

# Hudsonville Fair

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## COMMERCIAL EXHIBITOR INFORMATION AUGUST 24-29 2009

March 28, 2009

Welcome to the Hudsonville Community Fair. We appreciate your interest in exhibiting at our Fair.

Inside this packet you will find the Exhibitor's handbook containing information on how to apply, fees, rules and regulations. It is the responsibility of each exhibitor to read this information, know the rules and to abide by them while at the Hudsonville Community Fair. Keep this Handbook from year to year. We will only send out revisions of the Handbook as changes occur. You **WILL NOT** receive a new Handbook each year

We also have several opportunities to sponsor different programs at the fair. Just call for more information.

We will be giving out a Rosette booth 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> places.

We expect over 70,000 fairgoers to attend the Fair and look forward to having your business or organization be an integral part of the commercial exhibit space.

**Please NOTE in the handbook booth set up time is Saturday only** before the fair. There is **NO** parking inside the gate. Gate passes will be strictly limited to what the contract states, **NO** exceptions, please plan your staffing accordingly. Extra gate passes may be purchased at a discount. You may pick up and purchase additional passes on Saturday before the fair. Note times that buildings will be open and it is mandatory to man your booth at all times.

If you have any questions please feel free to call Jamie or Sally at (616) 669-1630. Thank you.

Best Regards,

Jamie Bont  
Sally Avink  
Keith Bont  
Commercial Space Representatives

## HUDSONVILLE COMMUNITY FAIR COMMERCIAL EXHIBITORS HANDBOOK

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## HOW TO REACH US

Hudsonville Community Fair  
P.O. Box 189  
Hudsonville, MI 49426

**Phone:** 616-669-1630 (Press 3 when machine picks up, press 7 when prompted)  
**Fax:** 616-669-9957  
**Fair Office:** Please leave a message and someone will get back to you as soon as possible.

## HOW TO FIND US

### Directions:

Take Highway I-196. Exit off from I-196 on exit 62, Hudsonville, MI. Turn North (towards McDonalds) onto 32<sup>nd</sup> Avenue and continue North to the stop light at Chicago Drive. At Chicago Drive turn left and head west to 36<sup>th</sup> street. Turn right at the stoplight, and make an immediate left hand turn onto Grant Street. Head West on Grant Street until you come to Park Street (2<sup>nd</sup> street on your left). Turn left on Park Street and proceed south to one of the gates.

## DATES & TIMES TO REMEMBER

### Saturday Prior To Fair

Saturday ALL Commercial Space is to be set-up  
Set-up Time 9am-4pm **(NO EXCEPTIONS)**

### Monday Of Fair

**NO MONDAY SET UP**

**Hudsonville Fair  
Is Held  
2 Weeks Before  
Celebrated Labor Day**

Buildings - Open to public from

Mon	9am – 8pm
T-Th	10am – 10pm
Fri	10am – 10pm
Sat	10am – 8pm

### Saturday Of Fair

Deadline for Exhibitor's in good standing to request booth space for next year or change booth spaces. Applications are due with payment in full by Saturday of the fair. Exhibit move-out from 8pm – 11pm.

### Monday Following Fair

Exhibit move-out from 9am – 2pm

### **NO SUNDAYS**

**No activity – moving in or out on Sunday**

## APPLICATIONS AND FEES

### Application:

The application or renewal contract shall be filled out completely and returned with full booth fee.

### Payment of Fees:

Saturday of Fair all payments must be made in the form of a money order, cashiers check, business check, or a personal check, made payable to Hudsonville Community Fair. NO cash accepted.

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<b>Rental Fees:</b>	<b>Building #10:</b>	All booths are approx. 8' x 8' (\$100.00 ea)
	<b>Building #2:</b>	All booths are approx. 6' x 8' (\$75.00 ea)

## Confirmation 1:

Upon acceptance of your application, you will be sent a confirmation letter. The confirmation letter.

## INSURANCE

Fair Exhibitor **must** furnish Certificate of Insurance and Insurance Endorsement showing coverage of your business products, prior to Fair, for the term of this Agreement.

## EXHIBIT SPACE

All Booths are approx. 8' x 8' or 6' x 8' in size. The in-line units have three selling sides and the corner units, two selling sides. Exhibitors may request multiple spaces; either attached or separated, and will be accommodated to the extent that space is available.

Commercial Exhibit Booths in Building #10 are approx. 8' x 8' and are separated by approx. 6' tall walls. The back wall of the booth is the outside wall of the Exhibit Building.

Commercial Exhibit Booths in Building #2 are approx. 6' x 8'. The inline booths are separated by approx. 5' tall side walls and approx. 6' tall back walls. The outside booths that are inline use the outside wall of the Exhibit Building.

Each booth rented will receive two (2) folding chairs and one (1) folding table. Additional tables may be available on a first come first serve basis for a nominal fee.

## RULES AND REGULATIONS

### Exhibit Space Allocation:

Space is assigned based on the receipt of your completed application or renewal contract and booth fee.

