



158 Tihonet Road  
Wareham, MA 02571  
508.295.1000  
508.291.7453 Fax  
[www.cranberryharvest.org](http://www.cranberryharvest.org)

October 8 and 9, 2011

## FOOD EXHIBITORS EVENT GUIDELINES AND POLICIES

### HOST INFORMATION:

A.D. Makepeace Company  
158 Tihonet Road  
Wareham, MA 02571  
[www.cranberryharvest.org](http://www.cranberryharvest.org)

Cape Cod Cranberry Growers' Association  
P.O. Box 97  
Carver, MA 02330  
[www.cranberries.org](http://www.cranberries.org)

- Date:** Saturday and Sunday, October 8 & 9, 2011
- Location:** Grounds of A.D. Makepeace Company, 158 Tihonet Road, Wareham, MA (see website for directions)
- Event Hours:** Gate hours are 10 a.m. – 4 p.m. each day. Event ends at 5 p.m.
- Expected Attendance:** ±25,000
- Exhibitor Standards:** This event was created in 2004 to celebrate the cranberry industry, the cranberry harvest, and the fall season. We are offering spaces to non-profit organizations, crafters, and artists. Each exhibitor will be reviewed and acceptance will be determined by the Cranberry Harvest Celebration Committee.
- Application:** Only complete applications with fees included will be accepted for review. Photographs or slides are required with the application. All applicants are required to complete all areas of the application, even if you are a prior event attendee.
- Sponsorship Options:** Our corporate friends and neighbors are invited to participate as an event sponsor. Our sponsorship options can be found at [www.cranberryharvest.org](http://www.cranberryharvest.org).
- Tihonet Village Market:** Please note that our country market will also be open to the public during the event. The market offers fresh produce, deli, bakery and various gift items.
- Food Vendors:** Those seeking to be food concession vendors (items to be consumed at the festival) need to complete the Food Concession Application below. Vendors of prepackaged specialty food items that are to be consumed after the event are considered exhibitors and need to fill out the Exhibitor's Application.
- Description of Products:** Food concession vendors are required to list all items they intend to sell at the event. Any items not listed on your application are not allowed to be sold at the event. You may be asked to remove items not listed on your application from your display. The committee reserves the right to request modification of the products you have submitted to avoid saturation of a particular product. The committee will make an effort not to duplicate too many items but this is not guaranteed.
- Jury:** All exhibitors, NEW AND OLD, who apply to participate in this year's Celebration, will be juried by the Cranberry Harvest Celebration Committee. No priority will be given to prior applicants. We have created this policy to ensure a high level of quality and variety in our exhibitors.
- Regulations/Permits:** Food vendors are required to obtain any and all permits required by the Wareham Board of Health, 508-291-3100 ext. 3197. All vendors are required to adhere to regulations set forth by the Wareham Fire Department 508.295.8160.



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- Acceptance Notification:** September 1, 2011. Applications received after August 15, will only be considered if space is still available. Apply early for your best chance of getting accepted.
- Application Deadline and Acceptance Notification:** Applications received by **August 15, 2011** will be answered on or before September 1, 2011. Applications received after August 15, will only be considered if space is still available. Apply early for your best chance of getting accepted.
- Space Assignment:** Spaces are assigned by the Cranberry Harvest Celebration Committee; you will be directed to your site upon arrival. An attempt will be made to satisfy any special requests submitted in writing to the committee.
- Site Requirements:** The majority of food concession vendors will be located on pavement. **PLEASE BE PREPARED FOR THIS.** We will NOT allow any staking into the pavement. All food vendors are required to provide all necessary items to prepare, display, serve and protect their products. No tents will be provided in the food concession area. If you need it, bring it. If you are placed outside of the paved concession area you will be notified and advised how to prepare appropriately.
- Concession Space:**
- |   |          |
|---|----------|
| Concession spaces are 12'x10' .....     | \$250.00 |
| Double Space 24'x 10' .....             | \$500.00 |
| Non Profit/Agricultural Exhibitors..... | \$100.00 |
- Electricity:** Electricity is available to food concession vendors for a fee of \$25.00. Request must be noted on your application.
- Water:** Water is made available to food concession vendors, at no additional fee. Request must be noted on your application.
- Set-up:** Set-up will be allowed on Friday, October 7, 2011 from 4 p.m. – 7 p.m.  
If you will be setting up on Friday please check the appropriate box on the application.
- Set-up for October 8 & 9, 2011 will be from 7 a.m. to 9 a.m.  
**ALL VENDORS MUST HAVE THEIR BOOTHS SET UP BY 9A.M.**
- Food vendors should be prepared to be self sufficient with their set up. Volunteers may be available to help set up but are not guaranteed.
- Breakdown:** **For the safety of all guests, workers and exhibitors breakdown is at 5 p.m. each day.** All participants **MUST** remain for the entire event, with their booths intact until **5 p.m.** Those that do not comply will **NOT** be asked to return.
- PLEASE NOTE: FOR YOUR SAFETY AND FOR THE SAFETY OF OUR GUESTS, YOU WILL NOT BE ALLOWED TO BRING VEHICLES INTO OR OUT OF THE FOOD COURT AREA UNTIL YOU ARE NOTIFIED BY COURT SUPERVISOR.**
- Failure to comply will jeopardize your ability to participate in future events.
- Security:** Security will be provided on the evenings of October 7 and 8, 2011.



