



2023 Festival Marketplace Vendor Guidelines

This large-scale multi-day outdoor event, celebrates the roots, richness and variety of American culture. It features hundreds of the nation’s finest musicians, dancers, craftspeople and other keepers of culture in performances, workshops, and demonstrations, plus children’s activities, non-stop participatory dancing, storytelling, parades, and more.

We are now accepting Festival Marketplace vendor applications for the 2023 Maryland Folk Festival

NEW WEEKEND DATES → September 22, 23, & 24, 2023 – Downtown Salisbury, MD
Final Application Deadline: Monday, April 24, 2023

The Festival Marketplace will offer festivalgoers the opportunity to purchase the juried, handmade creations of the finest artists and craftspeople from the State of Maryland and the surrounding region. It will include both deeply traditional crafts and more contemporary artistic expressions.

In order to ensure quality and integrity, a committee selects vendors based on a set of criteria that includes:

- artistry / craftsmanship
- distinctiveness / uniqueness of design
- presentation (booth)

The committee reviews all applications and selects vendors who best meet these criteria.

Eligible items include, but are not limited to:

- pottery
- jewelry
- paintings
- quilts
- custom furniture
- textile art
- stained and blown glass
- photography
- woodwork
- sculpture
- mixed media
- packaged food products

Ineligible items include, but are not limited to:

- crafts made from store-bought kits or molds
- commercial reproductions
- alcohol or tobacco products
- manufactured items that have been assembled
- imported finished goods

Additional notes for applicants:

- Vendors offering activities or services such as face painting or photo booths will not be considered.
- The Festival strives to present a well-rounded marketplace; therefore, we may limit multiple vendors showcasing similar items.
- Final notification of acceptance will be communicated no later than May 8, 2023.
- The Maryland Folk Festival reserves the right to deny any application without explanation.

The following are the festival's Marketplace vendor guidelines. Please read the guidelines thoroughly and submit your application online <https://abcd.slideroom.com/>

The application must be submitted with a non-refundable \$35 application fee.

Please contact cohare@salisbury.md if you have any questions. We look forward to reviewing your application!

Sincerely,

A handwritten signature in black ink, appearing to read 'Caroline O'Hare', with a stylized flourish at the end.

Caroline O'Hare
Events & Culture Manager
Department of Arts, Business & Culture
City of Salisbury

MARYLAND FOLK FESTIVAL

2023 Festival Marketplace

Vendor Application Guidelines

NEW WEEKEND DATES → September 22, 23, & 24, 2023

IMPORTANT DATES:	
2023 Marketplace Applications Open	February 1, 2023
2023 Marketplace Applications Close	April 24, 2023
Final Notification of Acceptance by Email	May 8, 2023
Contracts sent out by	May 22, 2023
Deadline for Postmark of fully-executed Contract and Vendor Fees	June 16, 2023
Deadline for Tax Information & Proof of Insurance/Waiver	June 16, 2023
Cancellation for Refund	August 1, 2023
Participation Details Emailed to Vendors	August 31, 2023
2023 Maryland Folk Festival	September 22-24, 2023

APPLICATION PROCESS

Applying vendors are required to submit the following by no later than April 24, 2023:

- A **completed and successfully submitted Festival Marketplace vendor application**.
 - Applicants will receive email confirmation of their successful submission. If you DO NOT receive a confirmation, your application was not successfully submitted and therefore will not be considered. It is the vendor's responsibility to ensure a successful application has been submitted.
 - Festival organizers may request clarification; failure to provide requested clarification is grounds for rejection.
- Four (4) **current photographs** of their artistic work to be sold.
- One (1) **current photograph** of their booth sales operation.
- A **non-refundable \$35 application fee** must be submitted with your application by credit card.

Additional Application Information

- Application does not guarantee acceptance.
- Vendors must apply each year in order to be considered. Acceptance in past years does not guarantee acceptance in future years.
- Failure to meet application deadline may result in rejection of application.

