

12 MCNAMARA ROAD  
MIDDLETOWN SPRINGS  
VERMONT 05757

802-235-1513

WWW.SOLARFEST.ORG

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February 2012



Potential SolarFest Vendor or Exhibitor

Happy New Year! Summer will be here before you know it, and we are busy planning another great festival. We hope you will join us for our 18<sup>th</sup> annual SolarFest on July 20, 21 & 22, 2012. Whether you've been with us from the beginning or are new to the SolarFest community, we thank you and we welcome you.

In 2012 we are changing our Friday programming. On Friday our Sustainability Conference schedule will be dedicated to business to business workshops. We hope to fill the Friday schedule with interesting, in-depth product presentations, providing experts and laypeople with the benefits of a trade show right here on the SolarFest grounds. We believe this new format will attract more energy practitioners to our event. Sponsors will be given first dibs on these unique workshop slots, vendors & exhibitors are also encouraged to submit proposals.

Another change in 2012, we've lowered our ticket prices! Now it's just \$39 for a full weekend pass and \$15 for a day pass. We're committed to bringing renewable energy education and sustainable practices to the masses.

Please review the enclosed exhibitor forms carefully. We encourage you to sign up early to take advantage of our best rates and the added exposure you receive in our advance program.

As always, if you are interested in an inside space, signing up early is imperative. Inside spaces are allocated to Sponsors first and then to exhibitors and vendors on a first come, first served basis. As a rule, these spaces are filled by the first week in April. Also, be sure to include your top three space preferences.

For your convenience, exhibitor forms can be accessed on our website. Exhibitor fees can be paid online through our secure shopping cart.

If you have questions, comments or concerns, we want to know.

We look forward to hearing back from you soon!

Sincerely,

Patty Kenyon, Managing Director  
802-235-2707 (Home office)  
[pkenyon@solarfest.org](mailto:pkenyon@solarfest.org)  
[www.solarfest.org](http://www.solarfest.org)

# SolarFest 2012 Exhibitor Information & Guidelines

## July 20, 21 & 22, 2012

**DATES:** July 20, 21 & 22, 2012  
**LOCATION:** Forget-Me-Not Farm, 12 McNamara Road, Tinmouth, Vermont  
**TIME:** Festival Opens at Noon on Friday, July 20, 2012  
Closes at 7pm on Sunday, July 22, 2012

SolarFest is the Northeast's premier renewable energy and arts festival: a three-day family friendly-festival which combines an emphasis on renewable energy sources and sustainability with a diverse program of arts, music and culture. This innovative combination of energy education and the arts attracts a wide and varied audience.

**Food Vendors:** Any and all vending of food items must apply using our Food Vendor Application. This application can be found on our website or by emailing Patty Kenyon at [pkenyon@solarfest.org](mailto:pkenyon@solarfest.org).

### Exhibitor Information / Guidelines:

- This is a three-day festival! You must be on-site and set up on Friday before the start of the festival
- There is no electric power available and no generators are permitted
- No moving vehicles allowed on festival grounds from 10am Friday to 6pm Sunday
- The festival grounds have both an open field and a covered arena
- Vendors are responsible for their own tent, tables and chairs
- Sponsors are provided tables & chairs in accordance with space size
- Preference is given to sustainable products and services
- No Soliciting outside the confines of your assigned space
- No Subcontracting Permitted
- Cancellation requires 45 day notice and 20% cancellation fee – less than 45 days, no refund
- **No dogs or animals** of any kind, with the exception of working guide dogs
- **Absolutely No Glass** on the premises. Forget-Me-Not Farm is a Therapeutic Horse Farm for 50 weeks out of the year and glass can be devastating to horses. Thank You!
- Smoking is permitted in designated smoking area only. Smoking is not allowed at Vendor booths.
- Walk-in tent camping is free, Car/RV camping is \$20 per Car/RV

### Vendor Fees through April 20, 2012 only:

<u>RE/Sustainable Living and Craft Vendors*</u>	<u>Non-Profits*</u>
10x10 outside space \$225	10x10 outside space \$50 (for info only booths)
10x10 inside space \$250	10x10 inside space \$75 (for info only booths)
20x10 outside space \$375	10x10 outside space \$100 (merchandise sales)
20x10 inside space \$400	10x10 inside space \$125 (merchandise sales)

*\*Valid through April 20, 2012 only. Beginning April 21, 2012 add \$25 to the applicable space fee above.*

### Sponsor Fees:

<u>Sunburst</u> \$500	<u>Solstice</u> \$1,000	<u>Aurora Borealis</u> \$2,500
<u>Nova</u> \$5,000	<u>Super Nova</u> \$10,000	

Vendor spaces include your choice of the following options:

- ♦ Two (2) weekend passes *OR* ♦ Six (6) day passes *OR*
- ♦ One (1) weekend and three (3) day passes

Additional passes **for booth workers only** may be purchased in advance at the following rates.

