

2021 New Vendor Application

We sure did miss our guests in 2020. While there is still much uncertainty in the World due to COVID, we are hopeful that we will be able to host the 2021 Maine Lobster Festival August 4th – August 8th 2021. The final decision regarding the festival will be made in April and is dependent on the approval from the Governor of Maine and the City of Rockland. We want nothing more than to host this wonderful Festival!

The 2021 pricing for our vendor space both in our **Marketplace tent** and **Outside** vending space is \$8.50 per square foot (a 10x10 space is \$850.00 for 5 days). We also have a limited number of **Festival provided** tents. These tents are 15' wide with a counter located in front. These tents are reserved 1st for our Food Vendors. If any remain, they will be offered to our vendors that are able to service customers via a counter. The layout and construction of these tents cannot be changed. The charge for a Festival Provided Tent is \$1,700.

For vendors requiring **Water hook-ups**, it is imperative that we know that when you apply. We only have water at certain locations, so we must know your needs. We will not be able to accommodate you on set-up day if we have not been advised of your needs.

Please note a few things about our festival and layout. We have two primary areas. 1 is a very large tent (40x200) that is referred to as our **Marketplace tent**. There are very few corner booths available and those are usually booked in advance from vendors returning from previous years, so most spaces will be up against a vendor on both sides, with service from the front of your tent. For this location, you do not need to provide your own pop-up tent; however, you are welcome to as most vendors use their tent as display area. This area provides overhead lighting and electricity is available at each booth space. We will need to supply your own extension cords and power strips.

Our **outside area** spans most of the festival grounds and includes a variety of food trucks and commercial vendors. Again, there are very few corner spots available. Vendors should plan to only have access via the front of their space and should not plan for walk around space unless you are purchasing additional square footage.

If you are in our outside area, you will need to provide your own tent and your space will be located primarily on pavement. Each space has access to power; however, you will need to provide your own extension cords. The majority of these spaces **do not** have water hook-ups, so please indicate on your application if you need access to water.

If you are purchasing vendor space for a vending truck or trailer, you must include the tongue length in your overall space needs.

- Example, if you are purchasing a 10X10 space, your entire trailer/truck including the tongue, bumper extensions, etc. must fit within the 10x10 space. If it does not, you must purchase additional space. Please measure your trailer at the longest point and request the size location to accommodate your needs.

If you require space for a service trailer, you need to purchase that space as the same square footage price. We do not have additional space behind your tent to store storage trailers. Off site parking is available at several different independent lots at varying prices for the week.

Set Up Time

General set up will start on Tuesday, August 3rd at 10 a.m. We kindly ask that you do not arrive earlier than that as there is a lot of activity on the Festival grounds that needs to occur prior to vendors setting up. The exception to this is if you have a vending trailer. We kindly ask that trailers and trucks be in place on **Monday, August 2nd**. Once vendors start to set up their tents, it is nearly impossible to maneuver a trailer into place. We have limited space and we are usually filled to capacity.

It is our goal to provide you the best location available; however, we do reserve the right to move your location prior to you setting up if there are situations that we cannot avoid.

Coca Cola is a primary sponsor of the Lobster Festival. Vendors **cannot sell any bottled water, Lemonade, Iced Tea, Energy Drinks, Sports Drinks, etc. that has not been purchased from our Coca Cola team that is on the grounds throughout the entire festival.** You **may not** bring Coca Cola products from other locations onto the grounds for resale. If you wish to sell water, soda, iced tea, we will connect you with our Coca Cola representatives for additional information on ordering.

If your business sells homemade iced tea, lemonade, smoothies, etc. all of these items must be pre-approved. If you do not obtain pre-approval, you will be asked to remove them from the grounds.

In order to reserve your space, we will require a non-refundable **\$250.00**. Once we have a final decision on the Festival, we will process your credit card payment for the deposit. A Final invoice will be sent from our Treasures office and will be due in full by July 1st. Spaces that are not paid for in time will be forfeited and deposits will not be returned.

Once we receive your contract and credit card details, we will inform you of your approval via email. You can submit your insurance and seller's certificates once you have received your approval information. If you are selling food or food products, you must have a vendor permit from the State of Maine. It is your responsibility to ensure you have all necessary permits, licenses and insurance prior to the event. The State of Maine will be inspecting all food vendors on the opening day of the festival and if you do not pass, you cannot open and no portion of your rent will be returned.

