



# *Hudson Valley Mayfaire*

*"The Celebration of Spring"*

May 2 & 3, 2009 · Ulster County Fairgrounds, Libertyville Road, New Paltz, NY

2009 Season Information for Vendors

## **Welcome to the 4th Annual Hudson Valley Mayfaire!**

We're proud to be back better than ever for a fourth season on May 2 & 3, 2009 and look forward to continuing the magic started in 2006. Patron feedback was incredible last season . We send thanks to those of you who helped make 2008 as great as it was. Thanks to those who will be returning to help us do it all over again, and If you're just joining us or would like more information about the faire, We send a special "Welcome!"

## About the Faire

The Fourth Annual Hudson Valley Mayfaire (hereafter HVMF) is presented by a core of volunteers to benefit The Queen's Galley Food Insecurity Resource Center in Kingston NY. The Queens Galley is a 501(c)(3) organization that teaches people from all over how to be self-reliant and make the most of their income so they need never go without nutritious meals. It is a sad fact that many seniors often have to choose between medication and food; The Queen's Galley is changing this through workshops and educational programs designed for people of all income levels so that choice need never be made. Entire families also benefit from the Galley. The Queens Galley soup kitchen serves over 8,000 meals each month without proof of poverty required before someone is served. You can reach TheQueens Galley by calling (845)338-3468 or by visiting their websit. [TheQueensGalley.org](http://TheQueensGalley.org)

## Theme

Each year the HVMF brings new and exciting stories to life. This year for 2009 we have decided that we all need a breath of fresh air and more than a bit of a flirt with fancie. This is not a Renaissance Faire but more of a Fairy Con. HVMF 2009 brings us more faeries, more magic and a pirate or two. We have lessened the story line and eliminated the joust in order to expand... more advertising , more music, more acts and more wondering peformers.

## Hours of Operation

The faire opens for business on Sat. & Sun. 11:00 am and the gates close at 6:00 pm on all performance days.

Entrance to the faire grounds for vendors is open at 7:00 am. Those who wish to set up on Friday may come at any time; however, the grounds will close shortly after dusk for safety's sake.

## Benefits of using HVMF to sell your products

To create a reason for return patronage, HVMF is striving to create a new, fun, and memorable experience for patrons of all types, from the experienced "Rennie" to those who have never been to a Themed Event. In 2009, we explore fantasy themes to cater to a greater audience appeal and offer a day of escape from the strife of an economic downturn.

We believe and stand by the quality of our product and only invite those vendors, cast members, and performers that meet our standards. By being accepted as a vendor with HVMF, you are part of the quality that our patrons will come to expect as this faire grows. We are all here, together as a team to raise awareness and funds for The Queens Galley. The organization that we are representing is counting on ALL of us to put our best foot forward and be part of something greater.

HVMF is a Juried Faire. Merchandise between vendors is varied enough to offer patrons a greater selection but also to prevent direct competition on like-wares to give you greater sales opportunities. Preference is given to return vendors and to artisans local to the Hudson Valley of New York. Food crafters are given a high priority in reflection of the mission of the Queens Galley.

Advertising has increased dramatically. Print advertising has included local and regional newspapers, posters, publicity appearances, parades, and television and radio appearance by cast and staff members. We welcome WBPM 92.9 as our radio sponsor. In September 2008 WBPM held a radiothon for the Queens Galley and raised over \$80,000. These guys really put their hearts into helping the galley and so can we!

We're fun and friendly! Although we strive for professional results, we also understand that creating and maintaining friendly business relationships is absolutely essential to a successful day for you at HVMF. Our doors are always open to criticism, suggestions and, of course, compliments. You're a part of the magic and we listen.

## Language and Appearance of Booth and Personnel

HVMF presents a complete entertainment package for our patrons, creating an environment in which they can immerse themselves. To allow for this, we politely request that you dress in some sort of Fantasy type costuming, not Sci-Fi...think Mid Summers Night Dream type, though not required it is a suggestion in keeping with the Faire Flavor. We can if needed offer you rental costumes, or a costume class so that you may dress more in time period.

Likewise, your home at the faire (your booth) should be similarly dressed. There is no need to go all out on expensive pavilion tents. But if you have something like a Coleman sun shelter, a simple cloth treatment around the edge's perimeter would dramatically alter the appearance of your home at faire. Modern surfaces should be covered with cloth.

A BFA, or Basic Faire Accent, complete with "good morrow", "fair thee well", etc. is preferred but not required. Feel free to explore the language or stop any cast member and ask how to say something.

