

7th Annual Waterford Balloonfest

2017 Arts & Crafts Vendor Application & Event Guidelines

Friday, July 21 – 4pm to Close (no later than 10pm)

Saturday, July 22 – 11am to Close (no later than 10pm)

EVENT DETAILS: You are invited to partake in the 7th Annual Waterford Balloonfest in Waterford, Wisconsin on July 21 & 22, 2017. This event is expected to attract approximately 20,000 visitors throughout the weekend. In addition to hot air balloon activities, there will be food vendors, live music, interactive entertainment, helicopter & tethered balloon rides, and fun, family-friendly activities scheduled throughout the event. All of these elements are designed to attract visitors both to the event and to your booth! Your success is our success, so please take a moment to complete the enclosed application. We look forward to an unforgettable event and hope that you'll join us.

LOCATION: Evergreen Elementary school grounds, 817 West Main Street, Waterford, WI. The Arts & Crafts Market is located off of Barnes Drive. This is an OUTDOOR event. There is no rain date and no refund for inclement weather. Important School policy: NO ANIMALS, ALCOHOL, SMOKING OR SKATEBOARDING ON FESTIVAL/SCHOOL GROUNDS.

SET UP: The Arts & Crafts Market will be open for two days and vendors are required to be in attendance on both days. Arts & Crafts vendors will set up on Friday, July 21 from 12:00-3:30pm. Security will be on-site beginning Friday at 9:00pm until Saturday at 6:00am. A soft teardown on Friday night is recommended. Friday's scheduled activities will last no later than 10pm. No vehicles are allowed on grass or service grounds to remove display items until Saturday, July 22 AFTER the grounds have cleared of spectators (immediately following the Night Glow, no later than 10pm).

DISPLAY: Exhibitors must provide their own display tables/materials and are responsible for these items. Canopies/pop-up tents are MANDATORY and spaces measure 12x12 on a flat grassy area. Erected displays, canopies, tie-downs and all extra products and boxes must fit within this area. You must provide your own electricity if needed.

SPACE ASSIGNMENTS: The setup for Arts & Crafts Market is aisle rows. Vendor spaces will be assigned accordingly, to facilitate traffic flow and vendor variety. Space requests are not guaranteed, but attempts will be made to honor such requests, if possible. Individual vendors may not combine together to share a single space. Alternately, a single vendor may apply for up to two spaces if additional space requirements are needed. Assigned spaces will be communicated prior to the event.

PARKING: All vendor vehicles must be moved to the designated Vendor Parking Lot on Barnes Drive (closest to Arts & Crafts Market) before 3:00pm on Friday, July 21. Overflow parking is located at Woodfield Elementary School, also off of Barnes Drive. One parking permit and an event map will be provided in the vendor confirmation packet prior to the event.

FEE & DEADLINE: The Arts & Craft vendor entry fee is \$125 for 1 space or \$200 for 2 spaces. Completed applications and entry fees will be accepted through July 7. Entry fees will be returned to any vendor that does not meet event guidelines.

CONFIRMATION: All approved vendors will receive a confirmation e-mail upon application approval and a confirmation packet (to include parking pass and assigned space) approximately 1-2 weeks prior to the event.

CANCELLATIONS: Full refunds will be provided for cancellations made on or before Friday, June 23. There will be NO REFUNDS for cancellations made after June 23 or for no-shows.

ARTS & CRAFTS GUIDELINES: All items must be handmade by the vendor to be located in Arts & Crafts Market. No commercial products, buy-sell items, or home party products are allowed – please request a Business Vendor application if you have interest in selling these products at the event. Any arts & crafts vendor found with these products will be asked to remove them immediately or asked to leave the grounds. Should this problem arise, said vendor is not eligible for a refund.

COMPLETED APPLICATION: Please provide the following when submitting an Arts & Crafts Vendor Application: **1)** Completed vendor application form **2)** Entry Fee **3)** Three photos showing the progression of your product from start to finish (initial, midway completed, and final product) **4)** One close up photo of your product (this may also be one of the "in-progress" photos; and **5)** Two finished product photos, close-up. Additional photos may be requested in order to approve a vendor.

QUESTIONS: Please direct all questions to event coordinator Andrea at The Game Plan Group LLC: 561-714-8831 or andrea@thegameplangroup.com. For additional information on the 7th Annual Waterford Balloonfest visit www.waterford-wi.org.

7th Annual Waterford Balloonfest 2017 Arts & Crafts Vendor Application

Contact Name _____
First Last

Business Name _____

Street _____

City _____ State _____ Zip Code _____

Phone Number _____

Web Site address (if applicable) _____

E-mail (required) _____

Please provide a brief description of craft or art item(s) you will create and/or display. Final items must be handmade and not commercially produced. If your goods do not match the description provided, Waterford Balloonfest reserves the right to have items and/or vendor removed from the event.

Please select: ____ 1 space for Fri/Sat for \$125 -OR- ____ 2 spaces for Fri/Sat for \$200

Total amount enclosed or to charge \$ _____

Payment options accepted (circle one): Check Master Card Visa American Express

If paying by check, YOU MUST MAIL YOUR ENTRY APPLICATION FORM.

Please make checks payable to: **Waterford Area Chamber of Commerce**

Return completed application form, pictures & check to: **102 East Main Street, Waterford, WI 53185**

If paying by credit card, you have the option to mail in or E-MAIL YOUR ENTRY APPLICATION.

If e-mailing, please send completed application form & pictures to: assistant@waterford-wi.org.

If you are paying with a credit card, please complete the information below:

Name as printed on the card _____

Billing address _____

City _____ State _____ Zip _____

Credit Card # _____ Exp. Date _____

3/4-Digit Code _____

I have enclosed my fee and completed application. I have read the event guidelines and accept and agree to abide by the same. I release the Waterford Graded School District, Waterford Union High School, Waterford Area Chamber of Commerce, and The Game Plan Group LLC, along with its representatives or agents from any liability for loss, damage, theft or defacement of property or display.

Signature

Date