how you do what you do.**

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

**\*New for 2017 - Booth fee DOES NOT include booth covering. Tent MUST be provided by the vendor.**

## Art Marketplace

**Location:** Art Marketplace vendors will be located on the grass between Railroad Stage and the Dance Pavilion food vendors.

**Hours of Operation:** Friday August 25<sup>th</sup>: 5-9pm  
Saturday August 26<sup>th</sup>: 11am-9pm  
Sunday August 27<sup>th</sup>: 11am-6:30pm

### Booth Fee:

\$400 for a 10 x 10 space (vendor must bring their **own tent**. See Booth Covering guidelines for more information)

\$800 for a 20 x 10 space (vendor must bring their **own tent**. See Booth Covering guidelines for more information)

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.

- |                                   |                                       |
|-----------------------------------|---------------------------------------|
| <input type="checkbox"/> Painting | <input type="checkbox"/> Photography  |
| <input type="checkbox"/> Drawing  | <input type="checkbox"/> Mixed Media  |
| <input type="checkbox"/> Pastel   | <input type="checkbox"/> Sculpture    |
| <input type="checkbox"/> Oils     | <input type="checkbox"/> Other: _____ |

**Please 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 provide an artist statement of why and how you do what you do.**

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

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

**\*New for 2017 - Booth fee DOES NOT include booth covering. Tent MUST be provided by the vendor.**

# ALL APPLICANTS MUST COMPLETE THIS PAGE

## 1 Please initial each item

<input type="checkbox"/>	I have included a signed application. (either page 4, 5, or 6 <b>PLUS</b> pages 3 & 7)
<input type="checkbox"/>	I have included a <b>NON-REFUNDABLE</b> \$30 application fee, payable to the American Folk Festival.
<input type="checkbox"/>	I have included a list of all the items I wish to sell and their prices.
<input type="checkbox"/>	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.
<input type="checkbox"/>	I understand that, as an independent contractor, I will be responsible for reporting sales tax directly to the State of Maine.
<input type="checkbox"/>	I understand that artists must supervise and be responsible for booth operations for the contracted hours. See Marketplace guidelines for details.
<input type="checkbox"/>	I understand that the Festival makes no sales guarantees.
<input type="checkbox"/>	I understand that the producers of the festival will determine my booth's location.
<input type="checkbox"/>	I have read the Marketplace Vendor Guidelines and agree to abide by them.

## 2 Risk and Liability

<p>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 25, 26, and 27, 2017. 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.</p>	
Signature:	Date:

### Incomplete applications will not be considered.

## 3 Mail application package (postmarked by **March 10, 2017**) 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 2017.*

## AMERICAN FOLK FESTIVAL on the Bangor Waterfront

2017 Marketplace Vendor Guidelines

August 25, 26 & 27, 2017

### 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 10, 2017**. 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.
- » All items sold must be created/cultivated 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 have been assembled.
- » All Taste of New England items must be pre-packaged and made in New England.
  - 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 and State guidelines.
  - Vendor cannot offer samples outside of their booth space.
- » All Art Marketplace vendors may only sell originals or replications of their own work.
- » The AFF strives to present a well-rounded show; therefore we limit multiple vendors selling similar items.

#### Hours/Operation

- » Festival Hours - Friday – 5pm to 10:30pm; Saturday – 11am to 10:30pm; Sunday – 11am to 6:30pm.
- » Booths must be staffed for all contracted hours.
- » The artist 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.

#### Pricing

- » Booth fees are: \$400 for a 10x10 space and \$800 for a 20x10 space and covers the 3-day Festival.
- » Booth fee includes vending space (**booth covering MUST be provided by vendor**), a 10 AMP (1000 watt 120 volt) single outlet electrical service, and security for Friday and Saturday night.

#### Payment/Refunds

- » The AFF reserves space upon receipt of payment.



- » Vendors forfeit space if payment is not received by the June 30, 2017 deadline.
- » Vendors must pay their balance in-full by June 30, 2017.
- » 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, 2017.

### Booth Covering

- » **NEW FOR 2017 – Vendors are required to provide a canopy/tent covering their space.**
- » Vendors need to provide proof that the canopy/tent is flame retardant (tag or certification).
- » Tarps are not an acceptable canopy.
- » Vendors needing a tent can rent one from the Festival for a fee (see pricing below), which includes tent set-up at the following rate:
 

10 x 10	\$200
20 x 20	\$300

Tent sides are available by request at the rate of \$1/linear foot. (Ex: one tent side for a 10x10 tent is \$10.)

### Space Details

- » **NEW FOR 2017 - Vendors are encouraged to bring their own booth and display lighting.**
- » 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.
- » Wi-Fi is 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.
- » 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.
- » 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 and payment by June 30, 2017.
- » 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).
- » **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 and tents on Friday August 25, 2017 between 8a & 2p.
- » Booths must be set up and operational by 5p on Friday, August 25, 2017.

### 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, 2017.
- » 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, 2017**.

### Booth Clean Up

- » Vendors may not begin to dismantle or remove tents and booths before 6:30 p.m. on Sunday, August 27, 2017.
- » Vehicles are **NOT** allowed on-site until 7pm on Sunday, August 27, 2017.
- » 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.**