

October 7, 8 & 9, 2017



Fall Foliage Festival

**Boothbay Railway Village
Route 27, Boothbay, Maine**

Planned in partnership with the Boothbay Region Information Center

February 1, 2017

Dear Interested Vendor:

It's our 50th Anniversary so what better time to do something dramatic. Based on ideas from vendors on their evaluation forms from 2016, we decided to make a BIG change. The Fall Foliage Festival is now three whole days to take advantage of the Monday federal holiday!

There's no change in booth fee this year, still a great bargain at just \$75 for the entire weekend.

We're working on a special logo for the 50th Anniversary and have a robust marketing plan in place again. We will also continue our partnership in Maine's Pumpkin Trail.

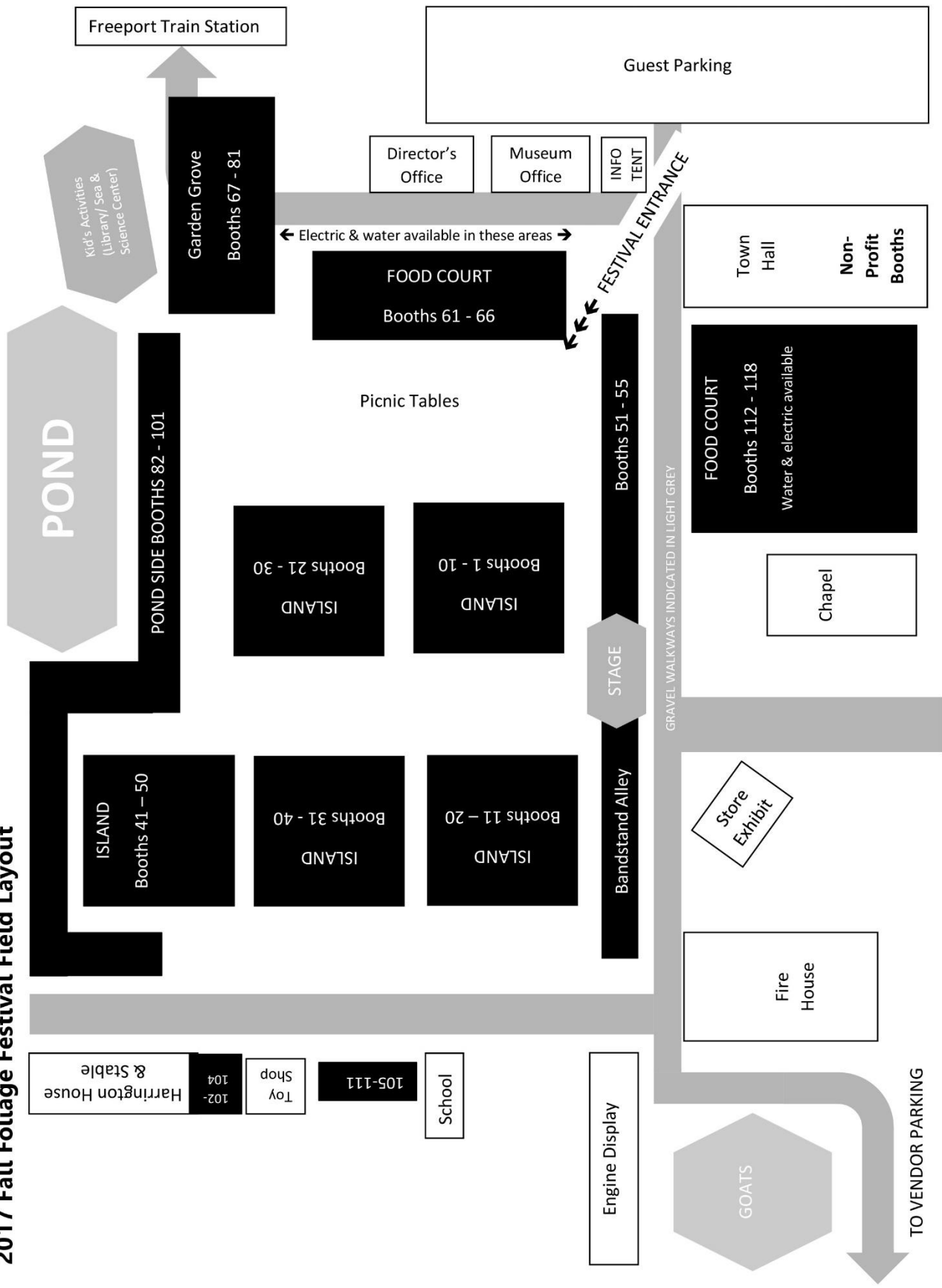
We made some modifications to the booth plan to create a better flow and keep everyone on even ground. You'll notice that the kid's activity area has been expanded and that there is a larger aisle in the Garden Grove area.