Selection Process

The number of Festival Marketplace vendors selected for the 2023 Maryland Folk Festival will depend on the final site design layout. The Festival anticipates that with good weather, more than 100,000 will attend over the course of the weekend and that between 20 and 25 vendor spots may be available to meet the demands of this crowd size.

- All Festival Marketplace vendors are reviewed by a committee. Applications are rated on product quality & uniqueness, authenticity, connection to local/state/regional culture, and relationship to artist's community. Please provide clear photos of your product and vending space so that your products are represented to our committee accurately.
- Eligible Festival Marketplace vendors include (but are not limited to): pottery, jewelry, paintings, quilts, custom furniture, textile art, stained glass and blown glass, photography, woodwork, sculpture, mixed media, and packaged food products.
- Applicants will receive notification by email regarding acceptance or rejection by no later than May 8, 2023.
- The Maryland Folk Festival reserves the right to deny any application without explanation.

VENDING AT THE MARYLAND FOLK FESTIVAL MARKETPLACE

Vendors selected to participate in the Maryland Folk Festival will receive an acceptance email no later than **May 8, 2023**.

On May 22, vendors selected to participate will receive their contract agreement by email. All necessary contracts, forms, and vendor fees must be submitted back to Festival offices by **June 16, 2023**. Failure to meet this deadline may result in forfeiture of booth space.

Vendors are responsible for all local, state and federal taxes. In early August, the Festival will send a list of accepted Marketplace Vendors with each vendor's name, physical address & email to the Maryland State Comptroller's office. The Comptroller's office will confirm which vendors have a valid MD Sales & Use Tax Certificates and reach out to vendors who need a number issued to them.

Vendors are responsible for providing proof of liability insurance to Maryland Folk Festival producers. If Vendor does not hold liability insurance, Vendor may instead sign a waiver releasing Maryland Folk Festival producing partners from any claims of liability associated with Vendor's participation in the Event.

Vendors will receive a participation packet with detailed site information approximately 3 weeks before the festival.

Festival Marketplace Hours of Operation

- Vending Hours are as follows:
 - Friday: 6:00pm to 9:00pm
 - Saturday: 12:00pm to 8:00pm
 - Sunday: 12:00pm to 5:00pm

Booth Staffing

- Booths must be staffed for all contracted hours.
- The festival goes on **rain or shine unless extraordinary weather presents a safety issue**. All vendors are expected to be open during the hours listed above unless they are notified by Festival personnel.
- The Maryland Folk Festival can draw very large crowds (more than 100,000 people over the weekend). Vendors are strongly encouraged to have booths staffed by more than one person to allow for breaks, large crowd size, and busy Marketplace times.

Booth Pricing & Payment

- Vendor Fees cover all three days of the Festival.
- The basic vendor fee is \$300.00.

- Booth fee includes a 10'x10' tented space, two chairs, and security in the Marketplace area for Friday and Saturday night.
- A 20 Amp (2000 Watt 120 Volt) single outlet electrical service is available if requested by **June 16, 2023**.
Note: The Festival provides ambient lighting for all Marketplace tents.
- 8-ft tables can be provided for an at-cost fee of \$10.00 each.
- The Festival reserves space upon receipt of payment.
- Full payment of all vendor fees must be sent & postmarked by **June 16, 2023 by check**. Vendors forfeit space if payment is not received by the deadline. Credit cards cannot be accepted.

Refunds

- No refunds for cancellations after **August 1, 2023**.
- No refunds for inclement weather.

Vendor Placement

- The Festival will assign the booth location for each vendor. Our aim is to place vendors who sell similar products in different areas of the Marketplace. Please understand that festival Marketplace vendor placement is subject to change if there are changes to the Festival site.
- **The Festival provides tented space. Marketplace vendors may NOT bring their own tent / canopy.**
- Typically, Marketplace tents will be 20'-100' long. As such, a single tent may accommodate two to ten 10'x10' booth spaces.
- Marketplace tents are 10' deep. Vendors are limited to exhibiting only within their 10'x10' space.
- Vendors can apply for one (1) space or two (2) contiguous spaces. Booth spaces come in ten foot increments. If you apply for 2 spaces, the booth fee is double.
- Due to site limitations, vendors will not have access to the back of their vendor space. Please plan accordingly.
- Any special needs requests regarding booth size or placement must be included on the vendor application. The Festival accommodates special needs on a case-by-case basis; charges may apply.