- ♦ Weekend Pass \$35 (Gate price \$39) ♦ Day Pass \$12 (Gate price \$15)

**Applies to advance sales only!** Full admission prices will be charged at the festival gates.

**SolarFest ▪ 12 McNamara Road ▪ Middletown Springs VT 05757 ▪ 802-235-1513 ▪ [www.solarfest.org](http://www.solarfest.org)**

## SolarFest 2012 Exhibitor Information & Guidelines – page 2

**Festival Gates open at 11am on Friday July 20<sup>th</sup>. All vendors and exhibitors are expected to be set-up by this time. All vendors and exhibitors are expected to remain on the grounds through the end of the festival (Sunday at 6pm).**

**Festival Hours:** Friday, July 20 from Noon – 10pm (Box Office opens at 11am, closes at 8pm), Saturday, July 21 from 9am – 11pm (Box Office opens at 8am, closes at 8pm) and Sunday, July 22 from 9am – 6pm (Box Office opens at 8am, closes at 5pm)

Vehicle access for Vendors and Exhibitors is from Noon through Dusk on Thursday, July 19 and from 8am to 10am on Friday. All vendors must be set up no later than 10am on Friday.

***We strongly urge you to set up as early as possible.*** This is a three-day festival! It is important that you are up and running on Friday at Noon and that you remain on the field and open for business until 6pm on Sunday. **No moving vehicles will be allowed entrance or exit to or from the festival grounds after 10am on Friday until 6pm on Sunday.** Please understand that these rules apply to everyone and they have been put in place for the safety of all. No Exceptions.

**Program Advertising:** Vendors may place an ad in our festival program. (Sponsorship of SolarFest includes a program ad benefit.) **5000 copies of our festival program are printed in early June.** Pre-festival distribution includes SolarFest sponsors, friends, donors, regional outlets and at the festival. The program is also available electronically on our website. All ads are black & white or grayscale only.

<b>Advertising Rates:</b>	1/8 page	\$60	[3.000" high x 4.875" wide]
	1/4 page	\$120	[6.250" high x 4.875" wide]
	1/2 page	\$240	[6.250" high x 10.000" wide]

**Ad Reservation Deadline: April 20, 2012**

**Ad Copy Deadline: April 25, 2012** (*NO ad copy will be accepted after this date!*)

**Ad Copy:** For more information about ad sizes and specifications, phone at 802-235-2707 (Patty Kenyon), email [pkenyon@solarfest.org](mailto:pkenyon@solarfest.org), or visit our website ([www.solarfest.org](http://www.solarfest.org)).

**Silent Auction Donation Information:** Please consider donating to our Annual Silent Auction. All proceeds go to support the basic operations of SolarFest, Inc., a 501(c)(3) non-profit. **Donations pledged by April 20 will be listed in the Festival Program.**

### **Benefits of Donating to our Silent Auction:**

- Privilege to leave business cards for pick-up next to auction item
- Certificate for posting in your booth acknowledging your contribution
- Tax deduction (donation will be valued at wholesale cost)

### **Donor Responsibilities:**

- Get product to festival by Friday, July 15 at Noon at no cost to SolarFest
- Provide description of product or service and contact information

### **SolarFest's Responsibilities:**

- Promote the auction item before and during the festival, providing donor recognition
- Provide space in covered arena and procedures for auction
- Notify high bidders

**Please return Exhibitor Reservation Form by April 20, 2012!**

*Late reservation with additional fee and as space permits ends on June 15, 2012.*

## SolarFest 2012 Exhibitor Reservation Form

*Please complete and return this form. Remember to keep a copy for your records!*

Company / Organization Name: \_\_\_\_\_

How you would like to be listed in the program: \_\_\_\_\_

Short Description for the program: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Exhibitor/Vendor Type:  Energy/Sustainability  Crafts/Products  Non-Profit

Vendor Space Size: (**check one.** See Exhibitor Information sheet for applicable fee schedules.)

10x10 Indoor Space  10x10 Outdoor Space  20x10 Indoor Space  20x10 Outdoor space

Indicate Space Preference here (see exhibitor map) #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

Location not guaranteed but we will do our best to accommodate your preferences.