## Hawking

Hawking—or loudly announcing your wares to the public—is absolutely *encouraged*. Some vendors even find it fun to compete in hawking with other vendors across the way as this will usually draw a crowd. Feel free to entertain the patrons; the greater the entertainment, the more likely they are to come in and see what you have to sell. Furthermore, our cast has been instructed to ask you if you wish your wares hawked. Please use them!

The only restrictions we have on hawking are to keep it low if a performance is going on nearby and to keep it PG-13.

## Needed Paperwork and Fees

The Hudson Valley Mayfaire charges fees based on three factors: whether or not your wares are self-created, the square footage of your booth (if any) and if you are stationary and/or roaming. Fees are for the entire event.

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**If your crafts are made directly by you** and/or your business **OR you provide an immediate service**, there is a \$1.00 charge per square foot, minimum of \$100. Services include henna, face painting, tarot readings, etc.

**If you both make your own and resell** crafts made by others, the charge is \$1.50 per square foot, minimum of \$150. At least 50% of your merchandise must be original crafts made by you for this rate to apply. If you resell more than you make, the next rate applies.

**If you only resell** crafts made by others, there is a \$2.00 charge per square foot, minimum of \$200.

**If you have roaming merchandise** (such as a cart or walking around) and *do not require a booth*, the charge is \$100.00 per cart/Stick/roaming sales.

Other fees may apply based on specific needs. If you require something special not listed, we'll be more than happy to answer any questions you have.

## Electricity & Water

Electricity is limited to approximately 25% of all booths, 10 amps and carries and \$25 fee

All vendors must supply their own lead cords

Water is remarkably limited and you should let us know ASAP if you require water service to your booth.

Garbage should be bagged and placed in recepticals before retiring for the night..remember animals do love trash!

## Camping

The Hudson Valley Mayfaire is able to offer two options for onsite camping.

**If you would like to stay onsite in your merchant tent** the fee for the weekend is \$10.00.

**If you would like to stay onsite in the designated camping area** the fee for the weekend is \$25.00.

## Program Advertising

This year we are happy to offer our vendors an opportunity to purchase ad space in our program. Unfortunately, we will not be able to accept advertising requests after April 10th. Please send artwork to [hvmayfaire@aol.com](mailto:hvmayfaire@aol.com)

|                                             |          |
|---------------------------------------------|----------|
| <b>Full Page (includes color &amp; art)</b> | \$250.00 |
| <b>Inside Back Cover</b>                    | \$500.00 |
| <b>Outside Back Cover</b>                   | \$800.00 |
| <b>Half Page</b>                            | \$150.00 |
| <b>Quarter Box</b>                          | \$125.00 |
| <b>Business Card</b>                        | \$50.00  |

## Faire Rules

Black powder and firearms are not permitted.

No open flames or fires.

No animals except for seeing-eye or service animals.

Weapons sold to patrons must be peace-tied or, if bladed, in a sheath or wrapped so that no portion of the blade is easily accessible.

Use or possession of illegal or illicit drugs on faire grounds is terms for immediate expulsion and banning from the faire. The faire or its assigns reserves the right to prosecute in such instances.

Vendor fees are non-refundable.

**Please feel free to contact us with any questions you may have about the 2009 Hudson Valley Mayfaire.**

Vendor Coordinators/General Managers

Hudson Valley Mayfaire

Cheryl & Sigurd Olsen  
(845)331-1957  
[hvmayfaire@aol.com](mailto:hvmayfaire@aol.com)



The Fourth Annual Hudson Valley Mayfaire  
2009 Vendor Application

**Please fill out and send to: HVMF c/o Cheryl Olsen 163 Lincoln Street Kingston, NY 12401  
all spaces are first come basis**

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Your Name – *please list all employees to be present on back.*

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Business Name

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Street Address      City    State    Zip

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Primary Phone      Mobile Phone      Fax

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Website      Primary E-mail

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Business name as you wish it to appear in the program and the faire's website if different than above

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Please describe your wares and/or services – *the faire reserves the right to exclude any of the items listed*

- \_\_\_ **selling original goods** that I, or my immediate staff, crafted OR I am providing a service (\$1.00/sq. ft.; \$100 minimum)
- \_\_\_ **selling a mix** of my crafts and someone else's (\$1.50/sq. ft.; \$150 minimum)
- \_\_\_ **reselling goods** that are not made by me (\$2.00/sq. ft.; \$200 minimum)
- \_\_\_ **a food vendor** (\$200 flat fee )
- \_\_\_ **a roaming vendor** with no booth (\$100 flat fee )
- \_\_\_ **a gaming vendor will be charged a Flat Fee according to the amount of space needed please speak to Cheryl or Sigurd personally**

### Space Required

Number of square feet required (width x depth as if squared) \_\_\_\_\_ sq. ft.