Space Details

- Vendors may not trade, switch, or set up in another area, without approval from the Festival.
- No holes may be dug.
- Water service and phone lines are not available in the Marketplace.
- **Dedicated Wi-Fi service is not guaranteed in the Marketplace.** Vendors needing a reliable internet connection should plan to provide their own hotspot service.
- No space will be held without a completed contract and full payment of the contract fee.

Set up

- Marketplace vendors must arrive to set up their booths on Friday, September 22, 2023 between 9:00am and 4:00pm. All vehicles must be removed from the Festival site by 4:30pm.
- Vehicle unloading space will be near but not necessarily directly in front of an assigned booth in the Marketplace.
- Vendors will be permitted twenty (20) minutes for unloading.
- Vendor vehicles will need to be removed from the designated unloading area before vendor begins booth setup.
- In order to efficiently and equitably accommodate all Marketplace vendor load-in needs, these rules (along with additional procedures specified in the contracts of artists selected to participate) will be strictly enforced.
- If the nature of your booth design and/or setup processes is incompatible with these procedures, and if special accommodations are needed, these accommodations must be clearly described in your application for an

exception to be considered.

- Booths must be set up and operational by 6:00pm on Friday, September 22, 2023.
- Non-compliance will result in disqualification for future festivals and may result in forfeiture of the space during the current festival.

Booth Operations Guidelines

- Vendors must restrict activities to their booth space.
- No space-sharing or subletting will be permitted, nor can the vendor assign the contract to another party.
- Vendor booths must be fully operational at the time the Marketplace officially opens each day and remain fully operational until the Marketplace closes each day.
- Vendors may not advertise outside of their booth space. (This includes but is not limited to: the use of rovers, flyers, and sandwich boards.)
- Raffles are not allowed.
- Camping is not allowed on the festival site.
- Generators are not allowed.
- Artists may not sell commercial reproductions or items made from molds or kits.
- There will be overnight security in the Marketplace area provided by the Festival on Friday and Saturday. However, fixtures and materials are left overnight at the vendors' risk. The Festival's insurance will not cover personal property; vendors should obtain their own insurance.
- Playing music from your booth is prohibited. (An exception will be made for musical instrument makers who may demonstrate their instruments and allow customers to try them out.)
- Vendor is responsible for a clean booth area, free of debris.
- Vendors may sell ONLY the type of work the Festival has invited them to sell (indicated on contract).
- The Festival encourages vendors to perform ongoing demonstrations within their booths.
- Demonstrations emitting loud noises (instruments or machinery), strong odors, or those that involve any activities deemed disruptive by the festival are not permitted.
- Vendors should furnish sufficient change for their sales transactions. The Festival cannot provide change to vendors.
- The Festival provides ambient lighting. Vendors are responsible for bringing their own display lighting.
- Total electrical load cannot exceed a 120 amp 120 Volt circuit.
- Vendors must comply with all logistical regulations.
- In the event of a dispute, the decision of the Festival organizers will be accepted as final.

Packaged Food Products

- Only pre-packaged and prepared off-site food products intended for take-home or gift use will be approved.
- Those vendors offering samples must adhere to the following:
 - Samples must be no more than ¼ of a normal service size.
 - Only samples that can be served at room temperature will be allowed.
 - No cooking or heating of samples will be permitted through the Festival office.
- Vendor must adhere to Wicomico County Health Department guidelines pertaining to food sampling. For more information about food samples go to: <https://www.wicomicohealth.org/>
- Vendor cannot offer samples outside their booth space.

Marketing

All Festival Marketplace vendors will receive the following marketing benefits:

- A listing on the Festival's website, with a link to the vendor's website (if submitted).
- A listing in the Festival's Official Program Guide (50,000+ copies printed and distributed).
- All vendor supplied promotional information must be submitted by **June 16, 2023**.