**Festival Passes, 2 Free per Exhibitor: (check one box below based on your staffing schedule)**

2 Weekend Passes  6 Day Passes  1 Weekend & 3 Day Passes

*Additional tickets may be purchased in advance at discounted rates or at gate prices when you arrive.*

Silent Auction Item: yes / no (circle one) Item Description: \_\_\_\_\_

Program Guide Ad: yes / no Desired ad size: \_\_\_\_\_ Ad Cost: \_\_\_\_\_

Additional Tickets: \_\_\_\_\_ Car/RV Camping Fee: \_\_\_\_\_  
(Please specify quantity, ticket type(s) & total \$ for tickets requested.) (Camping fee is \$20 per Car or RV space)

Vendor/Sponsor Fee: \_\_\_\_\_ **Total Fees Incurred:** \_\_\_\_\_

**Agreement:** As an exhibitor at SolarFest, I have read, understand, and agree to abide by the SolarFest information/policies section included on the 2012 Exhibitor Information sheet. (*Reservation will not be guaranteed without your signature here.*)

Agreed to by: \_\_\_\_\_ Date: \_\_\_\_\_

**Make checks payable to: SolarFest, Inc. or pay by credit card here.**

VISA/Master Card: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. Date: \_\_\_\_ / \_\_\_\_

Your Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **SOLARFEST PROGRAM AD SIZES**

**QUARTER PAGE**  
**6.250" HIGH X 4.875" WIDE**

### **PLEASE NOTE**

All program ad copy must be  
greyscale or black & white.  
Questions? Email or call Patty at  
pkenyon@solarfest.org  
802-235-2707

**EIGHTH PAGE**  
**3.000" HIGH X 4.875" WIDE**

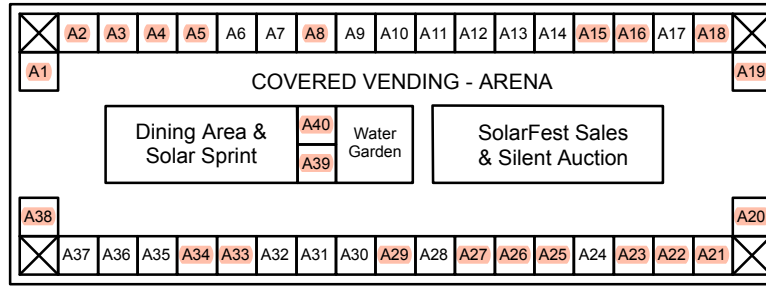
### ***SUBMITTING YOUR ADS:***

Submit ads in jpeg, tiff, or pdf  
format at 300dpi resolution to  
pkenyon@solarfest.org  
Questions? Email or call Patty at  
802-235-2707

**HALF PAGE**  
**6.250" HIGH X 10.000" WIDE**

**FULL PAGE 12.75" HIGH X 10.000" WIDE**

Vendor / Performer Entrance →

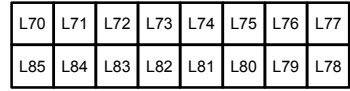
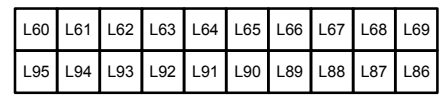


First Aid

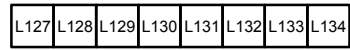
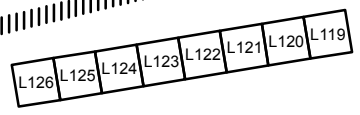
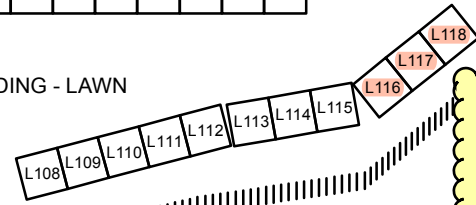
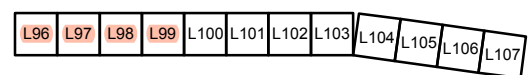
Info Booth

Food Vendors

Barn & Main Stage



OPEN AIR VENDING - LAWN

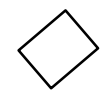


Sponsor Hospitality

**IMPORTANT NOTES**

1. Spaces highlighted in pink are reserved for sponsors or long-time vendors. (If you were in one of our pink spaces in 2011, you may choose this same space for 2012)
2. Make sure to provide 3 space choices. (Unless you occupied a pink space in 2011 and are happy with that space for 2012.)

Main Entrance & Parking



Kids' Corner

Cob House

Theatre in the Woods

Family Stage & Childrens Area

**SolarFest 2011 Exhibitor Placement Map**

Note: There are no spaces 41-59

100'0"      50'0"      0      25'0"      50'0"

Scale: 1" = 50'0"

Date: Jan 24, 2011  
File name: SF Site Layout 2011.mcd