

PA Apple & Cheese Festival
October 7th & 8th, 2017
Manley-Bohlayer Farm
East Canton, PA
www.paapplecheese.com

March 2017

Dear Vendors,

Welcome to 2017! We hope that your 2016 festival season ended well and that you are excited for a new year! We have begun planning for the 28th Pennsylvania Apple & Cheese Festival and we are excited to bring a few changes to the festival this year. Please read the application and rules carefully!

Enclosed please find your application to be a vendor at this year's festival. We must receive your application, certificate of insurance, photos (for crafters) and payment in full by July 15, 2017 to ensure your space at the festival and avoid the \$25 late fee. Your assistance in calculating the cost, filling out the forms completely, and returning all necessary paperwork accurately is greatly appreciated.

We are always on the lookout for new, high-quality vendors and we hope that you can help us bring more exciting crafts and food to our event. If you provide us with two new vendor referrals and they participate in this year's festival, you will receive one FREE (12 x 12) space for 2018. To get credit for your referral, the vendor that you refer must list your name as a referring vendor in their application.

We have had several years of unfortunate weather in a row and we are hoping to make a few changes to the festival to bring back visitors to our event. First, we are going to slightly rearrange the craft field to encourage visitors to better engage with all of the crafters. Second, we are no longer going to use the large stage at the end of the craft field. We hope that these, and other changes developed over the course of the year, will help to modernize our 28-year-old festival, and bring more visitors in to experience all that you, our vendors, have to offer.

Please remember, the committee works hard to present a high-quality festival. Each committee member is a volunteer. We have no paid staff. The end of the festival proves to be an exhausting time for everyone. We ask you to be patient and thank you in advance for your cooperation and consideration.

If you need to reach us by phone you can leave a message at the Rekindle the Spirit answering service at (570) 673-5500. Please specify if you are a craft or food vendor when you call. You are more likely to get a quick response if you email us. Our craft chairwomen, Mary & Ruth can be reached at Craft@PAAAppleCheese.com and Food Chairperson Angie Schoonover can be reached at Food@PAAAppleCheese.com.

Your canceled check will serve as confirmation of acceptance to the festival. If you would like written confirmation, prior to receiving your entrance packet, please include a self-addressed stamped envelope with your application. Your entrance packet will be mailed to you approximately two weeks prior to the festival.

Sincerely,

PA Apple & Cheese Festival Committee
Mary Herman & Ruth Olson, Craft Chairpersons
Angela Schoonover, Food Chairperson