Electricity

- A 20 amp (2000 Watt 120 Volt) single ground fault outlet electrical service can be provided at no charge, but must be requested by **June 16, 2023**.
- The Festival will identify for each vendor their electrical service connection.
- Vendors are responsible for providing their own power cord and power distribution from the service connection to and within their vending space. Vendors should bring **one 50' grounded 12-gauge extension cord** and other outlet strips as needed. Cords should be labeled with the business name at both ends. All cords not of acceptable gauge will be disconnected.

Vehicles on Site

- **Vehicles** are **allowed** on-site **ONLY** during the following times:
 - Friday – until 4:30pm & after 11:00pm
 - Saturday – until 10:30am & after 11:00pm
 - Sunday – until 10:30am & after 7:00pm
- For the safety of the festival's attendees, vehicles are not allowed to move onto or within the site during operating hours. This limitation includes no access during a time window before and after scheduled events, to allow attendees to safely arrive and depart.
- The Festival may choose to delay nighttime vehicle access based on needs for crowd safety.
- Vendors will receive **one (1)** parking pass for the designated vendor parking lots. Vendors must park their vehicle in this lot and may not remove the vehicle from the lot until after operating hours.
- Vendor is responsible for staff parking and any parking needs beyond the one pass allotted.
- Only authorized vehicles may be parked on Festival grounds.

Booth Clean Up

- Vendors may not begin to dismantle or remove booths before **5:00pm on Sunday, September 24, 2023**.
- Vehicles are NOT allowed on-site until 7:00pm at the earliest on Sunday, September 24, 2023. Please note: **Vendor vehicles will not be allowed to enter the site before given permission by the Marketplace Coordinator**. Site access times may change for safety purposes and is at the sole discretion of Festival organizers. Be aware that pedestrians will still be present on Festival grounds during tear-down.
- Vendors must take home their entire booths – including carpet, display racks, storage containers, & decorations.
- All booth spaces must be clear by 9:00pm Sunday.
- Any vendors failing to completely clean up their booth areas must pay a clean-up fee and may be disqualified from participation in future festivals.

Trash Disposal

- Vendors must properly dispose of trash and cardboard as directed by Festival personnel.

Taxes & Insurance

- TAXES - Vendors are responsible for all local, state and federal taxes.
 - Vendor acknowledges and understands that they are responsible for sales and use tax and shall in no way hold the City of Salisbury, Wicomico County, or its representative responsible for any

type of permits other than for the Festival itself. Vendor is responsible for the acts, and all costs associated with, any and all its employees and volunteers. No Vendor shall hold itself out as an Agent of the City of Salisbury.

- You will need a Maryland Sales Tax ID number by the time the Festival takes place on Friday, September 22, 2023. If you have a Maryland Sales Tax ID number, please include it in your application.
- To look up your sales tax number online, visit: <http://www.marylandtaxes.com/>. There is no fee for this.
- Not having a Maryland Sales Tax ID number at application time will not affect the decision to accept or reject an applicant.
- If you do not have a Sales Tax ID number and you are accepted, the festival will provide information on how to obtain one.
- INSURANCE - The Festival disclaims any authority of control over the operation of vendors.
 - Vendors assume all rights and responsibilities for the conduct of their operations including, but not limited to: obtaining liability and general coverage insurance for vendor-related activities adhering to all local and state ordinances and regulations.
 - Vendor acknowledges and understands that they are responsible for providing proof of liability insurance to Maryland Folk Festival producers. If Vendor does not hold liability insurance, Vendor may instead sign a waiver releasing Maryland Folk Festival producing partners from any claims of liability associated with Vendor's participation in the Event.
 - The Festival does not have separate vendor coverage under any insurance it may maintain.

Vendors who fail to comply with or repeatedly violate these guidelines may be expelled and/or not invited to apply in future years. The Festival reserves the right to amend these guidelines as needed. In the event of a dispute, the decision of the Maryland Folk Festival will be accepted as final.