



latrobelaurelvalley.org

724.537.2671

PO Box 463

Latrobe, PA 15650

Greetings!

What an exciting time 2015 was for events in Latrobe, PA. With big additions to the Great American Banana Split Celebration, and new partnerships forged for Steelers Fest at Latrobe – we hope you enjoyed these events as much as we did. 2016 doesn't come without surprises of its own!

### **Steelers Fest at Latrobe**

**Friday, August 5, 2016**

**12 – 6pm at Latrobe Memorial Stadium**

Last year at Memorial Stadium, we doubled attendance at Steelers Fest at Latrobe, which is produced alongside the Pittsburgh Steelers Organization. This free community-wide event allows businesses to showcase their talents and is promoted during Steelers Training Camp. This year's event will once again feature the Steelers Experience, autograph signings, outdoor adventure activities, music, and family fun! Steeler fans grab a bite to eat and take advantage of these unique experiences before the event wraps up with the live night practice and a fireworks display.

### **Great American Banana Split Celebration**

**Friday, August 26 – Sunday, August 28, 2016**

**Downtown Latrobe**

Last year, the Chamber was excited and proud to take the reins on the Great American Banana Split Celebration. With tremendous community and business support, the event brought 15,000 visitors to the birthplace of the banana split! We also added the 5K Banana Run, Color Dash, Outdoor Adventure Arena and Concert.

We're bringing all new surprises to this year's event – and are planning for continued growth and increasing attendance. Our marketing committee has already begun to plan and promote. Our regional focus on advertising efforts is expected to draw an ever-growing crowd.

New this year includes an extra emphasis on our Banana Split Theme! If possible, bring out your best banana themed items, foods, and ideas.

Attached you'll find the guidelines and application for both of these rapidly growing events. We hope that you'll join us as we celebrate all that our communities have to offer! If you have any questions, please do not hesitate to reach out to me directly by phone (724-537-2671 ext 103) or email ([info@bananasplitfest.com](mailto:info@bananasplitfest.com)). See you in August!

Cheers,

A handwritten signature in black ink, appearing to read "Allen J. Martello".

Allen J. Martello  
Director of Marketing & Events

A handwritten signature in black ink, appearing to read "Jeffery Minkovich".

Jeffery Minkovich  
Vice Chairman, Vendors

## Exhibitor Guidelines

*These are the basic guidelines for each event. A full list can be found by visiting [bananasplitfest.com](http://bananasplitfest.com)*

1. Each exhibitor at the GABSC or Steelers Fest at Latrobe must be approved by the event committee. The decisions of this committee will be deemed the final decision. **For Steelers Fest at Latrobe, additional approval is required from the Pittsburgh Steelers organization.**
2. The size of your booth will be strictly enforced. We want to ensure that everyone gets their committed amount of space. Spaces will be pre-numbered and the Greater Latrobe - Laurel Valley Chamber of Commerce and the City of Latrobe are not responsible for any loss or damage to booths, equipment, or merchandise.
3. Parking will be made available for all OFFICIAL exhibitors of the event and will be within **a reasonable distance from booth areas**. You will be permitted to load and unload before event opening and after closing each day. You will receive an EXHIBITOR pass that must be displayed on your vehicle at all times.
4. We ask that exhibitors prepare appropriately for the weather conditions during the event, so that you may stay open. The event committee will make any final decisions regarding bad weather.
5. **For Steelers Fest at Latrobe:** Exhibitors will be setup outside Memorial Stadium. It is expected that you have your booth setup, open, and operating by **12pm (noon) on August 5<sup>th</sup>**. All sales must be completed by 6pm. You will be assigned a setup time to arrive Friday morning. All booths must be torn down and cleaned up by **9pm on August 5<sup>th</sup>**.
6. Due to sponsorship agreements, vendors are not permitted to sell drinks at **Steelers Fest at Latrobe**. All drink items must be sold by the event committee.
7. **For the Great American Banana Split Celebration:** Exhibitors will be setup in Downtown Latrobe on Main Street and Ligonier Street. It is expected that you have your booth setup, open, and operating during the following hours: 2pm-8pm Friday (August 26), 10am-8pm Saturday (August 27), and 10am-5pm Sunday (August 28). You will be assigned a set up time. All booths must be torn down and cleaned up by **11pm on August 28**. Vendors are responsible to collect their own trash and place behind vendor space to be collected nightly by the event committee.
8. Electricity is available for an additional cost, on a limited, first-come first-serve basis. Electricity requirements must be submitted to the event committee prior to the event.
9. Each exhibitor that will be selling goods is responsible for their own sales tax license and collection.
10. For **Steelers Fest at Latrobe** participants – only **OFFICIAL, LICENSED** NFL or Steelers merchandise may be sold. Proof of licensing must be submitted with this application. Additionally, this merchandise will be reviewed by the Steelers organization and must be approved.
11. Each vendor will have to provide a Certificate of Liability Insurance. The GLLV Chamber WILL NEED TO BE listed as an "Additional Insured" on your Certificate of Liability Insurance document.
12. Refunds will only be provided if notice was given in a sufficient time. Vendors may be refunded half of their participation fee within 45 days of the event. Within 30 days prior to the event, **NO REFUNDS WILL BE GIVEN**.
13. The GABSC and Steelers Fest at Latrobe Committees reserve the right to remove any exhibitor for violation of these policies and guidelines.

