



# 2018 Exhibitor Opportunity

**SEPTEMBER 15TH • MLK MEMORIAL PARK • ROCHESTER, NY**

Dear Exhibitor/Vendor,

You are invited to The Second Annual Rochester VegFest on Saturday, September 15, 2018 at Dr. Martin Luther King Jr. Memorial Park and Lodge, in the heart of downtown Rochester, from 10 AM - 4 PM.

## Rochester VegFest

We seek to inspire people to improve their health and reduce animal suffering by choosing more plant-based foods. We will feature nationally recognized speakers, non-profits, cooking demos, a vegan food court, and free samples.

Last year was a huge success with attendance at more than 1500 guests and many food vendors selling out. We hope you'll be a sponsor and/or an exhibitor this year!

We are excited to offer our visitors:

- A food court highlighting some of western New York's most delicious vegan dishes
- Cooking demonstrations given by local chefs
- Kids' activities
- Shopping from compassionate retailers and vendors
- Yoga classes
- Free screening of *The Invisible Vegan* - an independent documentary that explores the problem of unhealthy dietary patterns in the African-American community, and the health and wellness possibilities enabled by plant-based vegan diets and lifestyle choices.
- Nationally recognized speakers, on subjects including:
  - health benefits of a vegan lifestyle
  - environmental impacts and prospects in relation to dietary trends
  - plant-based, compassionately conscious fitness and wellness
- 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 Tina at [info@RocVegFest.org](mailto:info@RocVegFest.org).

We hope you'll join us for this exciting event and become an exhibitor today!



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## 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://www.monroecounty.gov/>. We can also email you a copy upon request. 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 AM - 4 PM on Saturday, September 15th, 2018. 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 4 PM - 6 PM: Load out for all vendors.

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## 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 email [info@rocvegfest.com](mailto:info@rocvegfest.com) with any questions or to check if a particular product is vegan. We reserve the right to ask you not to serve any non-vegan products to festival guests.

### **3. VENDOR OPERATIONS**

Vendors may begin to set up at 8 AM the day of the event. All vendors must be properly set up by 10 AM on the day of the event. During the festival hours of 10 AM – 4 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, 2018. 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. REFUNDS & PENALTIES**

After July 16th 2018 there will be no refunds and a \$25 fee will be applied to late applicants.



## Rochester VegFest Exhibitor/Vendor Application & Rules Agreement

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

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	\$50	
For-profit	\$225	\$25	\$50	

### Early Bird Special! - Return completed application before May 17th and get \$25 off!

- There is a **late fee of \$25** for any vendor who does not complete application and registration requirements before **July 16th, 2018**.
- 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.

- Would you like to help promote the festival with flyers? You will be sent promotional materials.
- I have read and understand fully the attached Vendor Rules and Regulations, (points 1 through 11 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.

**Paypal Payment** ([via RocVegFest.org/exhibitors.html](http://RocVegFest.org/exhibitors.html))

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

**Check Enclosed** (payable to Rochester NY VegFest)  
PLEASE MAIL FORMS AND PAYMENT TO:

Rochester VegFest  
PO Box 20185  
Rochester, NY 14602



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

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

- After July 16th, no refunds will be issued and a **\$25 late fee** will be applied.