



# 2017 Exhibitor/Vendor Opportunity

**SEPTEMBER 16TH • MLK MEMORIAL PARK • ROCHESTER, NY**

Dear Exhibitor/Vendor,

You are invited to The First Annual Rochester VegFest on Saturday, September 16, 2017 at Dr. Martin Luther King Jr. Memorial Park and Lodge, in the heart of downtown Rochester, from 10:00 AM till 6:00 PM.

## Rochester VegFest

We seek to inspire people to reduce animal suffering by choosing more plant-based foods. We will feature nationally recognized speakers, informative exhibitors, cooking demos, a vegan food court, and delicious samples of food from vegan-friendly restaurants and food companies. We hope you'll be a sponsor and/or an exhibitor this year!

The Rochester VegFest is open to the public and we anticipate a large audience! Rochester has been a long time waiting for a festival like this!

We are excited to offer our visitors:

- A food court highlighting some of our area's most delicious vegan dishes
- Cooking demonstrations given by local chefs
- Kid's Activities
- Shopping from compassionate retailers and vendors
- Free Yoga sessions
- Free screening of "What The Health" - an eye-opening new health film that health organizations don't want you to see!
- Nationally recognized speakers, including:
  - Dr. Tom Campbell, co-author of The China Study - The Most Comprehensive Study of Nutrition Ever Conducted
  - Jo-Anne McArthur, photojournalist, humane educator, animal activist, and author
  - Torre Washington - Professional Bodybuilder, winner of multiple events, vegan, and animal advocate
- All of this and more, with free admission and free parking at a beautiful, centrally located nearly-five acre park in Downtown Rochester!

If you have any questions about becoming an exhibitor you can email [info@RocVegFest.org](mailto:info@RocVegFest.org).

We hope you'll become a sponsor and/or an exhibitor today!



# Rochester VegFest! 2017 Exhibitor/Vendor Opportunity

## Rochester VegFest Exhibitor/Vendor Application

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

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

Company Website: \_\_\_\_\_

Company Representative/Title: \_\_\_\_\_

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

---

### Vendor Categories - please circle applicable fee(s) and fill in the total:

Type	Base Rate	Optional Table/2 Chairs	Optional Electricity	Total
501c3 Nonprofit	\$50/gift basket	\$15	Contact us for pricing	
For-profit	\$200	\$25	Contact us for pricing	
For profit Food	\$275	\$25	Contact us for pricing	

### Additional Information:

- Non-profits, please attach your 501c3 IRS exemption document. Unfortunately, you may not sell at your table unless you provide proof of insurance as explained below.
- Non-profits may waive their base rate fee by donating a raffle gift basket. All items must be vegan.
- For each For-profit Food vendor, we will provide three tables and eighteen chairs under the big tent (general seating) for the base rate quoted above. No need to provide tables for your customers.

Would you like to help promote the festival with flyers? You will be sent promotional materials.

Will you be offering free samples? Y/N If so, describe \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Paypal Payment** (via RocVegFest.org)

PLEASE INCLUDE NOTE STATING  
"VENDOR NAME" APPLICATION  
PAYMENT

**Check Enclosed** (payable to Rochester NY VegFest)

PLEASE MAIL FORMS AND PAYMENT TO:  
Rochester VegFest  
PO Box 20185  
Rochester, NY 14602

**NOTE:**  
PLEASE INCLUDE PAYMENT WITH  
YOUR COMPLETED PACKET.  
VENDORS WILL NOT BE CONSIDERED  
REGISTERED UNTIL WE RECEIVE  
PAYMENT IN FULL.



Signature: \_\_\_\_\_

Date: \_\_\_\_\_

- After July 16th, no refunds will be issued.



# Rochester VegFest! 2017 Exhibitor/Vendor Opportunity

---

## Important Information for Vendors

This is an outdoor event. You will be provided a 10' x 10' grassy area which will be somewhat, but not guaranteed completely, level. Unless you make other arrangements with us, you need to provide a canopy and table/chairs for your space. Please be sure you weight your tent adequately to avoid injury and damage from wind. 40 lbs. per leg is standard.

This agreement is subject to all the Rules and Regulations below, and the undersigned acknowledges that he/she has read and accepts all conditions.

A Food Service Vendor (if applicable) is an established restaurant, food product company or caterer that may prepare food onsite. All Food Service vendors must obtain the appropriate health permit(s). The Food Permit application can be found at

<https://www2.monroecounty.gov/files/health/eh/food/HD-EH-Food-Current%20TEMPORARY%20FOOD%20APP-CN.pdf>. Please apply for the permit and you must bring it with you to the event, as you may be asked to provide them for inspection. If you have any questions about needing a permit, contact:

MONROE DEPARTMENT OF PUBLIC HEALTH FOOD PROTECTION  
111 Westfall Road - Rm. 832; Rochester, New York 14620  
Office: (585) 753-5064 FAX: (585)753-5013

Rochester VegFest agrees to permit Vendor to occupy the space designated to them at Martin Luther King Jr. Park in Rochester, NY - during the exhibiting hours of 10:00 am – 6:00 pm on Saturday, September 16th, 2017. The specified load-in and break-down times are as follows:

### LOAD-IN:

Saturday 8 am - 10 am: Vendors can load in and set up prior to event start time (10 am)

### BREAK DOWN AND CLEAN UP:

Saturday 6 pm - 8 pm: Load out for all vendors.