We try to ensure that there is limited overlap in products sold to allow our vendors the best opportunity to sell their products; however, we cannot guarantee nor will we commit that another vendor is not selling a similar product. We will do our best to appropriately space apart similar vendors, but with a limited space, it is often not possible.

Please do not list "Misc." on your application, we need to know specifically what you plan on selling at the Festival. If you are a new vendor, please provide us with pictures of your items and your booth set up if available. Vendors selling multiple products such as shirts, hats, sunglasses, etc. must understand that similar products will be sold by other vendors. It is up to the decision of the festival as to what products we will allow to be sold on the premises.

For vendors selling food items, we do offer Grey Water disposal which is **\$150 for 5 days**. You may not dump any grey water on the ground or in other drains. If we do not dispose of it for you, you are responsible for hauling it for disposal.

We provide basic electrical needs up to **700 watts** of power during your stay with us. If you will be using more than 700 watts, there is an additional \$150 charge for the 5 days. Vendors that require special connections or separate electrical set ups will need to work directly with our Electrician to establish this service and you will be responsible for payment directly to the electrician.

Food vendors must provide specific information on your application what appliances you will be using and the wattage. This must include all freezers, coolers, warmers, ovens, etc. Any item that requires electricity must be accounted for.

Once you have completed your application, please mail a copy with your deposit information

MLF Vendor Committee

C/O Michelle Hannan

574 West St.

Rockport, ME 04856

Applications can also be scanned and emailed to vendor@mainelobsterfestival.com

We will respond as quickly as possible once we receive your application, but please understand the festival is completely run by volunteers that have other full-time jobs, so we are sometimes not able to respond as quickly as you would like.

Thanks, and we look forward to working with you.

Michelle Hannan

Michelle Hannan
Vendor Director

2021 MAINE LOBSTER FESTIVAL VENDOR CONTRACT

All information below must be completed before approval. Please write neatly!

PLEASE PRINT NEATLY:

Name of business or organization _____

Contact Person _____ Phone _____

Mailing Address _____

City _____ State _____ Zip _____ E-mail _____

Category: Check ALL applicable categories:

- Profit Food Outside Festival Provided Food Booth
 Non-Profit Non-Food Inside

Do you need a water hook-up? Yes No

Items you will sell: Please be specific _____

Please note: Any soda, iced tea, juice or water products, must be Coca Cola Products that are purchased from the Lobster Festival Coca Cola representatives. If you are interested in selling these products, please check here and we will provide you additional details on how to order these products.

Number of Badges needed for your workers _____ (\$10.00 per pass if more than 6 are required)

Do you have necessary permits/licenses and insurance? _____

Electrical: (700 watts automatically provided) Additional Electric Needs are \$150.00

Please provide the **number** of appliances you will be using and the total wattage

___ Freezers ___ Coolers ___ Ovens ___ Microwaves ___ Lighting

Total Wattage Expected _____

Charges:

Space you require: _____ ft. (X) _____ ft. = _____ sq. ft X **\$8.50 per sq. ft.** = _____
Additional Electrical Needs (Above 700 watts is \$150) _____
Grey Water Disposal (If needed is \$150 for 5 days) _____
Total _____

All Deposits will be processed by May 1st. An invoice for the remaining balance will be sent from our Treasurers office with payment details.

Name on Credit Card _____

Credit Card # _____ - _____ - _____ - _____ Exp Date ____/____ CVV Code _____ Zip Code _____

Amount to be charged \$ _____

Name of Vendor _____

I have read the contract and agree to the terms as stated above. It is understood that before set up the contract is to be paid in full. No vendor will be allowed on grounds without proof of insurance; **Rockland Festival Corporation** must be named as additional insured. The Lessee agrees to indemnify, save, and hold harmless of and from all claims, demands, causes of action, liability and expense, including reasonable attorney's fees, in connection with loss of life, personal injury or damage to personal property arising during the term of this lease, or leased premises, to the extent that the same is caused by any act or omission of Lessee.

Signature _____ Date _____

For Internal Use

Contract approved by _____ Date _____

Amount of Deposit Received \$ _____

Form of Payment _____

Approval Packet Sent _____

Insurance Received _____

Placement Completed _____

Grey Water Disposal Paid _____

Coca Cola Set Up needed _____

