



Middletown Day 2019 will be held at:  
Croydon Hall • 900 Leonardville Road • Leonardo, NJ 07737

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## Purpose of Middletown Day

1. To provide a showcase for township businesses, industries, agencies, schools, natural resources and historical heritage.
2. Middletown Day is funded solely through the generosity of sponsors and the registrations of various exhibitors and vendors.

## Definitions

1. Middletown Day Committee – Middletown Township designees who shall be responsible for the planning, operation, administration, control and coordination of all functions relating to the event
2. Sponsor – any individual, group, organization, or business donating money to Middletown Day
3. Exhibitor – any individual, group, organization, or business assigned a designated space/booth to engage in organized communication with visitors in person and/or through displays, posters, leaflets, films, recordings, television or any other medium
4. Vendor – any individual, group, organization, or business assigned a designated space/booth to engage in direct over-the-counter sales of goods, services, food or beverages at the event

## Sponsorship Information

New for 2019, Sponsors have an added bonus of being a sponsor of both Middletown Day and our Mayor's Wellness Campaign.

### 1. Platinum - \$5,000

- a. *Middletown Day*
  - i. Prominent display throughout festival with materials/signage (provided by you)
  - ii. Prominent logo placement on eco-friendly Middletown Day bag(Limited space available)
    - 1) **A logo in EPS format MUST be emailed to mobrien@middletownnj.org by Aug 1**
  - iii. Prominent placement in Middletown Day promotional materials and on website
  - iv. Priority placement in Business Showcase (10' x10' space)
    - 1) A table and 2 chairs will be provided, if needed
  - v. Banner displayed at the activity of your choice
  - vi. Four (4) food vouchers, valued at \$10 each – will be presented to you at the festival
  - vii. Sponsorship Plaque
  - viii. 10 eco-friendly Middletown Day bags and event supporter window cling
  - ix. Middletown Day Supporter Window Cling
- b. *Mayor's Wellness Campaign*
  - i. Prominent logo placement on Mayor's Challenge directional sign
  - ii. Prominent recognition on race t-shirt
  - iii. Five (5) entries to the Mayor's Challenge (your choice of 5K Fitness Walk, 1mi Fun Run, 5K Challenge)
  - iv. Prominent display at all Wellness Seminars and Activity Series events
  - v. Prominent display at Employee Health & Safety Fair
  - vi. Employee Health & Safety Fair raffle basket named for your company

### 2. Gold - \$3,000

- a. *Middletown Day*
  - i. Logo placement on Eco-Friendly Middletown Day Bag (Limited space available)
    - 1) **A logo in EPS format MUST be emailed to mobrien@middletownnj.org by Aug 1**
  - ii. Recognition in Middletown Day promotional materials and on website
  - iii. Priority placement in Business Showcase (10' x10' spot) through Aug 1. Space Limited
    - 1) A table and 2 chairs will be provided, if needed
  - iv. Three (3) food vouchers, valued at \$10 each – will be presented to you at the festival
  - v. Sponsorship Plaque
  - vi. 5 eco-friendly Middletown Day bags and event supporter window cling
  - vii. Middletown Day Supporter Window Cling
- b. *Mayor's Wellness Campaign*
  - i. Logo placed on Mayor's Challenge directional sign
  - ii. Prominent recognition on race t-shirt
  - iii. Three (3) entries to the Mayor's Challenge (your choice of 5K Fitness Walk, 1mi Fun Run, 5K Challenge)

### 3. Silver - \$1,500

- a. *Middletown Day*
  - i. Logo placement on Eco-Friendly Middletown Day Bag (Limited space available)
    - 1) **A logo in EPS format MUST be emailed to mobrien@middletownnj.org by Aug 1**
  - ii. Recognition in Middletown Day promotional materials and on website
  - iii. Priority placement in Business Showcase (10' x10' spot) through Aug 1. Space Limited.
    - 1) A table and 2 chairs will be provided, if needed
  - iv. Two (2) food vouchers, valued at \$10 each – can be picked up at the Info Tent
  - v. Sponsorship Plaque
  - vi. Three (3) Eco-Friendly Middletown Day bags
  - vii. Middletown Day Supporter Window Cling
- b. *Mayor's Wellness Campaign*
  - i. Logo placed on Mayor's Challenge directional sign
  - ii. Recognition on race t-shirt
  - iii. One (1) entry to the Mayor's Challenge (your choice of 5K Fitness Walk, 1mi Fun Run, 5K Challenge)

