



43rd Westmoreland Arts & Heritage Festival

2017 Application for Winery Promotional Booth

June 29, 30, July 1, & 2

Festival Hours: Thursday - Saturday 11 a.m. to 8 p.m.; Sunday - 11 a.m. to 6 p.m.

Exhibitor/Business Name _____

Contact Person _____

Name of Authorized Signatory _____

Address _____

City _____ State _____ Zip _____

Ph. () _____ Fax () _____ E-mail _____

Website _____

If paying by credit card:

Credit Card # _____ Expiration Date _____ Code (CVV/CVC) _____

Please attach sheet with your credit card billing address if different than address on application.

What products or services will you be promoting? _____

Describe your display and your plans for the booth. _____

If returning, would you like the same location you had in 2016? Yes No

The exhibitor licensing fee for a winery promotional booth is \$1,400.

A \$500 deposit must accompany your application for a Winery Promotional Booth.
Deposit is refundable in the event your application is not accepted.

Size of Booth Requested (10' x 10' is standard): _____

Larger spaces may be available only by advance written agreement and are subject to additional charges.

Please check one of the following:

I will provide and set up my own booth cover. I will need a WAHF booth cover. I will not use a booth cover.

Electricity: I will will not require 120v electrical power to my booth.

Special electrical needs? _____

Special electrical requests may incur additional charges.

General Release and Acceptance of Rules - I, the applicant, have read the **Guidelines for Winery Promotional Booths** attached to this licensing application and agree to abide by said conditions. In addition, I, the applicant, do expressly release the Westmoreland Arts & Heritage Festival, its directors, officers, employees, sponsors, agents, and representatives from any and all liability for any damage, injury, or loss to any person or goods which may arise from the licensing and occupation of the exhibit space by the applicant and agree to hold and save the Westmoreland Arts and Heritage Festival, its directors, officers, employees, sponsors, agents, and representatives harmless of any loss or damage by the reason thereof.

I have enclosed a deposit of \$500 to be applied toward my Commercial Promotional Booth licensing fee. I understand that if this licensing application is not accepted, all fees will be returned by mail. If this licensing application is accepted, I give permission to use my name, business name, and any photographs or videotape taken at the Festival of me or my exhibit for any and all purposes. If accepted, I authorize my credit card listed above to be charged all fees. *You will be notified of acceptance or non-acceptance within 30 days of the Festival's receipt of your application. By:*

Signature of Authorized Agent

Print Name of Authorized Agent

Company Name

Date

Mail application to: Westmoreland Arts & Heritage Festival, 252 Twin Lakes Road, Latrobe, PA 15650
Questions? E-mail: info@artsandheritage.com Phone: 724-834-7474 Fax: 724-850-7474

