



Vendor Information

**The Willowdale Steeplechase
September 9-11, 2022**

**Contact: Debbie Harding at (484) 753-2598 or (800) 826-6361
ccbaloontfest@air-ventures.com**



DETAILS

We are excited to open up the Chester County Balloon Festival to both our extraordinary past exhibitors and vendors as well new in 2022, our 15th year! We welcome you to join us in getting your product or services in front of thousands of people by becoming an exhibitor. This year's expected attendance is approximately 20,000+ people. This will be our second year at The Willowdale Steeplechase grounds. 2021 proved that the grounds are perfect for every type vendor. Everyone was pleased with their placements because of the easy flow of spectators across the spacious and lush, green grass of the event space. The feel was of "country living" and open space that is quintessential Chester County, and what this festival is meant to celebrate. Besides the venue's beauty and functionality is Willowdale Steeplechase's convenient location near the historic town of Kennett Square and great access points on Rts 82 and 926. We are thrilled to be back here once again.

There will still be areas on and from the pavement. Vendors will be set up on a first-come, first-serve basis. Electrical service is limited. The layout and spaces are subject to change. However, we have so much more versatility, no hidden-away spots, all with high visibility and high traffic, so much room for growth.

The festival is a rain or shine event, the balloon flights and glows are not. If the balloons are a no-go, then YOU become the show. Spectators are still able to make purchases, listen to live music, and eat and drink during inclement weather. In the case of severe weather conditions and roadways are closed, please check our website or social media sites for updates on the festival status. Also, please be sure to check the "No longer accepting" list on the website for the most up-to-date information on vendor eligibility. **All vendors must sign up for the entire three-day event and commit to stay until close each day. There will be no exceptions. Violators will not be invited back again.**

EVENT SCHEDULE

Friday, Sept. 9, 2022 - 4:30 - 8:30 p.m.
Saturday, Sept. 10, 2022 - 2:30 - 9:00 p.m.
Sunday, Sept. 11, 2022 - 2:30 - 7:30 p.m.



CLASSIFICATIONS & SPACES

Classification types:

- **Arts & Crafts:** 70 percent or more of your products must be handmade
- **Retail:** Retail products for sale that are not handmade
- **Commercial:** Corporations, contractors, or service businesses
- **Food Trucks:** Vendors who make fresh food onsite
- **Nonprofit:** 501(c)(3) with proof of entity required

Spaces:

- Payment is due 10 days or seven business days after application submission by check or money order made out and mailed to the Chester County Balloon Festival, P.O. Box 711, Paoli, PA 19301. If payment is received before granted approval and not accepted, the check will be returned.
- We will accept Venmo upon request.
- Electrical outlets are \$75 each and are limited and on a first-come, first-serve basis.

Classification	Space Size	Cost before July 15	Cost after July 15
Arts & Crafts	10x10	\$250	\$300
	10x20	\$400	\$450
Commercial	10x10	\$700	\$800
	10x20	\$800	\$850
Food Trucks	10x20	\$750	\$800
Nonprofit	10x10	Free	\$50



SET-UP

Exhibitors should plan to arrive in time to unload and remove all vehicles from the area **ONE HOUR BEFORE GATES OPEN** to the public: 3:30 p.m. on Friday and at 1:30 p.m. Saturday and Sunday. If you require a lot of room to pull in a trailer, contact the festival to discuss the best access prior to pulling into an area. **Vehicle access to the vendor area is prohibited during public hours. There will be no exceptions and violators will not be allowed to come again.**

- Prices are per space.
- All spaces are reserved for Friday evening through Sunday.
- All vendors are requested to register by July 15 to gain acceptance into the festival. In addition to the higher space cost, late fees may also be assessed.
- Except for **total** event cancellation due to unforeseen circumstances beyond the Chester County Balloon Festival's control, **no refunds** will be considered.
- Vendors who have participated the previous year have the first right of refusal for their space the following year. Space availability is based on vendor turnover.
- Vendors may bring their own generator.