### 4. Bronze - \$600

- a. *Middletown Day*
  - i. Priority placement in Business Showcase (10' x10' spot) through Aug 1. Space Limited
  - ii. Recognition in Middletown Day promotional materials and on website
  - iii. 1 Eco-Friendly Middletown Day bag
- b. *Mayor's Wellness Campaign*
  - i. Recognition at Mayor's Challenge

### 5. Supporter - \$300

- a. *Middletown Day*
  - i. Business Showcase Booth Space (10' x10' space)
  - ii. Recognition in Middletown Day promotional materials and on website
  - iii. Middletown Day Supporter Window Cling
- b. *Mayor's Wellness Campaign*
  - i. Recognition at Mayor's Challenge

### 6. Friend - \$150

- a. *Middletown Day*
  - i. Recognition in Middletown Day promotional materials and on website
  - ii. Middletown Day Supporter Window Cling
- b. *Mayor's Wellness Campaign*
  - i. Recognition at Mayor's Challenge

## Classification of Exhibitors and Vendors

1. The Middletown Day Committee shall be the sole judge in determining the classification of any given exhibitor or vendor.
2. For the purpose of these rules and regulations, reservations and the collection of fees, an exhibitor or vendor shall be classified as follows:
  - a. **Business & Community Showcase Exhibitors**
    - i. *Business Exhibitor*: any exhibitor engaged in promoting and marketing local business.
    - ii. *Non-Profit Exhibitor*: any exhibitor providing a public service and supported by donations, membership dues, or fundraising activities and who exhibits for the purpose of attempting to raise funds.
  - b. **Vendor**
    - i. *Artist/Craftsperson*: any exhibitor displaying or selling hand-made original works created by the artisan.
    - ii. *Market Place Vendor*: any exhibitor engaged in selling or attempting to sell merchandise, this includes authors advertising their published books.
    - iii. *Farmers Market Vendor*: any exhibitor engaged in selling home grown produce or food in its natural state. If the food is “cut”, this would classify as a *Food Vendor*.
    - iv. *Food Vendor*: any individual group, organization, or business engaged in the sale or offering of food or beverage. The classes of food vendors are established based upon the following:
      - a) Main Food Vendor: vendors who prepare, package or offer items on-site for on premise consumption and/or vendors who serve a beverage. Examples of this include, but are not limited to: fried chicken, gyros, hot dogs, hamburgers, pizza, and seafood.
      - b) Snack Food Vendor: vendors who prepare, package, or offer snack food items on-site for on premise consumption. Examples of this include, but are not limited to: popcorn, roasted nuts, frozen dessert, fresh fruits cups, fried snack foods, and funnel cake.
      - c) Coffee/Beverage Vendor: vendors who prepare, package, or offer only beverage items on-site for on premise consumption. Examples of this include, but are not limited to: flavored coffees, lemonades, and specialty sodas.

## Exhibit and Vending Spaces

1. Specific, designated areas within the festival grounds are established for use by exhibitors and vendors who have pre-registered for their activity. Exhibitors and vendors may only set up their operations in areas of the festival grounds so designated by the Middletown Day Committee.
2. Specific units of space are defined within each designated exhibit and vending area of the festival grounds. All spaces are outdoors with no cover. Vendors are permitted to bring their own tent or canopy but all poles must remain inside the designated area. Tents and canopies must be properly secured to the ground.

3. All exhibitors and vendors shall restrict their sales, solicitations, promotional activities and devices, signs, posters, and handouts to be within the specific, designated space to which they have been assigned. No extension into adjoining spaces or areas is permitted.
4. All exhibitors and vendors shall be restricted to spaces so designated for each purpose. Exhibitors wishing to combine exhibitor classifications in your exhibit space will be charged at the highest rate of said classifications. (Example: if combining a crafter and commercial classification, you will be charged at the commercial rate and all commercial requirements must be met.)
5. No exhibitor or vendor shall be given exclusive rights by the Middletown Day Committee to be the sole distributor, agent or vendor of a particular item, product or service at the festival.
6. The Middletown Day Committee may adjust the allocation of exhibit and vending spaces if it is deemed to be in the best interest of the festival.

