

# Rules & Regulations

## NEW FOR 2017

- In an effort to improve the festival, there will be some changes to the layout of the craft field. Due in large part to complaints by the vendors who are located on the north end of the field, there will be fewer walkways between vendor rows. We hope that this will lead visitors to walk the entire length of the aisles, instead of cutting across the field and missing the vendors on the north-most end. This also means that while in the past, many vendors could sell from more than one side of their booth, this year, most vendors will only be able to sell from one side. Please plan accordingly.
- We are doing away with the large stage at the north end of the field, and instead, we will be hiring smaller acoustic acts to perform in a more centralized location. If you wish to be either closer or further from this centralized location, please indicate as such on your application. We will do our best to accommodate your requests.
- For the first time in festival history, we are considering allowing multi-level-marketing or “party-style” vendors. This decision is not final and is not being made lightly. If we do allow these vendors, they will be in a completely separate area from the craft field, at the opposite end of the farm. Their fees will be higher than the hand-made crafters and we will be doing our best to select only those vendors who do not directly compete with our current crafters (no jewelry, etc.).
- As always, there are no refunds of vendor fees after July 15, 2017.

## CONTACT INFORMATION

- The fastest way to reach the committee is by email. You can reach committee members at the following addresses:
  - Craft Chairperson Mary Herman & Ruth Olson – [Craft@PaAppleCheese.com](mailto:Craft@PaAppleCheese.com)
  - Food Chairperson Angie Schoonover – [Food@PaAppleCheese.com](mailto:Food@PaAppleCheese.com)
  - Advertising Chairperson Janet McIlvaine – [Advertising@PaAppleCheese.com](mailto:Advertising@PaAppleCheese.com)
  - Fine Art and Photography Chairperson Marcie Shinn - [ArtShow@PaAppleCheese.com](mailto:ArtShow@PaAppleCheese.com)
- You can also leave a message on the Rekindle the Spirit answering service at (570) 673-5500. This service is checked less often than the email accounts. Please specify if you are a craft or food vendor.
- Vendors will receive a free 12 x 12 space at the 2018 festival if you give us two new vendor referrals who participate in the 2017 festival. We have had many questions about how vendors can get credit for your referrals. When you refer a vendor, ask that vendor to list you as their referring vendor on their application.

## FESTIVAL PROMOTION

- The festival is often asked by the local media to provide profiles of the businesses and organizations attending the festival. While we cannot guarantee any free media, if you would like us to have the option of including information about your business or organization in our pre-festival releases, please include with your application a few brochures or a short paragraph about your business or organization and your products. We appreciate your help in promoting this great event!
- In addition to our festival webpage ([www.paapplecheese.com](http://www.paapplecheese.com)), the festival has both a Facebook page and a Twitter page. If you use Facebook or Twitter please find us, become our friend and comment on our page. You can find us on Facebook at [www.facebook.com/PAAppleCheese](https://www.facebook.com/PAAppleCheese) and on Twitter at <http://twitter.com/paapplecheese>.
- We encourage you to post on our pages and alert our fans that you will be attending the festival. Also, feel

free to post links to your company or organization's webpage. We hope this will serve as a way to reach out to the festival attendees before and after the festival. We reserve the right to remove any inappropriate posts.

### SET-UP

- The festival is held at the historic Manley-Bohlayer Farm. The address of the farm is 141 East Canton Cross Road just off Route 414 and 3 miles east of Canton PA. You can also set your GPS to the intersection of East Canton Cross Road and Route 414 and you will be directed to the intersection nearest to the festival field.
- You are encouraged to set-up Friday, October 6<sup>th</sup>, **after 12 PM**, to avoid field congestion Saturday morning.
- Gates will open at 7 AM Saturday, October 7<sup>th</sup>, for vendor admittance. All vehicles must be removed from the field by **9:15 AM**.
- To avoid congestion, please quickly unload your vehicle at the designated spot and **immediately** take your vehicle to vendor parking. **DO NOT** leave your vehicle on the field & set-up as you're unloading.
- Vendors are responsible for their own set-up times unless pre-approved by the A/C Chairperson.
- You must stay in your allotted space.
- If using any type cover other than a tent, you must first have approval from the appropriate A/C Chairperson.
- You only need to pay for tent cover if you would like a space that is under one of the festival's tents. If you plan on bringing your own tent cover, you do not need to pay the additional \$40 per space fee on the application.
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### VENDOR PARKING

- When arriving to the field, you must enter the North Gate, off Rt. 414, designated as "Vendor Entrance." There will be signs & people to direct you.
- No vehicle will gain access to the vendor parking area without a mirror tag. Each vendor will be provided with 2 tags. These will correspond with your vendor space number. Your parking tag **MUST** be placed on the mirror of your vehicle or you will not be authorized to park in the reserved vendor parking. If you would like to purchase an additional mirror tag for a worker, the cost will be \$5.00. You can order additional mirror tags on your festival application or during festival set-up.
- There is free parking in the public lots. You are welcome to park as many vehicles, as you need, free of charge in the public lots.
- Campers are welcome, but will be placed in a special area & must have the special camper tag displayed.

### ACCEPTANCE

- Your canceled check is your acceptance. If you require written confirmation, please provide a SASE.

### ELECTRIC & WIFI

- In an effort to wisely use the electric we have available, you **MUST** use a 12-wire extension cord in good condition. We recommend a power strip be used. Depending on where your spot is located, you may need to run several feet of extension cord, as we do not have extra on hand.
- You are limited to the number of appliances that were approved on your application. You are also restricted from using an outlet or plug-in other than the ones assigned to you. Conditions of the electrical cords & appliances used will be closely monitored. The field electric is limited. If your outlet continually needs

resetting, it is normally due to the condition of your electrical cords or the number of appliances you have plugged in. We are not responsible for electrical problems stemming from these circumstances.

