

**21st Annual**



*A Berea Chamber of Commerce Event*

March 7, 2017

Greetings:

As you can see from the enclosed exhibitor brochure and registration form, plans are underway for the 21st Annual Spoonbread Festival, scheduled for September 15-17, 2017. As the Chamber's Signature Event, the Spoonbread Festival has developed a regional reputation for family fun and entertainment.

Our exhibitors are an integral part of the festival! Therefore, our planning committee is pleased to invite you to participate as an exhibitor in 2017, where you can showcase your products and services to the festival's 50,000+ visitors. We continue to experience record crowds and record participation in many of our events, largely due to the beautiful fall weather and a very effective festival marketing plan. We are dedicated to raising the bar on each and every event associated with the festival. We plan to continue our efforts to enhance the number and quality of FREE concerts in the park, where we feature some of the region's best talent. As you can imagine, our festival attendees very much appreciate the FREE entertainment and our exhibitors all benefit from the large crowds. We also hope to expand our Hot Air Balloon events and Kiddieland for our youngest visitors.

In order to fully capitalize on the marketing of the festival, we need you to complete the enclosed Exhibitor Registration Form and return it with payment early in order to be included in the annual Festival Guide. After August 1, you will need to call (859) 986-9760 to check on the availability of booth space and registration information. **The festival is growing at a rapid pace, so reserve your space today!**

Feel free to pass along copies of the exhibitor registration forms to business associates, who could benefit from their participation in the 2017 Spoonbread Festival. The forms are also available on-line at [www.spoonbreadfestival.com](http://www.spoonbreadfestival.com). Again, do not hesitate to call if you have questions or would like to pass along suggestions to our planning committees.

Sincerely,

*David Rowlette*

David Rowlette, Executive Director  
Berea Chamber of Commerce



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## Vendor / Exhibitor General Information

Our festival vendors/exhibitors are comprised of four distinct groups: handmade craft vendors, informational booths, commercial vendors and food vendors as defined below:

**Handmade Craft Exhibitors:** In keeping with Berea's reputation for quality crafts, our craft exhibitors must display and sell only hand-made arts and crafts. **Absolutely, no flea market items or items purchased from catalog companies are acceptable in our dedicated crafts area. Additionally, craft vendors are not permitted to sell or give away food or drinks.** New craft exhibitors are required to submit a minimum of 3 photos of their products along with at least 2 photos of their booth with this application. Returning exhibitors, who have photos on file, are not required to send additional photos unless they have added new products.

**Informational Booths:** Open to businesses and non-profit organizations who wish to promote their products and/or services to Spoonbread Festival attendees. **While promotional items are permitted and encouraged, information booths will not be permitted to sell products and/or services nor give away food or drinks.**

**Commercial Vendors:** Retailers of various commercial products, including flea market items (t-shirts, sunglasses, hats, clothes, jewelry, toys, etc.) as well as home based businesses / party companies make up this part of our exhibitor area. **Commercial vendors are not permitted to sell or give away food or drinks.** Each exhibitor will be required to submit a list of his/her products to be sold, along with at least 2 photos of their booth with this application.

**Food Vendors:** Our food vendors are by invitation only and require a separate application. Call (859) 986-9760 for more information.

**Festival Location:** Memorial Park, 212 Jefferson Street, Berea, KY 40403

**Festival Hours of Operation:** Friday, Sept. 15th: 2:00 p.m. – 8:00 p.m.; Saturday, Sept. 16th: 10:00 a.m. – 8:00 p.m.; Sunday, Sept. 17th: 12:00 p.m. – 5:00 p.m. **Booths are required to remain open based on these times!**

**Exhibitor Check-In:** All booth spaces will be assigned in early September and will be included in the information packet that exhibitors receive when checking in at the Information Booth during our set-up times. Unfortunately, we are unable to guarantee a particular booth space, as the festival grows.

**Set Up Times:** Thursday, Sept. 14th 5:00 – 7:00 p.m. (Must be pre-approved) or Friday, Sept. 15th. 9:00 a.m. - 1:00 p.m.

**Breakdown Times:** Sunday, September 17th 5:00 p.m. – 7:00 p.m.

**Booth Inspection:** Friday, September 15th between 1:00 and 2:30 p.m. Prior to opening the festival, our booth review committee will visit each vendor's booth for final inspection. The Spoonbread Festival is a family friendly event. Consequently, exhibitors are discouraged from the display or sale of items that may offend our festival attendees. Vendors with non-conforming items (illegal items; products or services that are suggestive, indecent or risqué in nature; or perceived as offensive by festival attendees based on their culture and heritage) will be asked to remove them from their booth, or in the extreme, may be asked to leave the grounds if most items are in violation.

