



**Farmers' Market Application**  
**34th Annual AppleFest**  
**Sat. & Sun., October 14-15**  
**AT WACHUSETT MOUNTAIN**

Your Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

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

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

Phone: (\_\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

Please Check:  New Applicant  Previous Exhibitor (# of years \_\_\_\_)

Do You Need Electricity?  Yes  No

Please list all items for sale:

\_\_\_\_\_  
\_\_\_\_\_

**COST: \$50 / WEEKEND** TOTAL ENCLOSED: \$ \_\_\_\_\_

**PAYMENT METHOD:**

**Check #:** \_\_\_\_\_ Check payable to: Wachusett Mountain Associates  
499 Mountain Road, Princeton, MA 01541  
Attn: Farmers' Market Applicant

**Credit Card #:** \_\_\_\_\_  VISA  MC  OTHER \_\_\_\_\_  
Name on Card: \_\_\_\_\_ Expiration Date: \_\_\_\_ / \_\_\_\_

Please call Audra Kirtland with any questions: 978-464-2300 ext. 3703 or e-mail [audra@wachusett.com](mailto:audra@wachusett.com)

I, the undersigned, have read and agree to the Rules and Regulations insert included with this Application.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / 2017

### **FARMERS' MARKET RULES:**

- All products sold in the Farmer's Market must be produced locally (within New England).
- Main ingredients within those products must also be sourced locally. Minor ingredients, such as spices, etc may be sourced elsewhere.
- All prepared foods should have ingredients listed on the product. If ingredient listing is not available, staff must be able to properly identify all ingredients to potential buyers.
- Warnings for nuts and other allergens must be clearly marked on any samples provided free of charge.
- Vendors can only bring/sell products that are listed on the farmers' market application. Any products not listed may be rejected by festival staff.
- No Mass-produced products or chain-company products are allowed in the Farmers' Market.
- Acceptance as a Farmers' Market vendor is based on a first come first serve basis, we will not reserve a spot until the completed (and paid in full) application has been received, reviewed and accepted. We only allow a certain number of similar products.
- Wachusett reserves the right to waive these rules for any vendor who has participated in Applefest for 12+ years.

### **EXHIBITS:**

- Each vendor is provided a 10x10 space and electricity if requested and paid for. **Please indicate on your application if you will be bringing a food truck, booth or other set-up which will require additional space. We can usually accommodate these requests.**
- **You will only have your 10x10 space with NO space around the booth.**
- **You are permitted to request two spaces and a decision to allow this will be made by Wachusett Festival Organizers.**
- Remember to bring extra power cord/extension cord if needed.
- Vendor booths must be manned for the entire festival.
- Anyone that is serving or sampling food **must submit an application to the board of health in Westminster, MA.**

**It is VERY IMPORTANT that Booths are manned until 5pm both days. Booths may not be broken down until end of show on Sunday at 5:15 pm.** Anyone leaving early, without notifying show management will not be asked to participate the following year.

### **VENDOR REGISTRATION**

Upon arrival please check-in at **customer service** in the main lodge. You will receive your vendor packets that will include:

- TWO exhibitor badges; TWO complimentary festival tickets; TWO skyride tickets; Lay-out map; Schedule
- Once ticket sales begin, anyone entering the area must pay admission unless they are wearing an exhibitor badge, or on the will call list with proper ID.

### **SET UP TIMES:**

- All booths must be fully in place by 9:30 am Saturday. Doors open to the public at 10:00 am.
- Doors to the lodge will open at 7am for vendor set-up on Saturday morning.
- Sunday exhibitors are welcome to enter at 8am. If you need more time for your set up please contact me to make arrangements.
- We will allow limited set-up on **Friday from 12pm-7pm**. All vendors must exit the building at 7pm and can continue set-up on Saturday morning.

### **UNLOADING & PARKING:**

You may drive onto the grounds in order to unload your things into your exhibit space. After unloading, please move all vehicles to the parking lot in front of the lodge. Please check with parking lot attendants in the area if you have any questions. You **must** park in the parking lot since the entire grounds will be used for the festival. \* DO NOT drive on lawns or grass. Vehicles must remain on the pavement at all times.

### **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.

**We look forward to seeing you at the show! For questions, please contact Audra Kirtland—978-464-2300 x3703 or [audra@wachusett.com](mailto:audra@wachusett.com).**