Rules for 2017 Winery Promotional Booths Westmoreland Arts & Heritage Festival

1. Because space is at a premium, only a small number of commercial promotional exhibit booth applications are accepted. Acceptance of applications is based on those exhibits most in keeping with the Festival's mission. The Westmoreland Arts & Heritage Festival reserves the sole right to make final interpretation of acceptability.
2. The application must be completed and returned to the Festival along with a **\$500 deposit** toward the exhibit booth licensing fee. Upon acceptance of an application, a licensing agreement is issued to the exhibitor at which time the balance of the booth licensing fee is due. Payments may be made by money order, certified cashier's check, business check, credit card, or cash. All payments shall be made in U.S. currency. If an exhibitor's application is not accepted by the Festival, all fees will be returned by mail.
3. Promotional booths may be assigned in the name of the applicant only.
4. Exhibit booths must be attended during Festival operating hours.
5. **Exhibitor may display and/or promote only items described in the application.**
6. Standard booth size is 10' X 10'. Larger spaces may be available only by advance written agreement and are subject to additional charges.
7. An application is a commitment to the Festival. A \$35 fee will be charged on any check returned by Exhibitor's bank.
8. The Westmoreland Arts & Heritage Festival is an outdoor festival. All exhibit spaces are outdoors. Exhibitors are responsible for protecting their own property from the elements.
9. Exhibit spaces are assigned to create the best possible display environment, and whenever possible, to comply with Exhibitor space requests. However, if accepted, Exhibitors agree to accept any space assigned.
10. 10' x 10' booth tents are provided and set-up by the Festival. Larger booth tents may be available at additional cost by advance arrangement. Applicants may set up and use their own structures if approved in advance by the Festival. If a booth tent is not reserved during the application process, it will not be provided.
11. One table and a maximum of two chairs are provided by the Festival. The taking of Festival chairs and/or tables from other booths/areas is strictly prohibited. Exhibitors must supply all other booth furnishings including displays, additional chairs, additional tables, lighting, extension cords, etc.
12. Electricity is available only at selected sites and is available only by advance reservation. If electricity is not reserved during the application process, it will not be provided.
13. **No product sales other than bottles and cases of wine may be conducted at any Winery Promotional Booth. The distribution of written material, free samples, or products is permitted. Fun, active booths are recommended and giveaways are always appreciated by visitors to the Festival. Aggressive 'hawking' is not permitted.**
14. Signs and banners are permitted within an exhibitor's booth space. Additional space for signs, banners, program advertising, as well as other promotional activities must be pre-approved and agreed to in writing by the Festival. Advertising, including banners, yard signs, and other items that are placed outside an exhibitor's booth space without pre-approval will be removed by the Festival.

15. Exhibitors are responsible for keeping their area clean during Festival hours, including clean-up at end of show. All displays should be neat and clean.
16. Exhibitors must provide a Certificate of Liability Insurance to be mailed to: Westmoreland Arts & Heritage Festival, 252 Twin Lakes Road, Latrobe, PA 15650, faxed to 724-850-7474, or emailed to diane@artsandheritage.com. Insurance must be obtained by the exhibitor at their own cost and certificate listing WAHF as the certificate holder must be submitted with final payment. A copy of your Off Premises Permit issued by the Pennsylvania Liquor Control Board must also be submitted to the Festival.
17. Exhibitors shall be liable for delivery, handling, erection, and removal of their own displays and materials. **Festival Staff and Parks employees are not able to assist you with your booth.**
18. All exhibits, goods, and materials must be removed within 24 hours of the close of the Festival. Failure to have everything off site by this time may result in extra charges or risk of your booth/product being discarded by park maintenance.
19. Parking and traffic will not be permitted in the Festival area from **1 hour before** the Festival opens until **30 minutes after** the Festival closes each day. All loading and unloading must be planned around these hours and vehicles are to be removed to the exhibitor parking lots before the Festival opens. **Vehicles remaining on the Festival site or park road and walkways during these hours will be towed away** at the owner's risk and expense.
20. Exhibitors and their helpers must exhibit professional behavior at all times while on the Festival site. Westmoreland Arts & Heritage Festival reserves the right, at its sole discretion, to determine what constitutes professional behavior. Violation of this rule will result in the Exhibitor, their helpers, and exhibits being excluded from the Festival site with no refund or allowance whatsoever. In addition, exhibitors violating this rule may be excluded from future Westmoreland Arts & Heritage Festivals.
21. Exhibitors found in violation of the Guidelines for Commercial Promotional Booths may be excluded and have their exhibit removed from the Festival at the sole discretion of the Westmoreland Arts & Heritage Festival. Under no circumstances, including negligence, shall the Westmoreland Arts & Heritage Festival, its officers, directors, employees, sponsors, agents or representatives, be liable for any direct, indirect, incidental, special, or consequential damages resulting from such action.
22. Exhibitors may not sublet or apportion space to someone else.
23. Westmoreland Arts & Heritage Festival will not be liable for refunds or any other liabilities whatsoever for the failure to fulfill this contract due to fire or any other calamity, or by any act of God, public enemy, strikes, statutes, ordinances, legal authority, or any cause beyond its control.