Please feel free to call or email me with any questions. We hope you'll join us for the 2017 Fall Foliage Festival!

A handwritten signature in black ink that reads "Margaret Hoffman". The signature is written in a cursive style with a long horizontal flourish at the end.

Margaret Hoffman
Executive Director, Boothbay Railway Village
Phone 207-633-4727 or Email margaret@railwayvillage.org

2017 Fall Foliage Festival Field Layout



Freeport Train Station

Guest Parking

Kid's Activities
(Library/ Sea &
Science Center)

Garden Grove
Booths 67 - 81

Director's
Office

Museum
Office

INFO
TENT

← Electric & water available in these areas →

FOOD COURT
Booths 61 - 66

FESTIVAL ENTRANCE

Town
Hall

Non-
Profit
Booths

POND

POND SIDE BOOTHS 82 - 101

ISLAND
Booths 21 - 30

ISLAND
Booths 1 - 10

FOOD COURT
Booths 112 - 118
Water & electric available

Chapel

STAGE

GRAVEL WALKWAYS INDICATED IN LIGHT GREY

ISLAND
Booths 41 - 50

ISLAND
Booths 31 - 40

ISLAND
Booths 11 - 20

Bandstand Alley

Store
Exhibit

Fire
House

Harrington House
& Stable

102-
104

Toy
Shop

105-111

School

Engine Display

GOATS

TO VENDOR PARKING

Fall Foliage Festival Vendor Application

Product or Business Name (for website listing) _____

Please link to my (pick one): Website Facebook Page Etsy Page

Web Address: _____

Contact Name _____

Mailing Address _____

City, State, Zip _____

Phone _____ Email _____

Booth Type:

- Food vendor (\$75)
- Artists & Makers of crafts, fine art or products (\$75)
- Non-profit, exhibit only (Free)
 - Location preference: Town Hall Village Green
- Non-profit, selling crafts/fundraiser (\$25)
 - Location preference: Town Hall Village Green
- Non-profit, selling food (\$50)

Describe your product(s) _____

Booth Orientation:

- 10' X 20' DEEP
- 20' X 10' WIDE

Preferred Booth Location:

- Food Court
- Garden Grove
- Other _____
- Bandstand Alley
- Island
- Pond Front
- Town Hall

Special requests: Electrical service (\$20) Water hook-up (Free) Oversize vehicle parking (Free)

Attendance (check all that apply): Saturday Sunday Monday

Load-In Time: Friday Afternoon Saturday Morning Sunday Morning Monday Morning

The Details

Location and Setting: The Boothbay Railway Village is located on Route 27, seven miles from Route 1 in Boothbay.

The Museum is a 501(c)3 non-profit museum featuring an eclectic collection of railroad, automotive and household items common to Maine from 1850 – 1950. All Museum exhibits are open and available to those who pay admission to the Festival. During Fall Foliage Festival steam-train tickets are sold separately for \$5 each.

The Festival activities - from vendor booths to entertainment, and special activities to picnic areas - are all located on the Museum's Village Green, a four-acre lawn surrounded by historic buildings.

Over the past five years, Fall Foliage Festival has attracted between 2,350 – 2,900 visitors annually depending upon the weather. We are targeting a minimum audience of 3,500 for 2017. Admission is just \$4, free for children 12 and under as well as Museum Members.

Show Hours:

RAIN OR SHINE!	
Saturday, October 7	9:00 am – 5:00 pm
Sunday, October 8	10:00 am – 4:00 pm
Monday, October 9	10:00 am – 4:00 pm

Vendor Types & Fees: *Fees are the same whether you participate on one or all days.*

Food vendors:	\$75 per 10 X 20 booth space
Artists & Makers of crafts, fine art or products	\$75 per 10 X 20 booth space
Non-profit, exhibit only:	Free
Non-profit, selling crafts or conducting a fundraiser:	\$25
Non-profit, selling food:	\$50

Vendors may only sell products that they make by hand or manufacture themselves. Resale of mass produced merchandise such as Avon, Mary Kay, Tupperware, and Scentsy are not permitted. If you are unsure if you qualify, please call the show organizer.

Vendors must provide all booth fittings including tents, tables, chairs, etc. Vendors with mobile units like food trucks or trailers that will be within your booth space must be smaller than the 10 X 20 booth space. We recommend that you supply a photograph of your set-up with your application and make any notations about clearance required, etc.

Non-profit organizations may request to have a table and two chairs in the Town Hall for exhibit space or selling crafts or they may have a 10 X 20 booth space outdoors and supply their own tent, tables, chairs, etc. Political activity, including lobbying for candidates, specific legislation, circulating petitions, etc are prohibited.