Once assigned, no exhibitor will be allowed to switch booths. Exhibitors complying with the provisions of the HANDBOOK shall have the privilege to use the space through the dates of the FAIR. It is understood and agreed that the contract and full rental fee must be in the Fair Office no later than the due date. This agreement permits the use of exhibit space and booth equipment for exhibit purposes and sales only.

Fair management reserves the right to refuse space to any applicant for any reason or relocate any exhibitor without notice. Fair management shall be permitted to enter and to inspect the premises at any and all times.

### Cancellation of Exhibit Space:

Failure to comply with any provisions of the Fair Handbook can result in forfeiture of all payments to the Fair. In addition, the Fair Management can, at its discretion, re-assign the booth space to another vendor without further notice to the defaulting exhibitor.

### Products:

**All Products and or services must be listed on the application.** Contracts will be issued on the basis of this listing, and no additional items or services may be sold. Violation of this rule can result in immediate cancellation of your contract without refund of booth fees.

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When listing products, the following must be considered: “Any authority granted Exhibitor by Fair to sell is not and shall not be in derogation of any copyright, trademark or other proprietary interest in the product(s), and will be granted without prejudice to any right of the owner of any such copyright, trademark or other proprietary interest to forbid any display of such product(s) without a license or other permission by the owner.” “Exhibitor shall not display signs or sell product(s) that bears any marks, words or designs that cause confusion or mistake or deceive the public.” “By execution of the application, Exhibitor warrants that permission to sell the product(s) has been obtained from the owner in a manner consistent with law, and that in the selling of such product(s) or offering of such product(s) for sale, Exhibitor will not violate any copyright trademark or other proprietary interest in said product(s).

## **Samples and Give-aways:**

Free samples of foods or beverages **cannot** conflict with Fair food concessionaires. All samples **must** comply with all Health Department Regulations in effect at the time of the exhibit. The Commercial Space Representative must approve all food samples in advance.

There will be no games, gambling, or any other activities within the confines of its exhibit space in which money is used as a prize or premium, and that it will not buy and/or permit “buy backs” for cash, and of its prizes or premiums given away to patrons in connection with his/her exhibit. Only straight merchandising methods shall be used and all methods of operation, demonstration, and sale shall be subject to the approval of FAIR and law enforcement officials

## **Prohibited Items and Services:**

The following items and/or services are **prohibited** from sale, giveaway or display: All tobacco and smoking items; cigarette lighters; drug paraphernalia of any kind; knives; guns or ammunition of any kind; swords and daggers, ceremonial or decorative; any other weapons including but not limited to: bow and arrows, crossbows, and ninja type weapons; laser pointers, mace, pepper sprays, stink bombs, poppers or any other incendiary devices, open flames, fires; sexually explicit materials of any kind. Also prohibited: ear piercing and body piercing of any kind, permanent tattooing or branding of any kind.

## **Move-in:**

Fee payments and any other required forms must be completed fully before receiving admission and moving onto the Fairgrounds. Exhibitor's may not assign or sublet his/her space, or any part thereof. Switching booths in any manner is not permitted.

Upon arrival Exhibitors must check in with the Commercial Space Representative to receive admission passes, or make arrangements prior to fair to pick them up. The grounds will be open for check-in and exhibit set up anytime between 9am and 4pm on the Saturday prior to the start of fair. Passes may be picked up at this time. **Any Exhibitor who has not checked in or contacted the Fair Office by Saturday before the fair will forfeit their space without refund.**

## **Booth Set-up:**

No part of a display may interfere in any way with any other exhibit

No Exhibit or display may be so high along sides or front of the booth as to hide the adjoining exhibits from the view of the public passing along the aisles.

All construction of shelves, display equipment, etc. must take place during the set-up day before the Fair Opens.

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Extra lighting may be used in conjunction with the standard 110V/5 AMP service that is provided at no charge. If additional service is needed, the Commercial Space Representative must approve this. NO alterations may be made to the building.

Exhibitors are responsible for installation, maintenance and dismantling of their exhibits.

Each exhibitor shall be fully responsible and liable for all displays and materials with their booth. The Fair is not responsible in any way for theft, pilferage or damage to exhibitor's displays.

## **Aisles and Exits:**

Aisles and exits must be kept clear at all times. **Failure of any exhibitor to confine display materials, products, demonstrations or patron seating to booth space in which they have been assigned could result in termination of their contract.** All storage boxes and exhibit materials not in use must be stored out of sight within booth space or off-site.

## **Signage:**

Any signage used must be confined to the inside of the booth space, and must not conflict with any other booth space.

All signage must be professionally made. Fair Management reserves the right to remove any sign it deems inappropriate for any reason.

## **Sound Devices/Pitch Presentation/Demonstrations:**

Sound Devices of all types are subject to the approval of the Fair Management; volume of sound devices must be controlled so they do not interfere with neighboring booths. Fair Management reserves the right to have sound level lowered or sound devices removed.

No Soliciting above the normal speaking voice and outside the booth area

No soliciting of any kind is permitted outside of the booth space.

## **Booth Staffing:**

All booths **MUST** be staffed while the building is open. Monday 9am – 8pm; T-Th 10am –10pm; Fri 10am – 10pm; Sat 10am – 8pm. **Failure to do so may result in immediate cancellation of your contract.** The Commercial Space Representative shall have the right to occupy the space in any manner in the best interest of the Fair, without further notice to the exhibitor. At which time, the Fair shall deem all payments for this exhibit space earned and non-refundable.

