



Dear Potential KidsFest Vendor:

This year marks our **27th Annual KidsFest** – one of the longest running festivals in Central MA celebrating children (age 12 & under) and families and attracting 8-10,000 people during the 2-day event. We have two exciting vendor booth opportunities available:

**STANDARD Vendor** (No Charge) – You may **promote** your business or service **ONLY** and you **MUST** provide a complimentary activity or giveaway for all Festival attendees. Sales **ARE NOT** permitted.

**PREMIUM Vendor** (\$100 Fee - *new this year*) – You may **promote** **AND** **sell** merchandise from your booth. You **MUST** still provide a complimentary activity or giveaway for all Festival attendees however, Sales of appropriate goods and/or services **ARE** permitted (pending approval from Festival Management).

As always, we're actively working on other ways to make this the best KidsFest ever and we need your help to be even more creative than ever in coming up with an appropriate activity for your booth. We encourage you to provide an interactive booth that appeals to both kids 8 & under; but also to the older 9-12 year olds. We're happy to assist you with ideas to provide a fun, entertaining, engaging activity for all ages. We would also be glad to connect you with other resources that might be able to assist you. Below is a list of some suggested ideas and we also welcome you to bring your own ideas to the table! If you have any questions, or would like to run an idea by us before submitting your application, please don't hesitate to contact me via phone or email.

This year, we are also rewarding the Best Booth/Vendor Activity with a \$100 Wachusett Mountain Gift Card. We are trying to keep routine activities like coloring, stickers, enter to win contests or prize wheels to a minimum. They are acceptable as an added attraction to your booth but not as the primary activity. Here are a few interactive ideas for you to consider:

- Moonbounces
- Walk Around Characters
- Gymnastics/Karate/Martial Arts/Dance Exhibitions
- Rent Your Own Games
- Laser Tag
- Field Games
- Boats/Kayaks on the Pond
- Jewelry Making
- Premium Giveaways or Free Samples
- Hockey or Soccer shootout
- Basketball throw
- Baseball Pitch
- Facepainting
- Lego Station
- Instrument/Music Station
- Temporary Tattoos
- Cookie Decorating
- Bag Toss
- Carnival Games
- Hula Hooping
- Bag Puppet Making
- Arts & Crafts
- Big Bubbles

Thank you so much for your support of KidsFest and we look forward to seeing you in September!

*Audra Kirtland*

Audra Kirtland  
Marketing & Special Events Manager  
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978-464-2300 x3703



# Vendor Application

**Saturday & Sunday / 10am-5pm  
September 23-24, 2017**

**Vendor opportunities! Two options to choose from:**

**1) Standard Vendor\* (Free)**

Standard vendor will be able to advertise their business while supplying an activity suited for 8-10,000 patrons over the course of the weekend.

**2) Premium Vendor\* (\$100/weekend)**

Same requirements as a Standard Vendor but with the options to SELL merchandise at the event (must be approved by festival management).

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Vendor Choice: Standard \_\_\_\_\_ Premium \_\_\_\_\_

Returning Vendor: No \_\_\_ Yes \_\_\_

**Please describe your vendor activity:** \_\_\_\_\_

*We will happily suggest an activity if you cannot provide one. We will be checking to be sure the activity listed is executed. Activities must be free to the customer. (Please refer to activity listing in cover letter.)*

**What will you be selling at your booth (Premium Vendors only):** \_\_\_\_\_

**Are you requesting more than one 10x10 Booth?** No \_\_\_ Yes \_\_\_ If yes, please describe in detail why you have requested the extra space: \_\_\_\_\_

**Electricity?** No \_\_\_ Yes \_\_\_ *(Please bring an extension cord.)* **Number of 8' tables requested:** \_\_\_\_\_

**PAYMENT INFORMATION:**

**Total Due:** \_\_\_\_\_ **Check #:** \_\_\_\_\_ **Credit Card #:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_ **Card Type:** \_\_\_\_\_ **Exp Date:** \_\_\_\_\_

*\*There is a \$500 booth fee, which will only be charged if you do not provide the interactive activity listed on this application, or if you do not show up or KidsFest. To be a vendor at KidsFest you MUST attend both days of the festival for the entire time, 10am-5pm. Cancellations will not be accepted after 9/8/17 (per festival staff discretion). This information is required to be accepted to the festival.*

I, the undersigned, hereby contracts with Wachusett Mountain Associates for participation in KidsFest on September 23-24, 2017. I have read and agree to be bound by the provisions of this contract and the rules and regulations which are a part of this contract (see next page)

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

MAIL THIS FORM TO WACHUSETT MOUNTAIN SKI AREA Attn: Audra Kirtland

## KIDSFEST RULES & REGULATIONS

These rules and regulations are an integral part of the contract and are intended to protect the welfare of all participating companies (hereinafter singularly called "Exhibitor" and collectively called Exhibitors"). All companies paying a participation fee and/or occupying booth space are Exhibitors and shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations which may be established by show management. Situations not covered by these rules are subject to determination by the show management.

