



HERNDON FESTIVAL

777 Lynn Street
Herndon, VA 20170-4602
703-787-7300

Herndon Festival Entrepreneur Expo Rules and Regulations

herndonfestival.net

Herndon Festival May 31 - June 3, 2018

703-787-7300

VENDOR GUIDELINES

The Expo offers an opportunity for a select and limited group of retailers to sell items onsite. All items to be sold are to be submitted in advance and **MUST** be approved by the Herndon Festival Committee.

1. Sales are limited to products regularly supported by that business or consultant at their location, catalogs, or direct to consumer (via web presence or sales event)
2. **Only new goods are to be sold in the Expo**; no second hand, antiques, refurbished, or restored merchandise are permitted. **Businesses may not sell food, arts and crafts, balloons, jewelry, glow necklaces, apparel/unless otherwise approved, bottled water, or any items bearing the Festival's logo.**
3. No renovation, construction, repair, or service based businesses are applicable.
4. Warranties or guarantees on products provided online or at the store location must be available to consumers on products sold at the Expo unless specified in writing at the time of sale.
5. Products may only be displayed within the confines of the Expo booth or space provided.
6. Exhibitors must sign a form holding the Festival Committee and the Town of Herndon harmless for damage or theft of products beyond their control, including but not limited to cash, checks, and credit card slips.

The Herndon Festival Committee reserves the sole right to determine if items or vendors are acceptable.

ELIGIBILITY

Exhibitors are selected from submitted photographs, catalogs, and vendors web presence. Only items representative of that submitted to Festival Committee may be exhibited. Exhibitors may not sell other non-related products that were not judged. If you are accepted into the show and you display/sell any items that are not disclosed prior to the event, you will be asked to remove the items from your booth. Violators will be asked to remove items not in compliance, and if you continue to sell, you will be removed from the show.

HERNDON FESTIVAL EXECUTIVE COMMITTEE:

Nicole Mitchell Conners
Mala Grover
Al Hobson
Bill Jonas
Christie Vosseller



APPLICATION PROCEDURE

All application materials must be received by: April 30, 2018
Application and pictures will be closely reviewed by the Festival Committee so the best quality of businesses will be accepted. Quality, current, and exclusive items are highly recommended. For each category in which you wish to be reviewed, please submit four (4) recent photographs which clearly portray your products in detail. A link to vendors online presence must also be submitted for review.

Label each picture with your name and address. Please do not send samples, as they will not be returned. Enclose the completed application, booth fee, and a business size, self-addressed envelope with \$0.84 postage.

Upon acceptance into the show, an acceptance packet including detailed information will be mailed along with submitted photographs. If you are not selected, photographs and payment will be returned. The decision of the committee is final. All notifications of acceptance will be mailed no later than April 30, 2018

Please send with your payment the completed Herndon Entrepreneur Expo Application. Please keep the Rules and Regulations for future reference.

Herndon Parks & Recreation Department
ATTN: John Walsh, Herndon Festival
777 Lynn Street
Herndon, VA 20170

SET UP

Included with the exhibitor acceptance package each exhibitor is assigned a specific set up time to prevent congestion on the festival streets. There are additional festival vehicles and vendors arriving for set up at the same time. Exhibitors who arrive late should be aware that the festival streets are closed to all vehicles at a designated time. If exhibitors arrive after the streets are closed to vehicular traffic, exhibitors will have to park outside festival grounds and carry/cart materials to their assigned space. Upon arrival to the festival area, exhibitors should provide their booth number, receive a parking permit, and be directed to their booth location. Be prepared to unload all materials/supplies that are needed to set up the booth. Exhibitors will be asked to park their vehicles off festival grounds once all materials are unloaded. Festival marshals will assist in directing exhibitors to their assigned parking lot. Exhibitors then return to their booth to continue set up.

Booths are 10 feet wide and 10 feet deep. Exhibitors must provide all materials/equipment for set-up (tents, tables, chairs, backdrops, weights, etc.).



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All tents must be secured and weighted down with a minimum of 40lb weights on each of the four corners. The tent should be secure enough to withstand a small thunderstorm.

STATION & PINE AREA

Days Saturday and Sunday
Fee \$225
Location Station Street (upper part of Station)
Opening Times Saturday at 9:45am; Sunday at 10:45am
Closing Times Saturday and Sunday at 5:00pm

Booths are located on Station Street next to the Business Expo and will close promptly at 4:30pm on Saturday. Booths must be taken down entirely (including tent) on Saturday by 5:00pm. The Town of Herndon is not responsible for any items lost or damaged. If you have a booth in this area you must remove your items on Saturday evening, please be aware that vehicles are only permitted in this area after the close of the Business Expo. Exhibitors are to be prepared to have their exhibit ready for public viewing/shopping:
Saturday, June 2, 9:45am; Sunday, June 3, at 10:45am.

Refer to the [booth locations](#) and fees information for accurate closing times. The business show will end earlier than other festival activities.

During Sunday's breakdown (at the specified time), exhibitors may not be able to park their vehicle right next to their booth space. A handcart is recommended to assist exhibitors.

CORNER SPACE

Corner Booth if available (an additional \$20 fee, not included in booth fee) Exhibitors need to submit a separate check for \$20 or pay by credit card. There are no guarantees on receiving a corner booth as these booths are limited.

PARKING


Parking is not allowed in the Festival area. Exhibitors are granted one parking permit which will be provided at time of set-up, and **the permit is for an assigned lot which is not on Festival grounds.** Exhibitors are to display their parking permit on their front dashboard. Towing is strictly enforced around the festival area.

ADDITIONAL INFORMATION

The Herndon Festival will not be cancelled in the case of inclement weather. Exhibitors are to be fully prepared to protect against adverse conditions, such as rain, wind, sun, heat, etc. If severe weather conditions persist, i.e., thunderstorm/lightning, the Festival will temporarily close down and then reopen. Vehicles will not be allowed in the Festival area during cloudbursts - please be prepared to protect your merchandise.

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Exhibitors are expected to reopen their booths as soon as possible once the weather has cleared and the Festival reopens. No refunds will be issued for inclement weather.

All exhibitors are required to pay a tax of six percent on all sales made at the Festival to the Commonwealth of Virginia. Contact the Commonwealth of Virginia Department of Taxation for appropriate forms.

1. In signing the application agreement, **exhibitors must understand that all work to be sold must be approved by the Event Organizers**
2. Booth fees are non-refundable upon acceptance into the show.
3. Check or credit card number must be included with your application. Applications will not be processed without payment in full if you are selected.
4. This is an outdoor two-day street show and booth spaces may not be completely level.
5. Exhibitors may have to cart supplies to their vehicle for break down and may not be able to pull a car up to the booth space unless determined to be safe by Herndon Festival staff. If items are left on site overnight, items must be placed in the designated area.
6. Exhibitors are responsible for safe storage containment and full value of all materials. The Town of Herndon is not responsible for safe keeping, loss or damage of any merchandise
7. Exhibitors are **not permitted to bring alcohol or pets**, except service animals, into the festival area.
8. Exhibitors may not sublet any portion of their space to another exhibitor.
9. Open flames are not permitted.

All notifications of acceptance will be mailed by May 7, 2018

Application Deadline is April 30, 2018 or until full

John H. Walsh

777 Lynn Street

Herndon, VA 20170

(703)435-6800 ext.2109

John.Walsh@herndon-va.gov