Beginning in 2017, the sale, display and giving away of the confederate battle flag or merchandise bearing the image of the confederate battle flag is prohibited, with limited historical exceptions, at the Spoonbread Festival, pursuant to Executive Order of the City of Berea. An exhibitor who violates this prohibition will not be permitted in festival events in the future. For more information concerning this policy, visit Executive Orders listed under the City of Berea's website: [www.bereaky.gov](http://www.bereaky.gov). **The Spoonbread Festival reserves the right to approve or deny participation of any applicant.**

**Parking:** A parking pass will be included in each exhibitor's Information Packet allowing you to park FREE in the designated lot throughout the Spoonbread Festival. All vehicles must be off the festival grounds and parked in the exhibitor parking area by 1:00 p.m. on Friday, September 15th. **Note: exhibitors arriving after 1:00 p.m. will not be permitted to set up.**

**Security:** Limited festival security is provided. However, all exhibitors who leave items in their booth, do so at their own risk. The BCOC, the Spoonbread Festival & the City of Berea are not responsible for any lost, stolen or damaged items.

**Clean Up:** All vendors are responsible for clean up of their booth space throughout the festival. **Exhibitors who fail to clean up their booth area will be assessed a \$25 fee and will not be invited to future festivals.**

**Electricity:** Extremely limited (see registration form for details)

**Application:** For a copy of the application form, call (859) 986-9760 or visit: <http://www.spoonbreadfestival.com>

**Application Deadline:** Pre-registration: August 1, 2017 to be included in our Festival Guide. After August 1st, please call (859) 986-9760 for booth availability and registration information.



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# 2017 Spoonbread Festival Exhibitor Registration Form

**Crafts:** Handmade or hand assembled items  
**Information:** Businesses & non profit organizations (no selling of items)  
**Commercial:** Businesses with a storefront / party companies selling products or services; wholesale / re-sale of manufactured items

## Office Use Only

Booth #

Electric:

Type of Booth:  
 Craft  
 Information  
 Commercial

Description:

Requested Same Booth

Date Received:

Selection Committee YES

Approval: NO

Check Number:

Amount Paid:

Vendor Category	Size of Booth Space Needed	Registering Before Aug.1, 2017	Registering After Aug.1, 2017	If You Need Electricity Add \$20.00	Indicate Total Amperage Required:	Total Amount Due
Craft Vendors	Single Space	\$100.00	\$120.00		110 or 220	
Craft Vendors	Double Space	\$190.00	\$230.00		110 or 220	
Information Vendors	Single Space	\$100.00	\$120.00		110 or 220	
Information Vendors	Double Space	\$190.00	\$230.00		110 or 220	
Commercial Vendors	Single Space	\$175.00	\$200.00		110 or 220	
Commercial Vendors	Double Space	\$325.00	\$375.00		110 or 220	
Commercial Vendors	Triple Space	\$475.00	\$550.00		110 or 220	
<b>Chamber Member Discount</b>		Single: -\$25.00 Double: -\$50.00	No discount after Aug.1, 2017			
Total Booth Fee						

Please provide a brief description of your products (attach separate sheet of paper if necessary.)  
 New Vendors must provide a minimum of 3 photos of products and 2 of booth setup.  
**MUST BE COMPLETED BY ALL VENDORS**

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**Application fee is non-refundable, unless booth application is denied.**

Booth spaces are 12' x 12'.  
 Any area used beyond the 12' x 12' space will result in an additional fee.

**Please return completed application, product & booth photos (new exhibitors only), amperage requirements and a check made payable to:**

**Spoonbread Festival**  
 Berea Chamber of Commerce  
 Peoples Bank Annex  
 424 B Chestnut St  
 Berea, KY 40403  
 (859) 986-9760



Business Name:		
Owner / Contact Person:		
Street / Mailing Address:		
City:	State:	Zip:
Phone Number:		Cell Phone:
Email Address:		
Website:		
<p><b>Registration &amp; Liability:</b> I understand that the Berea Chamber of Commerce, the Spoonbread Festival, the City of Berea and any person acting on their behalf will not be held responsible for any loss, damage or personal injury of any kind. I also understand that all tax and legal responsibility is that of the seller. Consequently, I am responsible for filing my own sales tax forms.</p> <p>The Spoonbread Festival is a family friendly event. Consequently, exhibitors are discouraged from the display or sell of items that may offend our festival attendees. Vendors with non-conforming items (illegal items; products or services that are suggestive, indecent or risqué in nature; or perceived as offensive by festival attendees based on their culture and heritage will be asked to remove them from their booth, or in the extreme, may be asked to leave the grounds if most items are in violation.</p> <p>Beginning in 2017, the sale, display and giving away of the confederate battle flag or merchandise bearing the image of the confederate battle flag is prohibited, with limited historical exceptions, at the Spoonbread Festival, pursuant to Executive Order of the City of Berea. An exhibitor who violates this prohibition will not be permitted to participate in festival events in the future. For more information concerning this policy, please visit Executive Orders listed under the City of Berea's website at <a href="http://www.bereaky.gov">www.bereaky.gov</a>.</p>		
I have read the rules and regulations and agree to comply with those provisions, as witnessed by my signature:		
Signature:		Date: