

7th Annual Waterford Balloonfest

2017 Business Vendor Application & Event Guidelines

Saturday, July 22

Operating Hours: 11am-4pm*

***Vendor may elect to stay until close (no later than 10pm)**

EVENT DETAILS: You are invited to partake in the 7th Annual Waterford Balloonfest in Waterford, Wisconsin on July 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 Business Vendor Village 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 Business Vendor Village is open for one day beginning at 11am. Business vendors are required to be in attendance until 4pm and are not permitted to tear down prior to this time. However, business vendors may choose to stay through close of the event (no later than 10pm). Vendors must have tents & tables set up prior to 10:30am on Saturday, July 22. No vehicles are allowed in the Business Vendor Village for set-up after 10:00am. VEHICLES WILL NOT BE ALLOWED ON GRASS or SERVICE ROAD FOR TEAR DOWN – only dollies and/or wagons are allowed. Vehicles are only permitted for tear down on grass or service road once the crowds have dispersed after 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 10x10 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 Business Vendor Village 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 Business Vendor Village) before 10:00am on Saturday, July 22. 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 Business Vendor entry fee for Waterford Area Chamber of Commerce members is \$75 for 1 space or \$150 for 2 spaces. Non-Member rates are \$100 for 1 space and \$200 for 2 spaces. Completed applications and entry fees will be accepted through July 7. Fee must be included with application. Event management reserves the right to reject any application and return accompanying payment to applicant.

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.

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

Please submit Vendor Application by July 7
 By Mail: 102 East Main Street, Waterford, WI 53185
 or By E-mail: assistant@waterford-wi.org
 Website: www.waterford-wi.org

7th Annual Waterford Balloonfest

2017 Business 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 product(s) or service(s) you will offer/display. If your goods do not match the description provided, Waterford Balloonfest reserves the right to have items and/or vendor removed from the event, without refund.

Consider becoming a Waterford Balloonfest Sponsor! Complimentary Business Vendor Booth included. Contact Andrea at 561-714-8831 or andrea@thegameplangroup.com for more information.

Please select: _____ **WACC Member 1 space** (\$75) -OR- _____ **WACC Member 2 spaces** (\$150)
 _____ **Non- Member 1 space** (\$100) -OR- _____ **Non-Member 2 spaces** (\$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 & 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 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