



21st ANNUAL TASTE OF NEW PALTZ
September 18, 2011
GENERAL EXPO INFORMATION
The Country Store

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) for your section of TASTE OF NEW PALTZ 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.
- Only pre-packaged food items may be sold in The Country Store 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 booth(s).
- 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





The Country Store 2011 Information Sheet

Keep this information for your records.

The Country Store is for the “cash & carry” sales of specialty foods, comestibles, etc., in sealed retail packaging (e.g., pre-made gift baskets, bottled oils and extracts, jars of salsa or jam, dried spices, pre-packaged baked good mixes, sealed packages of nuts, closed packages of biscotti, wrapped boxes of chocolates, etc.). Items must be pre-packaged (no on-site packaging). The Country Store may include soaps, lotions, massage oils, etc.

Provided:

- The perimeter of each booth will be indicated on the ground.
- Electricity is available for booths in the The Country Store, but must be requested in advance. Vendor must provide own extension cords.
- 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.

The Country Store Exhibitor Obligations:

- You are responsible for bringing your own table(s), chair(s), tent, etc.
- Your booth may not exceed the amount of space for which you contracted. All booth furnishings, equipment, literature, etc. must fit within the confines of your booth space.
- It is your responsibility to leave the area as clean as you found it.
- Only pre-packaged, closed-container food items may be sold or given away in The Country Store; no food may be prepared or packaged on-site.
- No free samples are allowed. Vendors should collect one TASTE ticket from each customer wishing to sample their products (1 TASTE ticket will enable the customer to unlimited samples at your booth). Please indicate on your application form if you will be offering samples, so that a ticket collection box may be provided for you. Ticket value is \$1 per ticket; you will receive 75% of the value of tickets collected and the Chamber retains the remaining 25%. Checks will be issued by October 21, 2011.
- Samples may be provided using pretzels, crackers, etc. No meats or products requiring cooking are to be offered for sampling.
- Vendors selling food items must include a copy of their Department of Agriculture and Health registration with their application. Food to be sampled must be prepared in a Board of Health-approved facility.
- Jewelry is not permitted in The Country Store.
- Vendors may not break down their booth before 5 p.m. unless asked to do so by the Chamber. Vehicles will not be permitted on the fairgrounds for load-out until after 5 p.m.

Chair, Taste of New Paltz:

Kathy Combs — phone (845) 255-3636; e-mail katsycombs@yahoo.com

New Paltz Regional Chamber of Commerce
257 Main Street
New Paltz, NY 12561
845-255-0243
fax 845-255-5189
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The Country Store 2011 Application & Agreement

Business Name _____

Contact Name (print) _____

Address _____

Telephone _____ Fax _____

E-mail address _____

Description of **all** work to be exhibited and sold: _____

Booth Fees:

| | Member | Non-Member |
|--------------------------|-----------|------------|
| 8' wide x 10' deep Booth | ___ \$ 85 | ___ \$ 100 |

**All booth fees are non-refundable.*

- I will require electricity for my booth (110v). (Vendor must provide own extension cord.)
- I will be offering samples and will need a box to collect TASTE tickets for "samples" (refer to information sheet for additional information)

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: _____

2011 Corporate Partners: Central Hudson Gas and Electric Corp. (Leading); Brinckerhoff & Neuville Insurance Group (Associate); Health Quest; Hudson Valley Federal Credit Union; KIC Chemicals, Inc.; Law Offices of James Yastion, PLLC; M & T Bank; Ulster Savings; Vanacore, DeBenedictus, DiGiovanni and Weddell LLP, CPAs (Supporting)