



21st ANNUAL TASTE OF NEW PALTZ
September 18, 2011
GENERAL EXPO INFORMATION
Artistic Taste

Date: **Sunday, September 18, 2011**

Time: **11:00 a.m. to 5:00 p.m.**

Location: Ulster County Fairgrounds, Libertyville Road, New Paltz, NY

Anticipated audience: 9,000 visitors from the surrounding region and Tri-State area

General Guidelines

- Applications to TASTE OF NEW PALTZ must be complete (completed application form and full payment of booth fee) in order to be accepted and guarantee a space at the event. Booth spaces are filled on a first-come, first-served basis. Once all booth spaces in a given section are filled, we will create a wait-list from any additional applications received to fill any vacancies in that section; wait-listed vendors will be accepted in the order in which their completed application was received. Booth fee payments are non-refundable; however, we will not process any booth fee payments from wait-listed vendors until they are accepted into TASTE OF NEW PALTZ.
- Set-up time for your booth begins at **7:30 a.m.** and must be completed no later than **9:30 a.m.**
- Bring your vehicle to the handicapped gate (north side of the fairgrounds) to check in. Please notify the Chamber in advance if someone else will be driving your vehicle or setting up your booth for you.
- Your vehicle must be moved immediately after unloading your materials.
- Refer to the information sheet (next page) to confirm what items, if any, are provided and what items you will need to bring with you.
- It is your responsibility to leave the area as clean as you found it.
- No food is to be sold or given away in the Artistic Taste section.
- You may not “sublet” to or share your booth space with another vendor without prior permission from the Chamber.
- You may not solicit donations or funds for organizations or charities in your space.
- You may not break down your booth before 5 p.m. unless asked to do so by the Chamber.

Please make your check payable to:

NEW PALTZ REGIONAL CHAMBER OF COMMERCE

257 Main Street

New Paltz, NY 12561

New Paltz Regional Chamber of Commerce

257 Main Street

New Paltz, NY 12561

845-255-0243

fax 845-255-5189

info@newpaltzchamber.org

www.newpaltzchamber.org





Artistic Taste 2011 Information Sheet

Keep this information for your records.

The Artistic Taste features original two-dimensional artwork, including paintings, drawings and photography. No prints or commercially-reproduced work is permitted.

Provided:

- Space under one large tent OR one 10' x 10' booth space outside of the main tent. There will be a maximum of six (6) outside booth spaces to be assigned on a first come, first served basis.
- Artistic Taste vendors inside the main tent will use exhibit panels to display their work. You may sign up for up to four (4) exhibit panels. Each exhibit panel is 4-feet wide by 8-feet high.
- S-hooks will be provided for hanging your work on the lattice strips inside the main tent (about 1/4"). It is recommended that you bring your own hooks or extras—thin drapery hooks work well.
- A sign at the top of each panel inside the main tent will display the artist's name. The sign will be attached upon your arrival.
- Exhibitors inside the main tent have the option of renting chairs or bringing their own (see registration form for chair rental price information).
- Each exhibitor/booth will receive two (2) wristbands for admittance to the TASTE OF NEW PALTZ grounds; any additional staff for the booth must pay the admission fee (\$5 advance; \$7 on-site) to enter.

Artistic Taste Exhibitor Obligations:

- If you are exhibiting outside of the main tent, you are responsible for bringing your own tent(s), table(s), chair(s), etc.
- If you are exhibiting inside the tent you are responsible for providing your own chair(s); chairs will be available for rent, should you wish to rent one instead. You will have a small area in front of your panel(s) in which to display a print rack crate or place a small table. A walking path must be maintained in front of the panels inside the tent to ensure viewer movement.
- You must monitor your own space or make your own arrangements for alternating with a co-exhibitor, should you need to leave for a restroom or meal break.
- It is your responsibility to leave the area as clean as you found it.
- No food is to be sold or given away in the Artistic Taste area.
- Vendors must be set up and vehicles must be removed from area by 9:30 a.m.
- Vendors may not break down their booth before 5 p.m. No vendor may break down and leave early unless asked to do so by the Chamber. Vehicles will not be permitted back on the fairgrounds until after 5 p.m.

Artistic Taste Chairperson: Toni Hokanson

Cell phone: 845-797-3063

E-mail: supervisor@townofnewpaltz.org

New Paltz Regional Chamber of Commerce
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Artistic Taste 2011 Application & Agreement

Business Name _____

Contact Name (print) _____

Address _____

Telephone _____ Fax _____

E-mail address _____

Description of work to be exhibited and sold: _____

Booth Space Options (Please Check One)

___ Option One

Artistic Taste Exhibit Panel Fees:

\$45 per panel, 3 panels for \$130, 4 panels for \$140.

I will need ___ panel(s) (max. 4 panels)

Total = \$ _____

I will need ___ chairs @ \$2/chair

Total = \$ _____

___ Option Two

10' x 10' Outdoor Booth

Fee: \$100

I have read, understand and agree to abide by the Vendor Obligations as set forth on the Guidelines and Information. I understand this Agreement and the application fee must be returned to the New Paltz Regional Chamber of Commerce in order to participate in the 2011 Taste of New Paltz. I further understand and agree that if I do not fulfill the requirements agreed to, I may be asked to leave the site of the 2011 Taste of New Paltz.

Vendor

Date

PLEASE RETURN WITH FULL PAYMENT TO:

The New Paltz Regional Chamber of Commerce

New Paltz Regional Chamber of Commerce
257 Main Street
New Paltz, NY 12561
845-255-0243
fax 845-255-5189
info@newpaltzchamber.org
www.newpaltzchamber.org



Date rec'd: _____
Method: _____
Amount: _____