Rate as above (per square foot), retail and services only \$\_\_\_\_\_

Booth fee, (a) x (b), OR if food, put \$100 \$\_\_\_\_\_

Electric, if required (\$25.00) \$\_\_\_\_\_

### Other Fees

On site camping \$10.00 \$\_\_\_\_\_

Campground camping \$25.00 \$\_\_\_\_\_

Ad Size \_\_\_\_\_ \$\_\_\_\_\_

Total amount due \$ \_\_\_\_\_

### How to pay for your booth

**If by credit card,**

Name on card: \_\_\_\_\_

Credit card #: \_\_\_\_\_

Expiration (mm/yy): \_\_\_\_/\_\_\_\_ (Check one) \_\_\_ \_\_\_ \_\_\_ \_\_\_

I, the undersigned, understand that the above information is correct to the best of my knowledge.

Signature \_\_\_\_\_

Date \_\_\_\_\_

**If by check**, please make it out to "Mystik Mayhem" A \$30 fee will be assessed if the check does not clear your bank.

**If by PayPal:** shelf333@Aol.com





The Fourth Annual Hudson Valley Mayfaire

# Waiver of Liability

Each non-patron present must fill this out.

Please send to: HVMF c/o Cheryl & Sigurd Olsen 163 Lincoln Street,  
Kingston, NY 12401

## Waiver of Liability and Hold Harmless Agreement

1.

In consideration for receiving permission to participate in The Hudson Valley Mayfaire, I hereby **release, waive, discharge** and **covenant not to sue** The Queens Galley, Mystik Mayhem The Hudson Valley Mayfaire, Cheryl Olsen, Sigurd Olsen, The Ulster County Agricultural Society, the Ulster County Fairgrounds, the County of Ulster, their officers, agents, servants, or employees (hereinafter referred to as **releasees**) from any and all liability, claims, demands, actions and causes of action whatsoever arising out of or related to any loss, damage, or injury, including death, that may be sustained by me, or any of the property belonging to me, **whether caused by the negligence of the releasees**, or otherwise, while participating in such activity, or while in, on or upon the premises where the activity is being conducted.

2.

I am fully aware of the risks involved and hazards connected with The Hudson Valley Mayfaire, including but not limited to *injury during performance or in the area of a performance, weather-related or accidents due to topography*, and I hereby elect to voluntarily participate in said activity with full knowledge that said activity may be hazardous to me and my property. I **voluntarily assume full responsibility for any risks of loss, property damage or personal injury, including death** that may be sustained by me, or any loss or damage to property owned by me, as a result of being engaged in such an activity, **whether caused by the negligence of releasees or otherwise**.

3.

I further hereby **agree to indemnify and hold harmless** the **releasees** from any loss, liability, damage or costs, including court costs and attorney fees, that they may incur due to my participation in said activity, **whether caused by negligence of releasees** or otherwise.

4.

I understand that The Hudson Valley Mayfaire or Its affiliates does not maintain any insurance policy covering any circumstance arising from my participation in this event or any activity associated with or facilitating that participation. As such, I am aware that I should review my personal insurance portfolio.

5.

It is my express intent that this **Waiver of Liability and Hold Harmless Agreement** shall bind the members of my family and spouse, if I am alive, and my heirs, assigns and personal representative, if I am deceased, and shall be deemed as a **release, waiver, discharge and covenant not to sue** the above-named **releasees**. I hereby further agree that this **Waiver of Liability and Hold Harmless Agreement** shall be construed in accordance with the laws of the State of New York.

**In signing this release, I acknowledge and represent that** I have read the foregoing **Waiver of Liability and Hold Harmless Agreement**, understand it and sign it voluntarily as my own free act and deed; no oral representations, statements, or inducements, apart from the foregoing written agreement, have been made; I am at least eighteen (18) years of age and fully competent; and I execute this release for full, adequate and complete consideration fully intending to be bound by same.

Participant \_\_\_\_\_

Date \_\_\_\_\_

Witness \_\_\_\_\_

Date \_\_\_\_\_