



## **2<sup>nd</sup> Annual Pocono Summer Fest Vendor Application**

**WHERE:** East Stroudsburg, PA: Exact location: Dansbury Park

**WHEN:** Saturday, August 17<sup>th</sup>, 2019 8:00 am to 8:00 pm

**SET-UP:** Day before event – TIME TBD. Day of event – Saturday, August 17<sup>th</sup>, 2019 from 7:00 am to 10:00 am. All additional vehicles **MUST** be moved out of the festival grounds by 10:00 am on the day of the festival. Necessary inspections will begin prior to opening.

**DEADLINE:** All applications must be submitted by July 26<sup>th</sup>, 2019.

**VENDOR SPACE:** Booth space is limited to a single 10'x10' booth (including all wires, stakes, poles, etc.) with a good roof that can withstand wind, rain and other inclement weather. Come prepared for all types of weather. You must secure your booth in case of windy conditions. All items being sold or displayed must be contained in booth space.

**ELECTRICITY:** Please indicate electrical power needs (generators). All generators must be approved by BraMar Marketing.

**WEATHER:** The festival will not be cancelled because of rain. This is an outdoor event; be prepared for any type of weather. Tents, canopies and pop-ups must be secured to withstand the weather.

**REQUIREMENTS:** The exhibitor will be responsible to be open during the entire festival. You cannot vacate early. Your booth must be neat, attractive and well-maintained. Signage with visible and clear pricing is required. You are responsible for setting up, maintaining and removing your own booth, merchandise and trash.

**CONTACT US:** Anthony Wood – Event Vendor Coordinator

Phone: 602-435-1147

Email: anthonywood2005@hotmail.com

Mailing Address: BraMar Marketing, 19015 E. Kingbird Dr., Queen Creek, AZ 85142 Attn: Event Committee

**APPLICATION CHECKLIST:** Please mail or email the following items for approval:

- Application
- Payment
- Affirmation & Liability Release
- Brief description of offerings, social media/advertising



INTEGRATED STRATEGIC MARKETING

## EVENT PROCEDURES, CONDITIONS & RATES

### GENERAL INFORMATION

This document contains pertinent rules and regulations that govern the operations of the POCONO SUMMER FEST (PSF) hosted by BraMar Marketing, Mo Boy LLC, The Brandon Wood Foundation and Eating A2Z. We are extending invitations to vendors who submit fully executed applications with required enclosures and payments (see application page) by the July 26<sup>th</sup>, 2019 deadline. Priorities for space will be reviewed based on past participation, date of receipt of fully executed application and type of product/item. PSF strives to maintain a balance and diversity in vendor offerings, and quality offerings. All applications and products are reviewed so that we may maintain this balance. Our goal is to keep standards high and promote a safe, successful and fun event. The policies and regulations set forth in this document are designed to maintain order and to regulate activities on the event site. Regulations will be enforced.

### PROCEDURES

The following application and agreement must be fully completed, signed and returned with the following enclosures to be considered for participation:

1. Brief description of products/items to be sold is required for vendors (photo may also be emailed to [awood@bramarmarketing.com](mailto:awood@bramarmarketing.com) ).
2. Vendor fee with a completed and signed application by July 26<sup>th</sup>, 2019. If vendor fee is not paid by July 26<sup>th</sup>, 2019, vendor fee will be increased by \$50. If you are not accepted for the event, your check/payment will be returned to you by September 1<sup>st</sup>, 2019.

### CONDITIONS

1. All locations will be assigned by PSF staff. While written location requests will be considered, placement will be at the sole discretion of PSF staff. Use of property is strictly limited to assigned location.
2. Exhibitor/Concessionaire parking is provided in designated areas only. Except for specified set-up/load-in and break-down/load-out times, vehicles will not be permitted at event site. Vehicles will be removed immediately when asked to be by PSF staff.
3. Description of products/items to be sold is required with the application before the application can be approved. All items food vendor/concessionaire wishes to sell are subject to approval by PSF staff.
4. All signs and displays must be of a professionally produced nature. Prices of items must be displayed.
5. Food/Concessionaires are required to keep a neat, presentable booth always. Tables should be covered. Empty boxes and trash will not be permitted around the booth. This looks unprofessional and sloppy.

6. It is the sole responsibility of each exhibitor/concessionaire to obtain the applicable and appropriate state and local licenses and permits as well as payment of taxes pertaining to their operation. Please note: Food vendors should expect inspection of food operations by PA Department of Agriculture.
7. PSF will provide day and evening security, but food/concessionaire agrees to hold above-listed organizations harmless for any injury, theft or other loss that may occur to property or person during the load-in/set-up, event, breakdown/load-out of the event.
8. **SALE OF BEVERAGES WILL BE RESERVED EXCLUSIVELY FOR PSF.** PSF also reserves the right to restrict which items will be sold, to include exclusive agreements with national product lines and those who have entered an agreement with PSF to be the "official" vendor of items (such as: soda, beer, wine and event t-shirts.)
10. Food/Concessionaires are not to begin striking/disassembling their display until Saturday evening at 6:00 p.m. Exhibits must remain open until event closing, even if exhibitor is sold out. Leaving early makes the festival look in disarray; and concessionaires who leave early will not be invited to participate in following years.
11. Security will be provided (as a courtesy) for the vendor booths from 8:00 am to 8:00 pm on the day of the event. BRAMAR MARKETING, MO BOY LLC, TBWF OR EATING A2Z WILL NOT BE HELD LIABLE OR BE RESPONSIBLE FOR LOSS, THEFT OR DAMAGE.