It is your responsibility, as a vendor, to comply with all local, state and federal laws including the collection of sales tax.

All fees are due at the time of registration. Fees are non-refundable. Exhibit space will be assigned in order of reservation. The earlier you book, the better your location!

Field layout: Vendors have the choice of a 10' X 20' DEEP or a 20' X 10' WIDE booth. We will do our best to accommodate your request but placement cannot be guaranteed. Booths will be assigned based on the original date your completed application and payment arrived to us.

Load-In: Set-up will be on Friday, October 6 from 12:00 pm to 6:00 pm or from 6:30 am to 8:30 am on Saturday, Sunday and Monday. All vendors must be unloaded by 8:30 am and cars removed from the event area. You may continue to set-up past that time but your vehicle must be moved. Gates will open at 9:00 am on Saturday, 10:00 am on Sunday and Monday, your booth must be complete by that time.

Vendor Check-In: When you arrive to the Museum for load-in pull across the tracks to the gates adjacent to the large white Town Hall. A team member will greet you.

You'll receive:

- a parking pass which must be displayed in your vehicle at all times
- nametags for your staff
- a Museum Visitor Guide

New! Once a vendor arrives for the first time they may use the express gate at the rear of the Town Hall for entry throughout the rest of the show. You will need your parking pass clearly displayed as you pull up to gain admittance.

Due to misuse, the Museum will no longer provide free steam train tickets to vendors at check-in. If a vendor or one of your booth staff would like to enjoy a steam train ride during the event, please proceed to the Info Table to request a ticket. Tickets are still complimentary but they are non-transferrable and will be issued to specific booth staff on your list.

Load-out: The Festival will end at 4:00 pm on Monday. Tear down will begin at 4:00 pm and not before. At approximately 4:15 pm you will be permitted to drive onto the grounds to pick-up materials. If you are departing before the end of the Festival tear down can beginning at the advertised closing time of the day, and cars will be permitted into the grounds as soon as we are sure all guests have left the field.

Show Continuity: As this is the first year we have extended the show to three days we know not everyone will be able to participate in the extended festival. We also did not want to penalize anyone who could not commit to the full length of the event but we are concerned that if some of the vendors in the best locations leave early the show needs to look 'full.' There will be opportunity for those willing to relocate to fill spaces vacated on Sunday night. We will post available spots starting on Saturday AM. If you'd like the opportunity to move (or spread out) just check at the Info Table, assignments will be handled first come, first served.

People's Choice Award: There will be a People's Choice Award for best booth. Food vendors, craft vendors and non-profit exhibits are all able to compete. Guests can cast their vote inside the 1847 Boothbay Town Hall. The award is a snazzy trophy and bragging rights. You are welcome to encourage your patrons to vote for you!

Staff List: You must provide a list of names for those who will be working in your booth. Each person will be issued a staff pass for the event and must wear it while on the grounds. The first four passes for booth staff are included in your event fee. If you require additional passes, they will be \$5 each. Non-profit booths may submit up to ten names with no additional charges.

Electrical Service & Water Hook-ups: There are limited services available. There is a \$20 charge for electricity. You are required to bring your own 100" extension cord. Water is free but food vendors needing water service must bring their own hose. Please note on your application if you require either.

Parking: Your vehicle must be parked outside the Village area in the designated vendor and staff parking area. Vendors will not be permitted to park in the public parking lots. We want your show to be successful which means we want our guests to be happy shoppers and not grumpy parkers. If you have a trailer or extra larger vehicle please let us know in advance so we can make special accommodations for you.

Camping: Overnight camping is prohibited. The lovely Shore Hills Campground is located less than one mile from the Museum.

Security & Safety: The Festival will provide overnight security. We also hire a Lincoln County Sheriff's Department Officer to provide safety at the Museum entrance and for those who park in our over flow event parking lot across Route 27.

Ticket Giveaways & Marketing: The Festival has a robust marketing plan. In addition to our strategies, we'd love your help in reaching out to your fans. We're happy to provide you with a pair of tickets (value \$8) to give away to a fan on Facebook, at another show, or any other method you choose. They will be mailed to you with your confirmation packet. We will also provide the event logo and a picture of last year's event via email should you be willing to talk about our event on your website, social media, etc.

Promotion for Your Products: The Museum's website features a section for the Fall Foliage Festival including rich media like an image gallery and video as well as a listing of vendors with links to your websites, Facebook pages or Etsy shops. If you provide a jpg image via email at the time of registration, we will also post about you on our Facebook page and the Festival's page on Facebook.

Questions: Margaret Hoffman, 207-633-4727 or margaret@railwayvillage.org