

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 by showcasing both arts and crafts and made-in-Maine products.

Within the next few months, we will select Arts & Crafts vendors for the 2012 Festival, happening August 24, 25 & 26, 2012. We invite your application to participate in the 2012 American Folk Festival. To maintain the highest standards of traditional craftsmanship, all Arts & Crafts vendors are reviewed by committee (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 fee 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

Accompanying this letter, you will find the vendor guidelines and an application form. 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: Arts & Crafts Vendor Selection Committee, 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.

Sincerely,

Heather McCarthy
Executive Director

Deb Melnikas
Site Services Coordinator

Enc.: application, guidelines

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

Arts & Crafts Vendor Application
 American Folk Festival on the Bangor Waterfront - August 24-26, 2012

The American Folk Festival is currently accepting applications for 2012 Arts & Crafts Vendors.

Eligibility:

1) All applicants must be the creators of the craft or art displayed & sold.

Eligible items include, but are not limited to: jewelry, paintings, pottery, quilts, custom furniture, textile art, stained and blown glass, photography, woodwork, sculpture, herbal/personal care & mixed media*.*

**Please see guideline information for sellers of painting or mixed media.*

*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 and food**.*

2) Unless authorized by the Festival, the artist or craftsperson who made the work must be the attendant at the booth.

**If you sell pre-packaged food that is made-in-Maine, we encourage you to apply as a Taste of Maine vendor. (separate application)

If you meet the above criteria, we invite you to apply for space as an Arts & Crafts Vendor at the 2012 American Folk Festival.

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

1. A completed and signed application (pages 2,3 4 of this document)
2. Professional quality photos if you are a:
 - a) Previously AFF vendor who has changed or added to their product line, or a
 - b) New exhibitor. 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.

Applications must be postmarked by March 12, 2012.

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

Please initial each item:

If I am accepted as an Arts & Crafts Vendor,

	I understand that the producers of the festival will determine my booth's location.
	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 my products and belongings at my own risk.
	I understand that artists must be present with their work for the duration of the Festival. Festival hours are Friday August 24 5 p.m. - 10:30 p.m., Saturday August 25 11 a.m. - 10:30 p.m., Sunday August 26 11 a.m. - 6 p.m.
	I understand that, as an independent contractor, I will be responsible for reporting sales tax directly to the State of Maine.
	I have read and agree to abide by the Arts & Crafts Vendor guidelines.
	I understand that the festival makes no sales guarantees.

Are all items made & designed by you? Yes No
<i>If no: please explain who is involved in the design and production of the items you wish to sell.</i>

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 on _____ grass _____ pavement _____ no preference

⇒ **All other vendors:** Would you prefer to be on _____ grass _____ pavement _____ no preference
 Any other placement requests? _____

Risk and Liability:
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 August 24, 25, and 26, 2012. Further, I agree to abide by the guidelines for participation, as listed in the Arts & Crafts 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: _____

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

<p>Application check-list:</p> <p><input type="checkbox"/> Signed, completed application (pages 2,3 4 of this document)</p> <p><input type="checkbox"/> Non-refundable \$30 application processing fee</p> <p><input type="checkbox"/> Four to six color photographs of your work, or a color brochure (if required)</p> <p><input type="checkbox"/> (optional) any additional biographical information or brochures</p> <p>Mail application package (by March 12, 2012) to: American Folk Festival Attn: Arts & Crafts Vendor Selection Committee 40 Harlow Street Bangor, ME 04401</p> <p style="text-align: right;">Questions? Call (207) 992-2630</p>

AMERICAN FOLK FESTIVAL on the Bangor Waterfront
2012 Arts & Crafts Vendor Guidelines
August 24, 25 & 26, 2012

Application 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 are required for:
 - Previous AFF vendors who have changed or added to their product line.
 - New exhibitors must submit four to six color photographs of their work, or a color brochure.
- Photos will not be returned.**
- » Applications, including \$30 non-refundable application processing fee, must be postmarked by **March 12, 2012**. 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 Bangor Folk Festival reserves the right to reject any and all applications.

Selection Process

- » All items sold must be created by the artist.
- » Eligible items include, but are not limited to: jewelry, paintings*, pottery, quilts, custom furniture, textile art, stained and blown glass, photography, woodwork, sculpture, herbal/personal care & mixed media*. *For vendors interested in selling paintings or mixed-media: the artist may sell prints of an original work as long as the original work is displayed at the Festival.
- » Ineligible items include, but are not limited to, crafts made from store-bought kits or molds, commercial reproductions, manufactured items that have been assembled and food**. (**Vendors who sell pre-packaged made-in-Maine food products are encouraged to apply for space as a Taste of Maine vendor.)
- » The artist or craftsman who made the work must be the attendant at the booth, unless authorized through the Festival office.
- » In order to ensure quality and integrity, all Arts & Crafts Vendors are reviewed by committee. Reviewers base their decisions on the quality, originality, & venue compatibility of the crafts & artwork.
- » The AFF strives to present a well rounded show; therefore we limit multiple vendors showcasing similar items.

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 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.
- » The AFF reserves space upon receipt of payment.
- » Vendors forfeit space if payment is not received by the June 30, 2012 deadline.

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 can set up on August 25th.**

Refunds

- » Refunds will not be issued for inclement weather.
- » Refunds will not be issued for cancellations after June 30, 2012.

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 payment by June 30, 2012.
- » 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) 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.

Space Details

- » Arts & Crafts vendors will be located in the *Marketplace*, along with Taste of Maine vendors.
- » The Marketplace is a series of long tents (provided by the AFF) typically 40' or 50' in length 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.

Set up

- » Marketplace vendors must arrive to set up their booths on Friday August 24, 2012 between 8a & 2p.
- » Booths must be set up and operational by 5 p.m. on Friday, August 24, 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, 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.

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

Vehicles on Site

- » **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.
- » 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. 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.

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**.

Booth Clean Up

- » Vendors may not begin to 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.

- » 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.
- » Arts & Crafts 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 Bangor 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.
- » Vendors who do not have a Liability Insurance policy may purchase the requested liability coverage through the Festival's policy for an additional \$70.
- » Vendors can sign a waiver, releasing the Bangor 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 BFF Board of Directors will be accepted as final.