



January 3, 2012

Dear friends,

Typically, the American Folk Festival attracts over 90,000 individuals to the Bangor waterfront to enjoy the first class music, traditional art and food that the Festival is known for. Again this year, the Marketplace will offer festival-goers a unique shopping experience to browse and purchase unique arts & crafts along with made-in-Maine food products.

We invite your application to participate as a "Taste of Maine" vendor at the 2012 AFF. We are seeking vendors that offer pre-packaged, Maine-made food products. Acceptance of applications will be based on product uniqueness, quality, history with the Festival and overall presentation (see guidelines for more information).

Please keep in mind the following important dates in 2012:

- March 12** Deadline for application and non-refundable \$30 application processing fee.
Late April Notification of acceptance or rejection mailed to applicants.
June 30 **Completed contracts, booth fees and electrical order forms must be received at the festival office.**
No refunds will be given to vendors who withdraw after this date.
Aug 24-26 2012 American Folk Festival on the Bangor Waterfront

On-going development along the Bangor Waterfront could potentially create changes to the layout of the Marketplace. Invited vendors will be kept up-to-date as possible prior to the Festival.

Accompanying this letter, you will find the vendor guidelines and an application form. Please read the guidelines and the application fully. If you are interested in applying to be a vendor, mail the completed application and the **non-refundable \$30 application processing fee** to: American Folk Festival, Attn: Taste of Maine, 40 Harlow Street, Bangor ME 04401. Applications must be postmarked by **March 12, 2012**.

Please contact the festival office at (207) 992-2630 if you have any questions. We look forward to receiving your application and learning about your products.

Sincerely,

Heather McCarthy
Executive Director

Debbi Melnikas
Site Services Coordinator

Enc.: application, guidelines

American Folk Festival ◇ 40 Harlow Street, Bangor ME 04401 ◇ (207) 992-2630 ◇ www.americanfolkfestival.com

2012 Taste of Maine Vendor Application
 American Folk Festival on the Bangor Waterfront - August 24-26, 2012

The American Folk Festival is currently accepting applications for 2012 Taste of Maine vendors.

Eligibility:

- All items sold by Taste of Maine vendors must be made in Maine.
- Items sold are limited to pre-packaged, food products.
- A portion of the product must be grown and/or harvested in Maine.

If you meet the above criteria, we invite you to apply for space as a 2012 Taste of Maine vendor.

If you would like to be considered for the 2012 American Folk Festival, please submit:

1. A completed and signed application. (pgs 2,3,4 of this document)
2. At least one brochure outlining your business & product(s). (NEW VENDORS only.)
3. Photos (if you would like them to be considered for inclusion in the Festival Program.)
4. A list of food items you plan on selling, including prices. Items not listed will not be allowed.
5. A **non-refundable** \$30 application processing fee, payable to the American Folk Festival.

Forward all materials to the address below. Applications must be postmarked by March 12, 2012.

American Folk Festival
 Attn: Taste of Maine
 40 Harlow Street
 Bangor ME 04401

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 pm	The festival goes on rain or shine. Regardless of weather, all vendors are expected to be open during the hours listed above unless they are notified by Festival personnel. Vendors will be under a tent, provided by the Festival.

Please initial each item

If I am accepted as a Taste of Maine vendor,

	I agree to provide certification of insurance (see guidelines).
	I understand that my space rental fee cannot be refunded after June 30, 2012.
	I understand that the festival does not carry insurance to cover my personal property and that I store equipment at my own risk.
	I understand that, as an independent contractor, I will be responsible for reporting sales tax directly to the State of Maine.
	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 Taste of Maine Vendor Guidelines and agree to abide by them.

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:

Address:

City:

State:

Zip Code:

Day Phone:

Evening Phone:

Cell:

Email:

Website:

ME State Sales Tax Number (required):

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

Describe your product, including pricing information (attach additional sheets if necessary):

Is your product made in Maine? _____ yes _____no

Please tell us what product ingredients are grown or harvested in Maine.*

* Our reviewers are interested in this information. However, products need not be 100% Maine to qualify.

Vendors in the Taste of Maine tent have the option of providing samples of their food product. A sample is considered 1/4 or less of a normal serving size. Please read the sample guidelines. If you plan to offer samples of your product, please specify details below.

