



Presented by Altamont Orchards, Inc.

25th Anniversary
September 16 & 17, 2017
Altamont Fair Grounds
Rte. 146, Altamont, NY

GENERAL INFORMATION for CRAFTERS

Please join us and be a part of the 25th Anniversary celebration of the Capital Region Apple & Wine Festival. This very popular event draws 12,000 attendees and would be a great addition to your fall schedule. The craft booths are the first thing the attendees visit (both inside and outside locations) and the last thing they pass as they leave the festival. So there are double the opportunities to present your items to the customers. This year, as we celebrate our 25th anniversary, we are excited to offer special pricing for craft exhibitors only. We will accept 125 10 x 10' spaces with the opportunity to reserve larger spaces. In addition to crafts, the event hosts cooking demonstrations, kids activities, great food vendors, wine sampling and sales featuring New York State Wineries. In addition, the diverse entertainment rounds out the Festival. Altamont Fairgrounds offers easy load in and provides ample and convenient parking. The Apple Festival is also an excellent forum for many community organizations to raise important dollars and create community awareness. Please mark your calendars and plan on participating in 2017!

BOOTH SPECIFICATIONS

The basic booth space configuration is 10' x 10'. Set up must fit within the space contracted. No portion of your display should extend into any aisle. Participants must provide self standing displays and/or tent. Booth space is available inside as well as outside. Tables and chairs are not provided. Eight foot tables may be rented for \$15.00 each. Electricity is available by request for a \$25.00 fee; you must provide your own heavy duty 3 prong extension cord.

STANDARDS

We strive to present excellent craftwork to the public. All items offered for sale must be designed, created and hand crafted by the exhibitor. No assembled or buy/sell items permitted. Two photographs or slides of your craft plus one of you set-up are required to be submitted with new craft applications. Applications submitted without photo's or slides will not be considered. Your booth must represent the same work that your juried photo's present. 2016 participants do not have to go through the jury process again.

FOOD SAMPLING

Albany County Department of Health no longer requires food specialty vendors to apply for a health permit.

NOTIFICATION

All categories will be juried on the last day of each month until each booth space is occupied. Please apply early to avoid disappointment. You will be notified within one month of receipt of your completed application of acceptance or rejection. All categories are limited.

ATTENDANCE & SHOW HOURS

The average attendance to the show is 12 - 14,000. Exhibitors must attend both days of the festival. Hours are Saturday, 10:00am to 6:00pm and Sunday, 10:00am to 5:00pm.

SET-UP & BREAKDOWN

You may set up on Friday, from 11:00am to 6:00pm and Saturday, between 7:00am - 9:30am. You must be completely set up by 9:30am on Saturday. Security will be provided during the show and overnight. Breakdown begins no earlier than 5:00pm on Sunday, and should be completed by 10:00pm.

ADVERTISING & PUBLICITY

Altamont Orchards, Inc. will promote the festival throughout the summer and early fall season. Additionally, paid advertising will cover the Capital District via TV, Radio and Newsprint. We will also publicize it through press kits to the various media and through free ticket promotions.

SALESTAX

If your products are taxable, you must have a sales tax I.D. Number: NYS requires you to have a sales tax number and your current certificate must be displayed at all times. You can obtain a number by registering on line at www.nys-opal.com. The tax rate for Altamont (Albany County) is 8%.

CAMPING

Exhibitors may use the overnight camping facilities at the fairground. The rate is \$45 per night (water and electric hook ups are included) payable to the Altamont Fair. Please request camping form be mailed to you.

INSURANCE

(Wineries and Food Truck Vendors)
You must submit an insurance certificate naming "Altamont Orchards, Inc., 6654 Dunnsville Rd., Altamont, NY 12009" and "Albany-Schenectady-Greene County Agriculture & Historical Society, 129 Grand Street, Altamont, NY 12009" as additional insured, for a minimum of \$1,000,000 per occurrence, to include premises operations as well as products and completed operations.

EXHIBITOR PARKING

Exhibitors will be asked to park in a pre-designated area that will be indicated on the layout and sent with final confirmation. Separate areas will be assigned for loading and unloading.

PAYMENT

A \$50 deposit along with the jury fee must be submitted along with your application. Unaccepted applicants will have their check returned. Jury fees will not be returned regardless of acceptance or rejection. Please mail your application in by July 31st and all balances must be paid by August 15th.

Make all checks payable to:
"ALTAMONT ORCHARDS, INC."
and mail to:

Northeast Show Promoters, Inc.
595 New Loudon Road, #228
Latham, NY 12110

There is a \$35 "Returned Check" fee. An application is a commitment to the show. No refunds will be given once your application is accepted.

SPECIAL ACTIVITIES

The festival will offer face painting, clowns, pumpkin painting, Haunted House, music, pony rides, carriage rides, petting zoo, entertainment, food demonstrations and much more.

FESTIVAL ADMISSIONS

General Admission is \$8.00, and children ages 15 and younger are admitted free of charge to the Festival. NYS sales tax is included in the admission fee.

DIRECTIONS

Altamont Fairgrounds is located approx. 5 miles west of the Northway on Rte 20. Turn left on Rte. 146 and go approximately 5 miles and the entrance is on your left. Address for GPS use: 117 Grand Street, Altamont, NY 12009 and that will take you to Gate #1 at the Altamont Fair.

QUESTIONS may be directed to Northeast Show Promoters at (518) 786-1529 or visit the festival web site www.appleandwinefestivl.com for further information.