

February, 2010

Dear Vendor,

We would like to invite you to attend the sixth annual Garlic & Harvest Festival at the Bethlehem Fairgrounds in Bethlehem, CT. The festival will be held on Columbus Day weekend, October 9<sup>th</sup> and 10<sup>th</sup>, 2010, from 10 AM to 5 PM daily. Bethlehem is nestled in the scenic foothills of the Berkshire Mountains in western Connecticut, and is conveniently located between two major population centers, i.e. Torrington and Waterbury. Our promotion includes radio advertising on two FM and five AM stations, live on-site radio broadcasts throughout the weekend, street signs, ads and articles in several area newspapers, and calendar listings in many publications and on many websites. This festival is the only one held in Connecticut that primarily devotes itself to promoting and celebrating garlic! Each year, because of this unique theme, the festival attracts an increasing number of garlic devotees. Over 100 vendors made our 2009 event the biggest yet! With your participation and our dedication to the continued employment of multimedia advertising, we plan to reach new attendance levels in 2010.

Enclosed you will find a copy of our vendor application. All vendors will be required to submit the appropriate certificates of insurance (see enclosed yellow insert) along with their application or pay to be included on our event policy for the weekend (see summary of fees). We accept vendors selling anything garlic related, specialty foods, food and kitchen items of any sort, farm produce, and hand-made crafts. If your setup does not fall into any of these categories, please email us for approval first before sending in an application. Please return your vendor contract along with the appropriate fee and insurance certificate (if applicable) to the address below if your setup meets the above criteria. You will be emailed the Vendor Rules & Regulations as confirmation of receipt and acceptance of your application. Please note that once again this year we have an early bird discount, and that all vendor fees paid are non-refundable.

Please be sure to include a valid email address on your application, as your vendor confirmation and Vendor Contract Rules & Regulations (also viewable on our website) will be sent via email. You will also receive a letter, including setup instructions and vendor passes, around September 15<sup>th</sup>. We hope you will join us in October for another successful event!

**Beginning in 2011, all applications will be sent electronically. If you are not planning on attending in 2010, but would like to remain on our email list for 2011, please email your request to [contact@garlicfestct.com](mailto:contact@garlicfestct.com).**

Sincerely,

Al Avitabile

David Harkness

## **2010 INSURANCE REQUIREMENTS**

- All food vendors (vendors serving food for on-site consumption mainly found in our food court) **must** provide us with a certificate of insurance, including product liability, with the information below listed as **additional insured (both A&B)**.
- All standard vendors (crafts, pre-packaged specialty foods, garlic related merchandise), must either provide us with a certificate of insurance, including product liability, with the **additional insured** listed below (**both A&B**), **or** pay the \$40 fee to be added to our event policy.

### **ADDITIONAL INSURED:**

**A:**Garlic & Harvest Festival  
356 Carmel Hill Rd. North  
Bethlehem, CT 06751

**B:**Bethlehem Fair Society  
P.O. Box 488  
Bethlehem, CT 06751

# Vendor Contract

This agreement, made this \_\_\_\_ day of \_\_\_\_\_ 2010, between Garlic & Harvest Festival management and \_\_\_\_\_, is for exhibition space at the Garlic & Harvest Festival held at the Bethlehem Fairgrounds in Bethlehem, CT on October 9<sup>th</sup> and 10<sup>th</sup>, 2010.

**Please describe the specific products you will be selling in box below:**

Business: \_\_\_\_\_

Owner: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

*\_\_ Please check here if this is a changed or new address that must be added to our mailing list*

Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Special needs/ space requests: \_\_\_\_\_

Electrical Requirements (see schedule of fees below): \_\_\_\_\_

### Schedule of Fees:

To avoid having so many late entries this year, we are initiating a schedule of fees as follows. Standard vendor spaces have 15' of aisle frontage and are all at least 20' deep. Wider spaces can be purchased by the foot. See below. As many food vendors have trucks or trailers that they serve out of, food vendor spaces are as large as needed to accommodate a single truck, trailer, or food booth. As a result, these spaces cost slightly more. **Please note that standard 110V electricity is available anywhere for free, however there is a \$75 charge for a 220V hookup.**  
If application is postmarked by April 30<sup>th</sup>: \$50 (standard vendor) or \$100 (food vendor)  
If application is postmarked by June 30<sup>th</sup>: \$60 (standard vendor) or \$110 (food vendor)  
If application is postmarked *after* June 30<sup>th</sup>: \$70 (standard vendor) or \$120 (food vendor)

### Summary of Fees:

Space rental fee= ____ 15' wide standard spaces x \$ ____ each	\$ _____
Space rental fee= ____ food vendor spaces x \$ ____ each	\$ _____
Additional aisle frontage space at \$4/foot:	\$ _____
Insurance fee for standard vendors, if applicable: \$40:	\$ _____
Electricity fee for 220V hookup: \$75:	\$ _____
Total:	\$ _____

**\*All checks must be made payable to Avid Concessions LLC**

Mail to: Garlic & Harvest Festival, 356 Carmel Hill Rd. North, Bethlehem, CT 06751

The undersigned vendor states that the above information is true to the best of his or her knowledge, and agrees to comply with all rules set forth by festival management. Rules & Regulations will be emailed to you upon acceptance of this application, or can be viewed on our website at [www.garlicfestct.com](http://www.garlicfestct.com).

\_\_\_\_\_  
Title: \_\_\_\_\_ Date: \_\_\_\_\_

Signature