

L.E.A.D. FEST[®]

STATE FAIR

April 30, 2021

Dear Prospective Business Vendor:

You are invited to participate in this year's L.E.A.D. Fest State Fair!

With the Governor expanding the capacity for outdoor fairs, we are thrilled to announce that our L.E.A.D. Fest State Fair will once again be taking place this summer. The Covid19 pandemic hit a lot of companies incredibly hard - from restaurants and music venues to corporations and nonprofits, every single business was impacted by the virus and we are incredibly lucky to be on the tail end of such a devastating time. Being a nonprofit organization, Covid was very tough on us and we are hoping that this year's fair will be the best one yet!

After this past year, we would love to be able to help other businesses get back on their feet or increase their following. We hope that you and your organization will join us at this year's L.E.A.D. Fest State Fair. The fair will be running from Thursday, July 1st through Sunday, July 11th at:

MERCER COUNTY PARK: 1638 OLD TRENTON ROAD, WEST WINDSOR, NJ 08550.

With Covid19 restrictions and social distancing in mind, we have made some changes to our guidelines to ensure that everybody is safe and smart. We hope that these changes make you and your organization feel comfortable and provide a great opportunity for your success as a vendor at our event. We feel that our occupancy level will be high enough to draw many fairgoers.

Business Exhibitor Guidelines:

- The display fee is \$500.00, plus \$100 security deposit. We have NOT raised the fee from last year's five day run, a 50% savings.
- The standard display area is 10'x10'. Any additional space is \$500 per 10'.
- Set-up begins Wednesday, 6/30 at 10:00 a.m. and must be completed by Noon on Thursday, 7/1.
- Breakdown begins at the close of the fair on the evening of 7/11 (a \$100 security deposit will be refunded to you after the breakdown of your booth). Also, you must supply a credit card number and authorize a \$750 fee will apply if you leave before the end of the fair on Sunday.
- **BUSINESS VENDORS MUST BE THERE FOR ALL 11 DAYS OF THE EVENT. Vendors will not be allowed to set up at a later date or breakdown at an earlier date.**

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- Participants must provide their own tables and chairs.
- Use of a tent for display area is *REQUIRED*. You may provide your own tent or we can provide you with a rental for cost.
- If the use of electricity is required, there is a \$75 fee.
- Sales must be contained within the leased space. Spaces may not be transferred, assigned or subleased.
- Vehicular traffic and parking on the fairgrounds is prohibited during fair hours.
- Exhibitors are responsible for maintaining the cleanliness of their display areas.
- Exhibitors must comply with New Jersey Sales Tax Laws. Exhibitors must have a valid New Jersey Sales Tax card available for display. It is the responsibility of exhibitors to comply with all sales tax regulations for the charge, collection and remittance of sales tax to the NJ Division of Taxation. To obtain a NJ Sales Tax Card, call the State of New Jersey at (609) 588-2200.
- Products offered for sale must be appropriate for an audience of all ages.
- Event organizers reserve the right to refuse the sale and/or display of any items deemed inappropriate.
- Exhibitors must have a person at their booth at all times. If your booth is left unattended for any extended period of time, there will be a \$50 penalty per incident.
- The only days that do NOT require staff are Monday 7/5 and Tuesday 7/6. These days may be display only.
- All vendors must provide insurance or purchase their own through our account.
- All Covid19 state mandated guidelines will be strictly enforced.

For additional information about The L.E.A.D. Fest State Fair, please visit our website at www.theleadfest.com. Please contact me if you have any questions about the application process. We look forward to working with you!

Sincerely,



Leanne Seeley
Special Events Coordinator, L.E.A.D.
Email: lseeley@leadrugs.org

LEAD FEST[®] STATE FAIR

BUSINESS VENDOR APPLICATION

Business Name: _____

Contact Person: _____

Business Phone: _____ Cell Phone: _____

Email: _____ Website: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

BILLING INFORMATION

Credit Card Number*: _____

Name on Card: _____

Billing Address (if different from above): _____

City: _____ State: _____ Zip Code: _____

Please list the types of products and/or services to be exhibited or sold. Be specific (generalizations such as t-shirts, sweatshirts, hats, clothing, novelties, toys, gift items, jewelry, import, etc. are not acceptable). Space assignments will reference this list. Once a contract is issued, you may not display or sell additional products or services without the approval of L.E.A.D. Fest State Fair.

The display fee is \$500.00 for a 10' x 10' area, plus a \$100 security deposit. Any additional space is \$500 per 10'.

Additional Space/Power Requested:

_____ft _____(Volts/Amps)

Tent Requirement:

I will utilize my own tent for the duration of the event.

I will require the rental of a tent from L.E.A.D. at \$125/10 ft.

_____10ft. (\$125) _____ 20ft. (\$250) _____ 30ft. (\$375)

Notes:

1. A \$500 non-refundable application fee must be received with this application. Plus a \$100 security deposit check that will be returned to you if there is no damage to your area. Checks should be payable to the L.E.A.D. Fest State Fair.
2. Should you leave before the end of the Fair, (Sunday, July 13th at 11 p.m.) you will be charged \$750. Please supply L.E.A.D. with a credit card number and authorization agreeing to these terms.***
3. Applications must include this form completed in its entirety, **the applicable deposit, a signed Hold Harmless Agreement, proof of automobile insurance, proof of workers comp. (if not a family owned business) and a Certificate of Liability Insurance with additional insured being (both addresses must be on the Certificate of Liability):**

- a. Mercer County Park Commission: 1638 Old Trenton Road West Windsor, NJ 08550
- b. L.E.A.D., Inc.: 5 South Main Street, Allentown NJ 08501

4. Please mail all required forms along with deposits to:

L.E.A.D. FEST STATE FAIR
 Attn: Leanne Seeley
 5 South Main Street
 Allentown, NJ 08501

Please list all of the employees that will be working the Fair*

Date	Name	Date	Name
Thursday, July 1 st		Wednesday, July 7 th	
Friday, July 2 nd		Thursday, July 8 th	
Saturday, July 3 rd		Friday, July 9 th	
Sunday, July 4 th		Saturday, July 10 th	
Monday, July 5 th		Sunday, July 11 th	
Tuesday, July 6 th			

*If you are unsure at time of payment the names of the employees who will be working at your booth, you must bring that information with you at vendor check-in.

I, the undersigned, agree to comply with all rules, regulations, guidelines, terms and agreements set forth by the L.E.A.D. Fest State Fair. I understand that my application fee, once accepted, is non-refundable.

Print Name: _____ Date: _____

Signature: _____