- You are encouraged to use propane appliances or a generator when possible. Please have prior approval for generator use.
- Outlets offer 110-amp service and each outlet has its own breaker.
- **If you purchase the right to use multiple electrical outlets, we cannot guarantee that those outlets will be on different circuits. If you need two separate circuits, please indicate as such on your application.**
- We are continuing to try to improve the reach and capacity of the Wi-Fi on the field, but due to the remoteness of the field, there isn't a lot that we can do. We very much appreciate all of the efforts of Frontier Communications to provide Wi-Fi for the festival at no cost to the festival or the vendors. If Wi-Fi coverage is important to you, please indicate on your application that you would like your space to be moved closer to the wireless routers. We cannot make any guarantees about coverage, but proximity to the router may improve your coverage. Also, if you use the Square or other mobile payment systems, we recommend investigating their "offline mode" to allow you to process payments when you return to mobile coverage.

### SALES & CRAFTS

- Any craft or "Take Home Food" vendors who purchase **3 or more vendor spaces** will receive an additional 2 vendor wristbands per space at no additional charge.
- All merchandise on display must be juried by A/C. The Committee reserves the right to withdraw any item they deem unsuitable or not juried. If you do not remove the item after being told, you will be asked to leave the festival & will not be invited to return in the future.
- We will require your Tax ID # with your application. Please be prepared to show it at the festival as well.
- **Rule breakers will not receive an application to participate in future shows.**
- Change & ice will be available on the field.
- All vendors, staff & helpers will be required to pay the admission fee unless you have purchased wristbands in advance when you submitted your application. Vehicles will not be allowed into the vendor entrance without paying the admission charge. If you are a group that asks for people to drop things off for your booth the morning of the festival, they will not gain admittance without paying admission. It is our suggestion you have a meeting/drop off point offsite & have your items brought in by only one person.

### OVERNIGHT ACCOMMODATIONS

- Other local accommodations include:
  - Rockgirt Bed and Breakfast      570-673-3930      <http://rockgirt.com>
  - Park Hotel (Formerly Doc's)      570-673-8777
  - Golden Oak Bed and Breakfast      570-297-4315      <http://www.thegoldenoakinn.com/>
  - Epler's Bed and Breakfast      570-363-2350
  - Crystal Springs Inn and Suites\*      570-265-2726      <http://www.crystalspringsinnandsuites.com/>
  - Grover Guest House      570-673-5202
  - Holcombe Guest House      570-297-2460      <http://www.holcombeguesthouse.com/>

\* Call and say you are a vendor at our festival for a special rate!

- Limited space is available for camping in the vendor parking area. Please indicate your desires on the application. Camping is free, but any campers who wish to enter the festival must pay admission or have a vendor wristband. There are no comforts or utilities available.
- Overnight security will be provided Friday & Saturday evenings from 7 PM to 7 AM.

## LIABILITY INSURANCE

- ALL craft & food vendors are required to have liability insurance & provide a Certificate of Insurance naming the festival as certificate holder. This must accompany your application. You will not be permitted to set up if we do not have this on file. If you do not have your own insurance, please complete the enclosed insurance application. (You will find this on the reverse side of your application.) Cost is \$65.00 & will cover you for the weekend only. Application will not be processed without a Certificate of Insurance or the purchase of the festival insurance.
- You are also required to sign the Hold Harmless Agreement and initial the Severe Weather Policy on the reverse side of the application.

## FOOD VENDORS

- “On Field Food” vendors who purchase more than one vendor space will receive an additional 2 vendor wristbands per space at no additional charge.
- Limited cooler space is available. If you will need to use this accommodation, please indicate how much & what type of space is needed. There is no guarantee that the amount of requested space can be provided, but we will accommodate if possible.

## MISCELLANEOUS

- **NO PETS** allowed on the field or the vendor parking areas.
- No raffles or games of chance on the field unless previously approved by the designated A/C Chairperson & the appropriate games of chance license is obtained.
- No ATV’s or other machinery on the field at any time, other than those operated by festival coordinators. If you need assistance in moving items onto or off of the field, please make arrangements with Apple & Cheese staff.
- **Severe Weather Policy:** The PA Apple & Cheese Festival will be held RAIN OR SHINE. Refunds will not be given to vendors or attendees for bad weather. The festival will proceed unless weather conditions become so severe that they are threatening to vendors or festival attendees. The decision to close or cancel the festival will not be made until the day before the festival or shortly thereafter. If the festival is cancelled for any reason beyond the control of the festival committee, we retain the option to not refund vendor fees. Due to the nature of our festival, we do not have a “rain date.”

## LEAVING THE FESTIVAL

- No vendor will arrive late or leave prior to closing without the permission from the A/C Chairperson. Vehicles will not be allowed on the field before 6:30 PM on Saturday & 5:30 PM on Sunday, due to the number of patrons who remain on the field.
- All areas must be cleaned & belongings off the field by Monday, October 9<sup>th</sup> by 5 PM, unless prior arrangements have been made with the A/C Chairperson.
- At closing of the festival on Sunday, **please be patient**. All vehicles cannot be on the field at the same time. Please follow directions so exiting can flow smoothly. We are all tired & want to go home.
- Have a safe trip home.

**THANK YOU FOR YOUR PARTICIPATION!**  
**We are looking forward to a great festival this October!**