



2011 Mohawk Valley Garlic and Herb Festival
Canal Place, Little Falls, NY
www.mvghf.com
Vendor Application

The 10th Annual Mohawk Valley Garlic and Herb Festival committee invites you to participate as a vendor on **September 10, 2011, from 10AM to 5PM**. The festival is held annually on the second weekend of September. We anticipate as many as 5,000 attendees. A \$3.00 admission fee is charged at the festival gate. Children 12 and under, accompanied by an adult will be admitted free. Family/group admission rate is \$10.00.

We accept applications in the following categories: **Garlic Grower, Herb Grower, Artisan, Food Vendor, Garlic /Herb Product Producer, and Non-Profit Organization**. Artisans must represent work that is 80% their own. All food vendors and product producers must include at least one food item that is garlic and/or herb flavored on their menu. The committee encourages all vendors, especially food vendors, to concentrate their efforts on garlic and herbs—this is what the public anticipates! We take pride in this festival's agricultural flavor. Therefore, we encourage you to partake in the festivities by decorating your booth appropriately.

Set-up for all vendors is on Saturday from 7AM to 9:30. Please note: the festival will end at 5PM.

ABSOLUTELY NO EARLY TEAR-DOWNS! VENDORS WHO CREATE A "HOLE" IN THE FESTIVAL'S "FABRIC" BY TEARING DOWN THEIR TENTS PRIOR TO FIVE PM WILL NOT BE INVITED TO RETURN TO FUTURE FESTIVALS. "Sold-out" signs will be provided to vendors whose products sell out prior to 5PM, but the vendor booth **MUST** stay intact!

Vendor understands that once application is accepted by juried selection, the fee is non-refundable. Please include a thorough description of your products and photos of booth set-up. Vendors do not have exclusive rights to the sale of any particular item. *A self-addressed, stamped envelope with first-class stamp must be enclosed with application.* Feel free to download/email the application, also.

The decision of the judges is final.

10X10 space rates:

Submitted by May 15 - \$30.00 and inclusion in festival program with listing on website schedules

Submitted by July 15 - \$40.00 with listing on website schedules

Submitted after July 15 - \$50.00

Vendor spaces are limited; we do suggest reserving your space early.

All vendors must provide their own attractive shelter with proper business signage and adequate tie-downs. (We always anticipate a bit of wind and tie-downs are suggested for safety purposes.) All food vendors must meet all local regulations and all vendors must post any required permits and licenses. The festival is held rain or shine. A no-show from a vendor will result in no further invitations to future festivals.

For questions or more information, please contact The Mustard Seed daily from 10-5 at 315-823-0718, or email garlicfest@yahoo.com. Check the website www.mvghf.com for updates on the festival. The small, hardworking festival committee is always grateful for volunteer help or feedback.

Make checks payable to: **Mohawk Valley Garlic & Herb Festival**

Return application and SASE to:

MVGHF c/o The Mustard Seed 410 Canal Place Little Falls, NY 13365

Included with your application is a festival program advertisement form.

ONLY FILL THIS FORM OUT IF YOU WISH TO PLACE AN ADD IN THIS YEAR'S PROGRAM

10th Annual Mohawk Valley Garlic and Herb Festival
September 10, 2011

SOUVENIR PROGRAM – ADVERTISEMENTS

Program content will include:

- Schedule of events
- List of musical performances, workshops/lectures,
- Garlic and herb growers, food vendors, and juried artisans
- Articles of interest and recipes

CONTACT PERSON NAME _____

BUSINESS NAME _____

ADDRESS _____

PHONE _____

EMAIL _____

WEBSITE _____

RATE SCHEDULE

Approx. size	Rate
2.25" x 3"	\$30
3" x 4.5"	\$45
5" x 6.5"	\$65
6.5" x 10"	\$150

DEADLINE FOR AD ENTRIES: **MAY 31, 2011**

Please circle desired ad size and make payment to:

Mohawk Valley Garlic & Herb Festival

Please email .jpg or Word doc. ads for best quality. We are able to scan ads in, also.

Send payment/ad copy to:

MVGHF

c/o The Mustard Seed

410 Canal Place

Little Falls, NY 13365

Email to: garlicfest@yahoo.com