## CANCELLATION POLICY

If you have signed and we have received your registration form, you are obligated to attend Kidsfest for **both** days of the event. If you do not show to fulfill your obligation, your organization will be charged \$500.00 for the booth space. If you need to cancel, you must do so two weeks prior to the event in writing, to avoid being charged for the unused booth space. **We will not reserve you a spot until we have your credit card information and completed application with an approved activity.**

## EXHIBIT SPACE

1) Exhibitor agrees not to sublet or apportion space to anyone, nor to promote the interest of any other in any form without prior approval of show management. 2) Exhibit shall not obstruct the view, or detract from the adjoining exhibit, nor be operated in any manner objectionable to others. **3) Exhibitor agrees not to sell merchandise for cash, retail or wholesale. No donations, tips, etc are permitted.** 4) The exhibitor shall have an authorized representative present throughout all exhibit periods and during the installation and dismantling of the exhibit. **5) Exhibit space is approximately 10x10 without any space between the next booth, prepare booth accordingly. If extra space is needed due to a large activity, please indicate this on the application form.**

## EXHIBIT HALL

1) Exhibitor agrees to abide by all pertinent City, State and Federal safety and fire codes, laws and ordinances pertaining to honest and fair advertising, health, fire and public safety. 2) Nothing shall be nailed, screwed, stapled, taped, wired or otherwise fixed to the walls, floors or any part of the building. 3) All gummed or adhesive stickers are prohibited, and if used, may be subject to a \$350 charge for removal of same from the premises after show closing. **4) Installation of booths shall begin at 7AM a.m. on the opening day of each show OR Friday before from Noon until 5pm.** 5) Exhibits must be open and staffed during all show hours. 6) No exhibit, nor portion thereof, may be removed during any show without written consent of show management. **Be prepared to have your table staffed and present even if your activity runs out. If you leave before 5:00pm you will not be asked to come back next year.** 7) Any exhibit space, whether contracted and paid or not, not occupied within 1 hour of the published opening hour of the first day of each show, will become the property of show management, with no refunds or rebates paid to company which originally contracted that space.

## CHECK-IN

1) **All Vendors must check in** at the Customer Service Desk upon first arriving to Wachusett Mountain either on Friday or Saturday morning to pick up a vendor packet, which will include: 2 vendor badges, 2 festival admission tickets, 2 skyride vouchers, a schedule of events and map of the grounds. 2) Vendors are responsible for passing off vendor badges to Sunday staff; there will be no Sunday vendor check-in.

## MISCELLANEOUS

1) All shipments must be prepaid. 2) Interior of exhibit must be put in orderly condition before leaving the show each evening. 3) Show management may rent and license exhibit space to any exhibitor offering bona fide services and/or products of direct or valid interest to the show themes. 4) Exhibitors are required to wear badges/ribbons during all show hours. You will be given 2 vendor badges, you should plan to staff accordingly. **5) Vendor locations are based on previous years exhibiting and on a first come first serve basis.** Once the show has begun there is absolutely no changing locations and once the layout is complete there is very limited location changes. 6) Any vendor with a show/demonstration must follow these rules: **Only** the performers will be allowed to receive a complimentary admission anyone (staff, family, coaches) not performing or vending must purchase a ticket. **The list of performers must be received via e-mail or fax by Wednesday at Noon.** We will not grant requests of complimentary admission by vendors after the gates have been open. 7) Wachusett Mountain must approve of every vendor. Chains and national businesses, unless a sponsor, will not be permitted.

## LIABILITY

Exhibitor agrees to protect, save and keep Wachusett Mountain Associates, all presenting sponsors and their representatives and agents forever harmless from any claims or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor, or those holding under or through the exhibitor, and exhibitor shall indemnify and hold them harmless, against any and all loss, costs, damage, liabilities, causes of action, debts or expenses arising from or by reason of any injury to exhibitors, their employees, agents or guests or property from any cause whatsoever prior, during or subsequent to the period covered by the contract. When acts of God, work stoppages or any other cause not within the control of show management make it impossible for exhibitor or any of his materials to occupy or function in the show premises, the Exhibitor shall waive any claim for damages or compensation. IN ADDITION, EXHIBITOR FURTHER ACKNOWLEDGES THAT INSURANCE COVERING THE EXHIBITOR AND HIS PROPERTY AGAINST DAMAGE, PROPERTY AND BUSINESS INTERRUPTION LOSSES ARE THE SOLE RESPONSIBILITY OF THE EXHIBITOR.

## FOOD SAMPLING/SERVING NOTICE

Anyone that is serving or sampling food **must submit this application to the board of health in Westminster.**

**Please refer all questions to Audra Kirtland: 978-464-2300 x3703 or [audra@wachusett.com](mailto:audra@wachusett.com).**