



HERNDON FESTIVAL BUSINESS EXPO RULES AND REGULATIONS



Please retain these rules and regulations for future reference.

Confirmations will be sent out by May 4, 2018. Information including booth number and detailed setup instructions, will be mailed to all approved participants one week before the Festival. One parking pass per booth will be issued on site.

1. Businesses in the Expo may only include licensed, for-profit businesses which represent the family values of the community, government agencies, current in-office elected officials and nonprofit agencies which are non-political but which conduct business activities. Elected officials' booths shall be limited to distributing information on constituent services and shall not include campaign materials. Denominational groups which conduct business activities may be permitted for specific business activities. The Festival Committee will make final decisions regarding groups which do not meet these criteria.
2. Exhibitors are encouraged to distribute promotions, coupons, and take orders. Except for those exhibiting under the special Retail Package, exhibitors of tangible goods MAY NOT make sales involving the exchange of funds.
3. Expo businesses who conduct a free drawing are required to conduct the drawing onsite and give away the advertised item by the conclusion of the Festival. Raffles or drawings where tickets are sold are not permitted.
4. All distribution of promotional items must be pre-approved by the Herndon Festival Committee to insure diversity and prevent conflict with vendors' licenses to sell products at the Festival. This means that arts and crafts, balloons, glow necklaces, T-shirts, and other products sold at the Festival are not allowed as promotional items.
5. The Festival and Expo are held regardless of weather conditions. Although all booths have tent coverings, exhibitors are encouraged to bring sunscreen, hats, and other protective items to be prepared for changes in weather conditions. No pets are permitted in the Festival, except service animals.
6. All marketing activities by exhibitors are restricted to the immediate confines of your booth space as provided by the Festival. Specifically, this means vendors are NOT allowed to enter the thoroughfare to distribute flyers or giveaways in the immediate Expo area or any other area designated by the Herndon Festival Committee as part of the Festival. This requirement will be strictly enforced. The Festival does not permit live or recorded music or demonstrations as they may constrict the pedestrian walkway or be loud and disruptive to other vendors.
7. Set-up time will be scheduled by the Herndon Festival Committee between 8:00-9:00 a.m. on Saturday, and between 8:30-9:30 a.m. Sunday. Booths must be in service during all hours of the Expo and until the close each day at 5 p.m. Oversized vehicles, larger than a standard truck, will need to make special arrangements for set up and break down times. Booth assignment and set-up information will be mailed one week prior to the event. One parking pass per booth will be issued on site. The Herndon Festival Committee reserves the right to change the location of an exhibitor's booth in the event the exhibitor is not set up during the specified time.



HERNDON FESTIVAL BUSINESS EXPO RULES AND REGULATIONS



8. Failure to arrive at the scheduled time to occupy your booth will result in the loss of the ability to drive a vehicle into the show thoroughfare to unload. Late booth set-up must be hand carried from your designated parking area which may be ¼-½ mile from the Festival site.
9. The Herndon Festival Committee reserves the right to prohibit and remove displays and handouts which, in the opinion of the Town of Herndon or Festival Committee, detract from the family nature of the Festival or its general theme to promote legitimate businesses.
10. The Herndon Festival Committee is not required to make any refunds for cancellation of exhibits after May 4, 2018. Exhibitors assume responsibility for their own displays, promotions, money, other financial instruments, and property in the Expo and agree to hold the Town of Herndon and the Festival Committee harmless.
11. Those businesses needing electricity should indicate that on their application and pay the additional fee. The Festival cannot guarantee availability after the May 4 deadline. Those using electricity must provide a 100-foot or longer extension cord. Electrical outlets are limited to specific areas and provided on a first come, first served basis.
12. No business may present materials for or promote any company other than its own.
13. Every effort will be made to accommodate a vendor's choice of booth section. The Herndon Festival Committee reserves the final right to place vendors.
14. Applications are only considered complete once both the form and the payment have been received. Early entries and two-day entries will receive preference.

RETAIL PACKAGE

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. Only new goods are allowed to be sold in the Expo; no second hand, antiques, refurbished, or restored merchandise are permitted.
2. Sales are limited to products regularly supported by that business at their location.
3. Businesses may not sell arts and crafts, balloons, glow necklaces, tee-shirts, bottled water or items bearing the Festival's logo.
4. Food vendors can sell items intended for later off-premise consumption, such as whole pies or whole loaves of bread, but not slices or individual servings. High quality packaged foods that are not everyday items will also be allowed. Displays must be attractive.
5. Warranties or guarantees on products provided at the store location must be available to consumers on products sold at the Expo unless specified at the time of sale in writing.
6. Products may only be displayed within the confines of the Expo booth or space provided.
7. 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.