**EXHIBITOR & VENDOR APPLICATION  
STEELERS FEST (AUGUST 5, 2016)  
GREAT AMERICAN BANANA SPLIT CELEBRATION (AUGUST 26-28, 2016)**

NAME \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

TELEPHONE (PRIMARY) \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

WEBSITE \_\_\_\_\_

DESCRIPTION OF GOODS/SERVICES \_\_\_\_\_

AMOUNT OF TIME NEEDED FOR SET UP \_\_\_\_\_

**BANANA SPLIT (due August 10<sup>th</sup>)**

\_\_\_\_\_ 10X10 SPACE..... \$100  
\_\_\_\_\_ 10X20 SPACE..... \$150  
\_\_\_\_\_ ELECTRICITY (limited availability)..... \$50

**STEELERS FEST (due July 15<sup>th</sup>)**

\_\_\_\_\_ 10X10 SPACE..... \$100  
\_\_\_\_\_ 10X20 SPACE..... \$150  
\_\_\_\_\_ ELECTRICITY (limited availability)...\$50

**SAVE BY REGISTERING FOR BOTH EVENTS!**

\_\_\_\_\_ 10X10 SPACE..... \$175  
\_\_\_\_\_ 10X20 SPACE..... \$250  
\_\_\_\_\_ ELECTRICITY (limited availability)..... \$100

**DESCRIBE ELECTRICITY NEEDS (Type of hookup, voltage)**

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

**TOTAL AMOUNT DUE \$ \_\_\_\_\_**

**\*\*\*\*\*PAYMENT SHOULD BE SUBMITTED WITH THIS APPLICATION  
PLEASE MAKE ALL CHECKS PAYABLE TO: GLLV CHAMBER \*\*\*\*\***

***Please include a Certificate of Liability Insurance. The GLLV Chamber WILL NEED TO BE listed as an "Additional Insured" on your Certificate of Liability Insurance document.***

PLEASE RETURN TO GLLV CHAMBER AT: **PO Box 463 Latrobe PA 15650**

**Email: [marketing@gllv.org](mailto:marketing@gllv.org) Fax: 724.537.2671 ext.103**

By submitting this application, I acknowledge having read the guidelines above, and accept them as regulations of The Great American Banana Split Celebration and/or Steelers Fest at Latrobe. I understand that submission of this application does not guarantee my admittance into these events, and that I must be approved by the respective event committee. I recognize and fully acknowledge that the Greater Latrobe – Laurel Valley Community Chamber of Commerce, the City of Latrobe, nor any of the event's sponsors are responsible for any loss or damage to my exhibit, merchandise, or myself.

Signed \_\_\_\_\_

Date \_\_\_\_\_