Vendor Placement – Please review the guidelines for detailed information regarding vendor placement within the Marketplace. *We will do our best to place you in your preferred location, but there are factors that affect vendor placement that might prevent us from being able to place you in your preferred location.*

⇒ Vendors returning from 2011: Would you like to be placed in the same location ___ yes ___ no
 If no, please indicate your placement preference: _____

would you prefer to be placed on ___ grass ___ pavement ___ no preference

⇒ All other vendors: would you prefer to be placed on ___ grass ___ pavement ___ no preference
 Any other placement requests? _____

Details regarding vendor booth location will be included with vendor acceptance materials.

Risk and Liability	
<p>I, the undersigned, hereby release and agree to hold harmless the Bangor Folk Festival and the producers of the American Folk Festival on the Bangor Waterfront 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 the Bangor Waterfront on August 24, 25, and 26, 2012. Further, I agree to abide by the guidelines for participation, as listed in the Taste of Maine 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: _____

Please initial each included item.

- _____ A completed and signed application. ((pgs 2,3,4 of this document)
- _____ At least one brochure outlining your business & product(s). *New vendors only*
- _____ Photos (if you would like them to be considered for inclusion in the Festival Program.)
- _____ A list of food items you propose selling, including prices. Items not listed will not be allowed.
- _____ A \$30 **non-refundable** application processing fee, payable to the American Folk Festival.

Check here if the American Folk Festival may use your submitted photographs in the Official Festival Program or other printed material.

Incomplete applications will not be considered.

Mail application package (by March 12, 2012) to:

American Folk Festival
 Attn: Taste of Maine
 40 Harlow Street
 Bangor, ME 04401

The committee will make its selections and notify applicants in late April 2012.

AMERICAN FOLK FESTIVAL on the Bangor Waterfront
2012 Taste of Maine Vendor Guidelines
August 24, 25 & 26, 2012

Application Process

- Vendors must apply each year.
- Application does not guarantee acceptance.
- A non-refundable application processing fee of \$30.00 must accompany each application.
- All questions on application must be completed. Festival organizers may request clarification; failure to provide requested clarification is grounds for rejection.
- Applications must be postmarked by the **March 12, 2012** deadline. Timely applications will be considered before late applications.
- Failure to meet application or contract fee deadlines may result in forfeiture of booth location and/or booth space.

Selection Process

- Only pre-packaged, Maine-made food products will be accepted.
- All Taste of Maine vendors are reviewed by committee. Applications are graded on product uniqueness, product quality, history with the Festival and overall presentation.
- The AFF strives to present a well rounded show; therefore we limit multiple vendors showcasing similar items.
- The Bangor Folk Festival reserves the right to reject any and all applications.

Hours of Operation

- 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 6:00 p.m.
- Booths must be open and staffed for all contracted hours.
- The festival goes on rain or shine. Regardless of weather, all vendors are expected to be open during the hours listed above unless they are notified by Festival personnel.
- Vendors will be under a tent, provided by the Festival.

Pricing

Booth fees are as follows and cover the 3-day Festival:

10x10 space (\$400)

20x10 space (\$800)

- 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.
- Vendors are **not** required to pay a percent of their gross sales to the festival.

Payment

- The AFF would prefer that vendors pay their balance in-full by June 30, 2012. For those vendors who are unable to pay their balance in-full by June 30, the AFF offers a payment plan option.
- Vendors must pay 50% of their balance due by June 30, 2012 to have their space held. The remaining balance is due by July 30th, 2012.
- Vendors must be paid in full before they are allowed to set up on August 24th, 2012.

Refunds

- No refunds for cancellations after June 30, 2012.
- No refunds for inclement weather.

Space Details

- Taste of Maine vendors will be located in the *Marketplace*, along with Arts & Crafts vendors.
- The Marketplace is a series of long tents (typically 40' or 50' long), provided by the AFF, that are divided into 10' & 20' booths.
- Vendors may not trade, switch, or set up in another area.
- Permission must be granted from festival organizers before holes are dug. Vendors must fill holes dug.
- Water service is not available in the Marketplace.
- Phone lines are not available in the Marketplace.