REGULATIONS

- All exhibitors must provide their own tables, tents, and/or equipment. This is held in a wide-open field, so please be prepared. These items can be left on site—please remove any valuables as the festival will not accept responsibility for any stolen or damaged items.
- **Limited** electrical service is available. Make sure to indicate if you will need electricity. Additional fees will apply. Appropriate three-wire grounded cords are required, and availability is the responsibility of the vendor.
- **Vendors must clean up their space at the close of the festival, including the removal of all trash to the onsite dumpsters.** Violators will not be invited back next year. Trash dumpsters are provided. And please take what you can with you.
- Food vendors must include a \$100 deposit in addition to the space fee. See the Food Vendors section below.
- **No pets are allowed in the parking or festival areas.** You will be asked to leave and forfeit your fee.
- **Space is reserved on a first-paid basis.** We will try to honor exclusivity requests on a first-come, first-serve basis, so make sure to get your application in early. **Be specific** on those items that you want to be made exclusive. You **must** participate in all three days to be granted exclusivity and not all requests will be accepted.



- Payment in full by check or money order only must be received within seven business days of your electronic application. (Address below) If your application is denied, your payment will be returned. Your space will not be considered reserved until your payment is received. Venmo payment will be accepted upon request.

FOOD/COMMERCIAL VENDORS

- Food vendors must send two checks: one for your space and a second, refundable check for \$100 to be returned if your space is left clean.
- Dumpsters will be onsite and trash cans will be emptied throughout the day. Volunteers may offer to take bagged trash from the area around your space. Please do not count on our volunteers being onsite when you need them. **It is your responsibility to keep your area clean.**
- Food trucks must be:
 - Self-contained
 - Motorized
 - Self-sufficient on water and power
 - Generators must have snorkels and be low noise
 - Painted nicely
 - See https://en.wikipedia.org/wiki/Food_truck
- Valid Chester County Health Department Food Permit is required.
 - Call the Chester County Health Department at (610) 344-5938 or visit <https://www.chesco.org/food>.
- Exhibit spaces with water connections are sold out. Food vendors must plan to bring their own water or fill up at the venue prior to the event start.
- All food vendors must provide a Certificate of Insurance to the festival organizers with their application and payment.
 - The general liability must be no less than \$1 million per occurrence.
 - Name the following as Additional Insured:
 - Landhope Investors, LLC: 101 E. State Rd., Kennett Square, PA 19348
 - Air-Ventures, LLC, DBA Chester County Balloon Festival: P.O. Box 711, Paoli, PA 19301
 - East Marlborough Township: 424 Bayard Rd., Kennett Square, PA 19348
 - The Certificate must also indicate that coverage is in effect for the entire period of Friday, Sept. 9 through Sunday, Sept. 11, and must contain the stipulation that the Chester County Balloon Festival shall receive, at least 10 days prior, a written notice of cancellation or modifications.



- Your insurance provider can mail the information directly to the Chester County Balloon Festival, P.O. Box 711, Paoli, PA 19301, or fax it to (610) 827-7208.
- Water refills will be available **after hours**.

SPONSORSHIP OPPORTUNITIES

Do you want a bigger look? Upgrade your vendor spot into a sponsorship for additional name branding and marketing including social media blasts, balloon basket banners and or huge banners on an actual balloon envelope as well as speaker announcements during the event. The sky is not the limit!

For sponsorship opportunities, visit our Sponsors page for more information at <https://ccballoonfest.com/sponsorship>.



VENDOR APPLICATION

Business Owner* _____

Business Name* _____

Email* _____ Cell Phone* _____

Address _____

Check off your business type*

Arts & Crafts

Commercial

Nonprofit

Sponsor

Retail

Food Truck

Services

Other _____

Check off the size of the space you are requesting. See pricing information under
Classifications & Spaces in the packet.*

10x10

10x20

Brief description of products and/or services you will be selling at the event. This information
will be published on our website on your behalf.*

Describe your display merchandising structure(s).*

Include images of the products, services, and merchandising described above.*

The undersigned hereby agrees to lease space at the 15th annual Chester County Balloon Festival. Alcoholic beverages, pets, weapons, firearms, unsafe articles, or articles that would offend the moral majority are prohibited from the premises. Rulings on questionable articles from the Board of Directors are final. You, as a vendor, agree to hold neither the Chester County Balloon Festival, Steeple Chase Grounds, Air-Ventures, or Festival Staff and/or volunteers responsible for any damage or loss occurring to person or property during the period of this contract.

Upon approval from the Chester County Balloon Festival, I hereby agree to lease space for the purpose of selling the above noted products and/or services.

Signature* _____ Date* _____