

HERITAGE HARVEST FESTIVAL AT MONTICELLO

RETAILER RULES AND REGULATIONS

Thomas Jefferson Foundation

**1070 Monticello Loop
PO Box 316
Charlottesville, VA 22902
September 21, 2019**

**Retailer Questions: Danielle de Alminana, (434) 984-7527
ddealminana@monticello.org**

**Sponsor Questions: Aaron Ojalvo, (434) 984- 7576
aojalvo@monticello.org**

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Dear Friends,

We want to thank you for helping us make the Heritage Harvest Festival successful. You and your business are the backbone to the event and we truly appreciate your participation. All can agree that you all add a special touch to the festival. It truly would not be the same without each of you.

We look forward to a 13th consecutive year of the Heritage Harvest Festival. As the finishing touches to the festival take shape, it's exciting to think about another fun-filled weekend that promises to be engaging and inspiring.

We have included more information in our retailer packet that hopefully proves helpful. In addition to important information, including deadlines, order forms, logistic information and compliancy issues, we have tried to organize the details in a way that should help you easily find what pertains to your business needs.

I hope you enjoy the 13th Annual Heritage Harvest Festival. Please don't hesitate to contact us if you have any questions.

Sincerely,

Danielle de Alminana

Retail Coordinator

Heritage Harvest Festival

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Furnishings and Services Information

- One (1), 10'x10' White Tent
- 24-Hour perimeter security
- Retailer listing on the Festival's website (www.heritageharvestfestival.com)
- Link from the Festival's website to retailer's website (if retailer has a website)
- Retailer listing in the Official Festival Guide distributed prior to the Festival opening and on-site. Retailers must submit accurate information on or before May 31, 2019, 5:00pm EST.
- The retailer space price does not include electricity, decorations, furnishings, storage, or other services.
- One (1) 8'x30" folding Table
- Two (2) folding chairs

Retailer Payment

- All Tasting Tent retailers will be \$200.00
- All food and alcohol retailers will be \$200.00
- All Retail Row retailers will be \$275.00
- Due to the lack of electricity on the mountain, those retailers who require electricity will incur an additional fee of \$50.
- A non-refundable 50% deposit of the retailer fee is due with the completed contract. **No Space** will be assigned until the 50% deposit is received.
- Proof of current Liability Insurance must be submitted along with your signed contract to the Festival Office prior to Load-In date.
- Name of retailer must be shown on check.
- The balance of the retailer fee is due by August 2, 2019, 5:00pm EST.
- **Cancellation Policy.** Cancellation prior to August 2, 2019, 5:00pm EST will result in a refund of 50% of the total retailer fees. Your non-refundable 50% deposit of the retailer fees will NOT be

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refunded. If cancellation occurs post August 2, 2019, 5:01pm EST, the entire amount due shall be retained by Management.

- The Festival's receipt of Retailer Space Application and deposit does not constitute acceptance in the Festival. If an Application is rejected, the Festival will return the full deposit to the applicant as soon as possible. Once you have been accepted into the Festival and your location has been assigned, a contract will be issued for signature by both parties. **Final booth location placement is based on the sole discretion of the Festival Management.**

Sampling Info

If you plan to do tastings for the Festival, please reach out to Lauren Oglesby by July 1st. Info listed below.

Lauren Oglesby
Environmental Health Specialist
Virginia Department of Health - Thomas Jefferson Health District
1138 Rose Hill Drive
Charlottesville, VA 22903
Office: 434-972-6287
Fax: 434-972-4310
Lauren.oglesby@vdh.virginia.gov

When You Leave

**MOVE OUT BEGINS AFTER THE FESTIVAL CLOSES.
RETAILERS WHO BREAK DOWN BOOTHS BEFORE 4 P.M.
SATURDAY MAY BE PROHIBITED FROM FUTURE
FESTIVALS**

- Please pack all materials before retrieving your vehicles.
- You will have to alert the Retailer Load-out Lead before retrieving your car.
- Heritage Harvest Staff will help load and unload boxes, but cannot pack materials into boxes.
- All materials must be removed from Monticello by 7:00 PM, Saturday, September 21, 2019.
- **Leave No Trace Policy:** Retailers are responsible for leaving their booth space clean and free of trash and other materials. Booths will be inspected after move out is complete. If your booth is not clean and free of materials, with the exception of freight packaged and labeled for shipment, **you may be charged a fine of \$50 to offset the costs associated with cleanup.** Please

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do not leave behind packing materials, food, display materials, trash or recyclables. We strongly encourage you to evaluate the materials you bring to the event. The amount of waste The Heritage Harvest Festival generates is ultimately dependent on what you bring.

Event Security

The Thomas Jefferson Foundation and the Heritage Harvest Festival will provide 24-hour security. Retailers are responsible for the security of their booth items. The Thomas Jefferson Foundation and the Heritage Harvest Festival assume no liability. Although security is provided overnight, retailers are advised to bring coverage materials to protect their goods and signage.

Rules and Regulations

- The Festival assigns retailer space only for the promotion and sale of products and services specified in your application.
- Retailers promoting or selling any other products or services **not listed on their application** will be required to remove them from their retailer space.
- Retailers are not permitted to exhibit or promote their products or services outside the boundaries of their assigned space. This is a policy of the Festival and the Fire Marshal and will be strictly enforced.
- Retailers are to remain open and staffed for business for the duration of the Festival.
- Retailers are not permitted to be taken down until 6:01pm on Saturday evening, after the last guest has departed from the Mountaintop. Any retailer violating this policy will not be invited back for future festivals.
- Casual, amateur photography is allowed, and encouraged, throughout the Festival. However, Monticello's image is trademarked. Festival photos are for Retailer's personal use only, and may not be sold or published without the express permission of the Thomas Jefferson Foundation.
- Smoking is strictly prohibited throughout Foundation buildings and properties. Contracted staff may not smoke during set-up or break-down. This includes electronic smoking products.
- Operating Unmanned Aerial Vehicles (drones) on Foundation property is strictly prohibited.
- All weapons, including firearms, knives or sharp objects are strictly prohibited. A security officer will assist you in securing these items if you are observed with them anywhere on the property. Please contact the Retail Coordinator if your merchandise requires special consideration.
- No open flames are permitted in any building. All decorations must be fire retardant.
- Décor may not be attached, adhered, tied, or otherwise affixed to property, structures, or plants belonging to the Thomas Jefferson Foundation.

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Indemnity

Neither the Heritage Harvest Festival, nor the Thomas Jefferson Foundation, nor Southern Exposure Seed Exchange, nor any officers, agents, employees and other representative shall be held accountable for, and the same are hereby released from, accountability or liability for any damage, loss, harm or injury to the person or any property of Retailer or any of its agents, employees or other representative, resulting from theft, fire, water, accident or any other cause. Retailer hereby agrees to indemnify, defend, protect and hold harmless the Heritage Harvest Festival, the Thomas Jefferson Foundation, and Southern Exposure Seed Exchange

Odds and Ends

First Aid: The Heritage Harvest Festival will have an EMT on site. The First Aid station will be staffed during all event hours, move-in and move-out. If you need assistance, please report to the First Aid station. If you have an emergency, please dial 911. This will be located at the Break-in-the-Hedge.

Lost and Found: All returned lost and found articles will be held at The First Aid Tent.