## **Passes and Parking:**

Each Exhibitor will be given (10) daily admission passes per booth. Additional passes may be purchased for \$5.00 per weekly pass or \$1.00 per daily pass. There will be no refunds for unused passes. No workers will be admitted onto the grounds unless they have a pass **on their person**. Please make sure, in advance, that each member of your staff has their pass for each day they need admission to the grounds. **NO EXCEPTIONS. NO list of staff or volunteers may be left at any Fair Gate for admission and NO passes may be left at gates for them.**

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Exhibitor passes are for the express use of the contracted exhibitor and his or her staff; these passes are for the week, and the daily pass must be surrendered on entrance to the grounds. They may not be given away to patrons, discounted, sold, traded, copied or reproduced in any fashion. Violators will be removed from the grounds and restricted from future participation in the Hudsonville Community Fair. All Exhibitors are to park in the parking lot outside of the Ticket Booths. **NO PARKING INSIDE THE FENCE!**

## **Personal cars may not park overnight at any time during the Fair.**

### **Pets:**

No pets of any kind are permitted on the Fairgrounds, other than licensed Service Dogs. Exhibitors with a Seeing Eye Dog are required to clean up after them.

### **Deliveries:**

All vendor deliveries must be made through the Exhibitor's entrance Gate on Park Street. Exhibitors shall make all deliveries by hand truck only during the run of the Fair. No Exhibitor vehicles will be allowed within the gates during the run of the Fair. The Fair will not sign for nor be responsible for any individual booth deliveries.

### **Damages:**

The EXHIBITOR agrees to indemnify and hold harmless the Hudsonville Community Fair, their officers, agents, servants and volunteers from any and all claims, causes of action and suits occurring or resulting from any damages, injury or loss to any person(s), including but not limited to persons to whom EXHIBITOR may be liable under Worker's Compensation law and the EXHIBITOR him/herself, from any loss, damage, cause of action, claims or suits for damage including, but not limited to loss of property, goods, wares or merchandise, caused by, arising out of or in any way connected with the exercise by EXHIBITOR or the privileges herein granted.

In the event of legal action to interpret this Agreement by either party, hereto the exhibitor agrees to pay all costs of such action, including attorney fees.

### **Security:**

The Hudsonville Community Fairgrounds are completely fenced in; police are on duty during high traffic times and buildings are locked at night. However, any valuables should be locked up or carried out. Tarps may be used to enclose your booth space at night. Any losses should be reported to the Fair Office immediately upon detection, for notification to Law Enforcement. Fair management is not responsible for lost, damaged or stolen merchandise.

### **Booth Dismantling:**

Exhibits **may not** be dismantled before 8pm on Saturday, closing night of the Fair. Anyone who fails to abide by this WILL NOT be allowed back the following year. For the safety of departing patrons, cars and trucks will not be allowed inside the gates until **after 10pm** for tear down. The Fairgrounds will be open for move-out from 9am – 2pm on Monday after the Fair. All Materials and equipment must be removed from the Fairgrounds no later than 2pm on the Monday following the close of the Fair. All nails, staples, screws, tape, tacks, Velcro, shelving, boxes, crates, carpet, packing materials, equipment, debris... must be removed or Exhibitor will be charged to have Fair Representative remove such items (cost to be determined by Fair Representative).

It is understood that in the event of the EXHIBITOR'S failure to vacate such premises as herein provided, unless permission in writing is first obtained, the FAIR may and is hereby authorized and made agent of the EXHIBITOR to remove and dispose of all other materials of any nature whatsoever, at the EXHIBITOR'S risk and expense, and the EXHIBITOR shall reimburse the FAIR for expenses thus incurred.

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The contracted exhibitor is responsible for the conduct and appearance of their volunteers and/or paid staff. Intoxication, use of controlled substances, inappropriate conduct, or speech toward Fair patrons or Fair Staff will be grounds for termination of the exhibitor's contract.

Exhibitor, its officers, agents, and employees shall act in an independent capacity and shall not represent themselves or be construed to be officers, agents, or volunteers of the Fair.

## **Other Fair Services:**

### **First Aid:**

There is a First Aid station located on the grounds.

### **Electrical Repairs Assistance:**

If you have electrical problems in your booth, please request repairs, in person, at the Fair Office. Requests will be handled on a "first come, first serve" basis.

### **Janitorial Services:**

The Fair Management will furnish routine janitorial service for aisles and areas used by the Public. Exhibitors must at all times and at their own expense, keep their space properly arranged and clean. Such cleaning must be completed and all covering removed by the time the building opens to the public. If trash containers near your areas are full, there are large debris containers to the north of Building #3 where you can deposit trash. Packing cases, crates, and debris of any kind must be removed from exhibit space prior to time of opening.

### **Restrooms:**

Restrooms are located in the South end of the Office Building, and the East end of Building #2, and the South end of Building #10. Restrooms are not to be used for exhibit maintenance needs.