Vendor Placement

- Management will determine the location of your booth. The location of the Marketplace is subject to change year to year depending on site layout. Details regarding booth location will be included in the vendor acceptance materials. **No vendors will be relocated when they arrive to set-up on Friday August 24th.**
- No space will be held without a completed contract and full payment of the contract fee.
- 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.)
 - 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) who are in good standing (timely application, account current).
- 2011 AFF vendors who have been accepted as 2012 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 2011 AFF vendors have been placed, remaining spots will be filled.
- **Any special needs requests need to be included on the vendor application.** The AFF accommodates special needs on a case-by-case basis; charges may apply.

Items for sale

- Only pre-packaged food products, intended for take-home or gift use will be approved.
- Vendors must list on their application ALL items they wish to display or sell. Only items approved by the Taste of Maine Selection Committee may be sold at the Festival. Items not listed and not approved may not be sold and must be removed from vendor's booth.
- The AFF may limit vendor rights to sell multiple food offerings in an attempt to achieve and maintain variety and profitability for all vendors.
- Vendors are not granted exclusive rights to sell any particular item.
- Changes/additions are only allowed with pre-approval by the Festival prior to June 30, 2012.

Booth Operations Guidelines

- 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.)
- No space-sharing or subletting will 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; vendors must obtain their own insurance.

- Vendor is responsible for a clean booth area, free of debris.
- Vendors should furnish sufficient change for their sales transactions. The Festival cannot provide change to vendors.
- The Festival provides basic lighting. Vendors are encouraged to bring their own display lighting.

Samples

- Those vendors offering samples must adhere to the following:
 - Samples must be no more than 1/4 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 their booth space.

Set up

- Taste of Maine vendors **MUST** arrive to set up their space on Friday August 24, 2012 between 8am & 2pm.
- Booths must be set up and operational by 5pm on Friday, August 24, 2012.

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 descriptive listing in the Festival's Official Program Guide (300,000 copies printed).
- » A listing in one of the Festival's newsletters.
- » Festival weekend there are limited opportunities for live media coverage.

Health & Safety

- Any vendor not complying with the City and State regulations will be immediately closed down and not permitted to return for future Festivals.
- Vendors must comply with all federal, state, and local health regulations. For more information, contact the City of Bangor's Code Enforcement Division at (207) 992-4200.

Electricity

- The fee for on-site electricity will depend on usage. Fees range from \$0 to \$150.
- Upon acceptance, vendors will receive an electricity order form which will outline the electrical fee structure. Vendors will be required to submit the electricity order form, along with any payment due, to the Festival office by **June 30, 2012**. The AFF will not guarantee electrical service beyond that which is indicated on the order form.
- 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, 2012**.

Vehicles on Site

- 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 vehicles in this lot and may not remove the vehicle from the lot until after operating hours. Additional parking passes (for Bass Park Parking lot) are available upon request through the Festival office.
- Only authorized vehicles may be parked on Festival grounds. Vehicles are NOT allowed to be parked across from or near the Marketplace.
- **Vehicles** are **allowed** on-site **ONLY** during the following times:
 - Friday – until 4 p.m. & after 11 p.m.
 - Saturday –until 10 a.m. & after 11 p.m.
 - Sunday – until 10 a.m. & after 7 p.m.

Booth Clean Up

- Vendors may not dismantle or remove booths before 6 p.m. on Sunday, August 26, 2012.
- Vehicles are NOT allowed on-site until 7pm on Sunday, August 26, 2012.
- 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, August 26, 2012.
- 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.

Taxes & Insurance

- Vendors are responsible for all state and federal taxes. Call (207) 624-9693 for your Maine State Sales Tax number.
- Vendors must furnish the AFF with a certificate of insurance showing liability insurance minimum coverages of \$1,000,000 per occurrence Bodily Injury and \$1,000,000 per occurrence Property Damage. The Bangor Folk Festival must be named as an additional insured.
- 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.
- The AFF does not have separate vendor coverage under any insurance it may maintain.

Trash disposal

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

Vendors who fail to comply with or repeatedly violate these guidelines may be expelled and/or not invited to apply in future years.

The AFF reserves the right to amend these guidelines as needed.

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