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- Non-Profit Groups: We have a great interest in incorporating local nonprofit organizations in this event. Historically, nonprofit groups have been sponsors, volunteers, held activities, had exhibitor spaces, and have had the opportunity to get their group's information out to a wide audience. If your group is interested in participating please fill out the appropriate application (food vendor or exhibitor). A copy of form 501c3 is required with your application.
- Non-Food Exhibitors: Crafters, artists, entertainers and other vendors are also sought for this event. Exhibitor applications may be downloaded from [www.cranberryharvest.org](http://www.cranberryharvest.org) or [www.cranberries.org](http://www.cranberries.org).
- Alcohol: No alcoholic beverages are allowed on the property during the event hours.
- Pets: **No pets are allowed at the Celebration.**
- Restrooms: Portable restrooms are available throughout the grounds.
- Weather: This is a rain or shine event.
- Waste: We ask that all Food vendors keep their booth areas free from waste. Food vendors are responsible for removing the waste from their area and placing it in the provided receptacles. **A disposal fee will be imposed on any vendor who leaves waste in their site at the end of the event.**
- State License/Sales Tax: All food vendors are responsible for adhering to state regulations and for payment of Massachusetts Sales Tax. All applicants must hold proper licensing for sale of goods, as appropriate.
- Insurance Certificate: Food concession vendors are required to supply proof of insurance.
- Cancellation and Refunds: No refunds will be forthcoming for any reason once a food vendor is accepted to the Celebration.
- Common Courtesy: It is expected that food vendors interact with event coordinators, the public and fellow exhibitors with respect, honesty and courtesy. Abusive and nuisance behavior will not be tolerated.
- Non Compliance: Any food vendor found in violation of the Event Guidelines and Policies will be asked to make immediate adjustments. If this is not done, the food vendor may be asked to leave the event without refund of fees and/or may be barred from participation in future events at the discretion of the Cranberry Harvest Celebration Committee.
- Event Material: Advertising material will be available for the event by early spring. Those interested in handing out such promotional material are encouraged to contact Kim Houdlette for supplies.



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October 8 and 9, 2011

Eighth Annual

# CRANBERRY HARVEST CELEBRATION

“Two Big Days for a Little Berry”

October 8 and 9, 2011 • 10 a.m. – 4 p.m.

hosted by

A.D. MAKEPEACE COMPANY and  
THE CAPE COD CRANBERRY GROWER’S ASSOCIATION

## FOOD CONCESSION APPLICATION FORM

Submission Deadline August 15, 2011

\_\_\_\_\_  
Business/Non-profit Organization Name

\_\_\_\_\_  
Contact’s Last Name

\_\_\_\_\_  
First Name (if needed, add additional names to the back of this page)

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Telephone#

\_\_\_\_\_  
Cellphone #

\_\_\_\_\_  
Fax #

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Website

**DESCRIPTION OF GOODS:** Please describe in detail all the products that you intend to sell at the Celebration. We reserve the right to ask that any items not listed or accepted by the jury be removed from your display during the Celebration. The committee reserves the right to request modification of the products you have submitted to avoid saturation of a product. Upon approval, you will be notified of which items have been accepted for sale at the event.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Price Range of Goods to be Sold:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### PHOTOGRAPHS/SLIDES:

Include a minimum of one (1) photograph of your display.



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## SPECIAL REQUESTS:

Electrical Requirement (list specific amp AND voltage, \$25 per site)

Water Requirements:

Friday Night Set Up (4 p.m. – 7 p.m.)  YES  NO

Please include any special requests or requirements you may have here. All requests must be made in writing. Every attempt will be made to accommodate reasonable requests.

**FEES:** (Refer to the Guidelines and Policies for description of space and requirements)

---  Concession Exhibitor \$250.00 ---  Double Space \$500.00 ---  Non-Profit Organization \$100.00

Electric, \$25 per site

## APPLICATION CHECKLIST:

- Check or money order
- Special Requests in writing
- 1 Photo/slide of display
- 3 Photos/Slides/CD
- Self Addressed Stamped Envelope (to return photos)

**\*For the safety of all guests, workers and exhibitors breakdown is at 5 p.m. each day. All participants MUST remain for the entire event, with their booths intact until 5 p.m. Those that do comply will NOT be asked to return.**

In signing this application I/we are stating that I/we have read and will adhere to The Guidelines and Policies set forth by the organizers of the 8th Annual Harvest Celebration. It is understood that this an application for exhibitor/concession space only. This is not a contract and the organizers reserve the right to reject any application.

I hereby release A.D. Makepeace Company, The Cape Cod Cranberry Growers' Association, their employees and volunteers from any and all liability for damages, personal injury or theft that may occur during participation in this event.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Questions or for additional information, contact:

Kim Houdlette, 508.322.4028 or  
khoudlette@admakepeace.com