---

---

## Vendor Rules and Regulations

### 1. PERMITS AND LICENSES

All vendors are responsible for obtaining any required health permits and/or licenses for the event. Any vendor without the appropriate permits and/or licenses will not be permitted to set up at the event. Vendor is responsible for their own worker's compensation insurance coverage where applicable. Vendor shall be solely and absolutely responsible for compliance with all applicable laws, regulations and rules concerning employments, whether municipal, state or federal. Vendor hereby agrees and undertakes to keep Rochester VegFest, Animal Rights Rochester, Inc., and Rochester Area Vegan Society harmless from and against any and all loss, cost, expense, liability, or damage, and any and all claims, demands, or liabilities by or to any and all employees of vendor, on account of or occasioned by vendor's operations hereunder.

### 2. VEGAN SPECIFICATIONS

Vendor understands that this is a vegan, plant based festival, and as such, all products, services, promotions, samples, etc provided to Rochester VegFest attendees must be vegan and consist of no animal products or animal-derived components, fabrics, or ingredients (specifically, no meat, dairy, egg, honey, lanolin, beeswax, wool, silk, leather or any other animal-derived ingredients. Additionally, there will be no products that have been tested on animals.) Please consult Rochester VegFest staff with any questions.

### **3. VENDOR OPERATIONS**

Vendors may begin to set up by 8:00 am the day of the event. All vendors must be properly set up by 10:00 am on the day of the event. During the festival hours of 10:00 am – 6:00 pm, all vendors must be open to the public and in the charge of a vendor representative. At no time may a booth be unattended. For security, vendors must exit the park within two hours after the public has left at closing time.

### **4. ARRANGEMENT OF EXHIBITS**

Arrangement of vendor exhibits must be such as not to obstruct the view of other exhibitors. All decorations must be flame proof. Latex balloons are not permitted. Sound devices cannot be used without specific written permission from Rochester VegFest.

### **5. INDEMNIFICATION AND HOLD HARMLESS**

To the fullest extent permitted by law, vendor shall indemnify, defend and hold harmless Rochester VegFest, Animal Rights Rochester, Inc., and Rochester Area Vegan Society, and their respective officers, agents, employees, affiliates and subsidiaries from any and all claims, demands, causes of action, damages, losses, liability and expenses including but not limited to attorney's fees, with respect to alleged or actual bodily injury, sickness, disease or death, or to alleged or actual injury or destruction of tangible property arising out of or resulting from, in whole or in part, the occupancy of the premise by the vendor or their employees.

### **6. INSURANCE**

General Liability Insurance, in the amount of \$1,000,000 per occurrence/\$2,000,000 aggregate is required for vendors who wish to sell. Insurance certificates must be received by September 1st, 2017. Insurance certificates must:

1. Name "Animal Rights Rochester, Inc." and "Rochester Area Vegan Society" as additional insured.
2. Match applicant name or sponsoring organization as insured party.

### **7. FIRE REGULATIONS**

All cooking tanks and methods may be subject to approval by the Rochester Fire Department. Rochester VegFest retains the right to deny participation, in the case of Rochester Fire Department deeming any cooking tanks or methods to be unsafe.

### **8. RELEASE AND REMOVAL OF EXHIBITS**

Vendors will have two hours after the festival floor has closed to attendees to break down booths on Saturday. Vendors are expected to remain at the park until the close of the festival exhibit hours. Deliveries to the vendors of Rochester VegFest shall be made in accordance with festival scheduling.

### **9. CARE OF EXHIBIT**

If a table and chairs are rented from Rochester VegFest, care will be taken not to damage them. Vendor will be financially responsible for damage. Vendor will care for their own items and canopy, keeping items away from attendee walking paths. Vendor booths will be occupied by vendor representative at all times during festival exhibit hours. Rochester VegFest will handle garbage removal during the event, but Vendor is responsible for leaving a clean space, and rented table/chairs if applicable, at the end of the festival.

### **10. ETHICAL PRACTICES**

Vendor agrees to exercise this Agreement without infringement upon the rights of others, to handle or sell no commodity for which an exclusive right has been granted to others, nor to engage in any business, to sell or distribute any commodity on the venue grounds except as expressly stipulated in the Agreement, and to confine all his/her operation to the space described in this Agreement and not in any way operate in the walkways or in such a manner as to be a disruption or an annoyance to the public or to other vendors.

The vendor further agrees not to distribute or sell anything which in the judgment of Rochester VegFest is detrimental or not vegan. Vendor further agrees not to distribute or sell anything which in the judgment of Rochester VegFest is designed to be misleading as to its contents or use or not in accordance with the law, or of the highest business and professional ethics. Rochester VegFest reserves the right to prohibit the sale or distribution of any item or merchandise or printed materials which Rochester VegFest deems contrary to or not in keeping with the aims and mission of this festival. We encourage all vendors to be as eco-conscious as possible and reduce waste to the best of their ability.

### **11. NO DOGS ALLOWED**

We love our dogs so much, but they are not permitted at VegFest, and no dogs should be left unattended in vehicles. The only exception is for service dogs. Thank you for understanding.

### **12. REFUNDS**

No refunds after July 16th, 2017.



# Vendor License Agreement

## Rochester VegFest Rules and Regulations Agreement

I have read and understand fully the attached Vendor Rules and Regulations, (points 1 through 12 of this Agreement). I am in complete concurrence with all the conditions set forth, understand the load-in and break-down times, and heretofore sign this agreement stating that I will follow the Rochester VegFest Vendor Rules and Regulations set forth in this Agreement.

Vendor Name: \_\_\_\_\_

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

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

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**PLEASE SIGN AND DATE TO COMPLETE VENDOR AGREEMENT.**

**FINAL DEADLINE IS JULY 16th, 2017.**

PRINT: \_\_\_\_\_

SIGN: \_\_\_\_\_

DATE: \_\_\_\_\_