INTEGRATED STRATEGIC MARKETING

**2<sup>nd</sup> Annual Pocono Summer Fest Vendor Application**

Vendor/Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Street or PO Box: \_\_\_\_\_

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

E-mail Address (required): \_\_\_\_\_

Nature of goods to be sold: \_\_\_\_\_

Do you have (please circle): Facebook, Twitter, Instagram      Hashtag: \_\_\_\_\_

The deadline is July 26<sup>th</sup> , 2019. Vendor hereby requests permission to display and sell the products and/or services listed above. Further, the Pocono Summerfest reserves the right to approve any product/item a vendor may wish to sell or dispense as well as limit the number of concessions selling the same product/item. DO NOT bring items to the event unless previously approved. On the day of the event, our standards committee will be monitoring compliance.

I have read and understand and will abide with POCONO SUMMER FEST general information, procedures, rates and conditions.

By signing this application, I acknowledge that the event is subject to various weather conditions and state and federal safety and health regulations. No refund of application fees. Exhibits must remain open until 6PM both days.

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please Print Name: \_\_\_\_\_

***The above named has read and understands the general information, procedures and conditions and seeks admission as a concessionaire. PSF reserves the right to refuse any application. Submission of this application does not guarantee a space.***



INTEGRATED STRATEGIC MARKETING

## 2<sup>nd</sup> Annual Pocono Summerfest Vendor Application

\_\_\_\_\_ 10'x10' Vendor Space      Food/Commercial Vendor      \$50      = \$ \_\_\_\_\_  
ADDITIONAL \$50 if paid after July 26<sup>th</sup>, 2019  
Total Amount Enclosed      = \$ \_\_\_\_\_

**NOTE: Electrical arrangements will be arranged.**

**APPLICATION/RELEASE** can be mailed to address below OR visit [www.moboyllc.com/poconosummerfest](http://www.moboyllc.com/poconosummerfest) to complete registration process.

### **PAY BY CHECK**

Please make all checks/MO payable to Anthony Wood

### **Mail to:**

BraMar Marketing  
19015 E. Kingbird Dr.  
Queen Creek, AZ 85142  
ATTN: Event Committee

### **PAY BY CREDIT CARD**

By supplying the following information, your credit card will be charged for the full fee, as per your application, upon your acceptance as a Vendor at the 2<sup>nd</sup> ANNUAL POCONO SUMMERFEST on August 17<sup>th</sup>, 2019.

Business Name: \_\_\_\_\_

Please Circle:    Visa    MasterCard    American Express    Discover

Name on Credit Card: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp: \_\_\_\_\_ / \_\_\_\_\_

Security Number: \_\_\_\_\_

Billing Address of Credit Card: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_



**AFFIRMATION & LIABILITY RELEASE**

I, \_\_\_\_\_, hereby affirm that I have been well advised and thoroughly informed of the inherent hazards and policies of the event. I know that by participating in the 2019 POCONO SUMMER FEST, I am exposing myself to certain known and unknown liabilities in my direct and indirect actions with the public and invitees of this event. I also understand that if I choose to hire help for the event, that I am directly responsible for their actions or injury. I hereby personally assume all risks associated with my voluntary participation in this event for any harm, injury or damage that may befall me or any employee or temporary help, because of my participation, whether foreseen or unforeseen.

I understand and agree that Mo Boy LLC, The Brandon Wood Foundation, BraMar Marketing, Eating A2Z, their members, representatives, directors and officers may not be held liable in any way for any occurrence in connection with my participation in the 2018 POCONO SUMMER FEST that may result in injury, death, or other damages to me or my family, heirs, or assigns, and in consideration of being allowed to participate in this event, I hereby personally assume all risks in connection with said event for any harm, injury, or damage that may befall me, including all risks connected therewith, whether foreseen or unforeseen; and further to save and hold harmless said event and persons from any claim by me, or my family, estate, heirs, or assigns arising out of my participation in this event.

I further state that I am of lawful age and legally competent to sign this affirmation and release, or that I have acquired the written consent of my parents or guardians; that I understand the terms herein are contractual and not a mere recital; and that I have signed this document of my own free will.

It is my intention by this instrument affirmed by my signature below to exempt and release 2019 POCONO SUMMER FEST, Mo Boy LLC, The Brandon Wood Foundation, Eating A2Z, their members, directors and officers from all liability whatsoever for personal injury, employer’s liability and workers’ compensation, property damage or wrongful death arising out of or during my participation in this event.

**I HAVE FULLY INFORMED MYSELF OF THE CONTENTS OF THIS AFFIRMATION AND RELEASE BY READING IT BEFORE I SIGN IT.**

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Signature of Participant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name