### Applications for Space

1. A permit is required from the Middletown Day Committee for the use of any exhibit or vending space. The permittee, 18 years or older, shall first submit a Registration Form, the appropriate fee, plus any other submission required in the agreement.
2. Only one application for exhibit/vending space may be submitted per household, individual, company, corporation, association, etc. If more than one application is submitted, both applications will be null and void and applicant will forfeit the opportunity to participate in Middletown Day. Food vendors may apply for both food and snack spaces, but can only be accepted for one space.
3. Exhibitors and Vendors shall submit a Registration Form, either for food or nonfood space(s), whichever applies. Said Form shall be completed in all parts by the applicant. In particular, applicants shall itemize specifically all of the items, products and/or services they intend to sell, exhibit or promote.
4. All Registration Forms shall be manually signed and dated by the applicants or their agents. Registration Forms that are not manually signed and dated by the applicant will be returned along with any payments.
5. All Registration Forms shall be accompanied with the appropriate fee(s) for the space(s) requested by the applicant, made payable to the appropriate organization. Any checks that are not covered by sufficient funds will be returned. In cases such as these, vendor will lose reserved space and not be allowed to participate in Middletown Day for that year.
  - a. Sponsorship and Business and Community Showcase checks must be made payable to the Middletown Township Cultural & Arts Council (MTCAC).
  - b. Vendor checks (Artist/Craftsperson, Commercial, Farmers Market and Food Vendors) must be made payable to Middletown Day 2019.
6. All payments for main food and snack food spaces MUST be in the form of a certified check or money order. No personal checks shall be accepted as payment for these spaces. If selected, balances may be paid by credit card.

7. When applicable, each vendor must attach a copy of the State of New Jersey Sales Tax Certificate of Authority to the Registration Form. Only one vendor per NJ Sales Tax Certificate will be permitted to apply for an exhibit/vending space.
8. All Main and Snack Food vendors, must complete and submit the following with the Registration Form.
  - a. *Food Selection Sheet* with the Registration Form (See Appendix for form).
  - b. *Temporary Food Establishment Permit Application*, along with a check for the appropriate payment made payable to Middletown Township Department of Health. (See Appendix for forms)
  - c. *Type 1 Cooking Permit Application* with the appropriate fee in the form of check or money order made out to the Middletown Township Office of Fire Prevention.
  - d. A Certificate of Insurance which must name Middletown Township as additionally insured AND state the date and time of the event.
9. Acceptance to the event is only guaranteed by a receipt of confirmation from the Middletown Day Committee. As always, the Middletown Day Committee reserves the right to refuse any vendor.

#### Vendor Responsibilities & Conditions of Exhibitor/Vendor Space

1. All exhibits, displays and vendor concessions shall remain set up, and in full operation for the entire duration of the festival. Exhibitors and vendors will be visibly present in their space(s) and be available to answer all questions. Exhibitors and vendors who do not comply or who are absent from their assigned space(s) during the designated festival hours of operation may have their permit(s) revoked by the Middletown Day Committee. There shall be no refund for a revoked permit.
2. Exhibitors are only permitted to sell and/or display items that have been indicated on their application and approved by the Middletown Day Committee. If an exhibitor is selling or displaying an item that has not been approved, the Middletown Day Committee may ask the exhibitor to remove the item from their space. If the exhibitor does not cooperate, Middletown Day Committee may revoke the permit for the space resulting in ejection from the festival.
3. PROHIBITED ITEMS
  - a. No alcoholic beverages or controlled substances shall be sold, consumed or possessed at the festival by any exhibitor or vendor or their agents and employees. The sale of tobacco products shall not be allowed at the festival.
  - b. All exhibitors and vendors shall be prohibited from selling, distributing or possessing fireworks of any kind, items that explode upon percussion (caps, "bang torpedoes", stink bombs, etc.), firearms, toy guns of any kind, knives of any sort, martial arts paraphernalia, flammable sprays, super soaker type water guns, silly string spray or any items intended to inflict bodily harm or discomfort. Any other products that are judged by the Middletown Day Committee to be undesirable for the best interest of the festival shall not be allowed.
  - c. The Middletown Day Committee must be notified at the time of acceptance to festival and must give approval if any animal is to be a part of an exhibit. Any exhibitor wishing to bring an animal must designate that on the Registration Form and provide along with it a copy of all animals' vaccination record or health certification. These records will be reviewed by the Health

Department for final approval. All animals permitted into the festival must have shade, water, and food readily available at all times. Animal waste pick up is the responsibility of the exhibitor.

- d. Exhibitors promoting free vacations, time-share vacations or opportunities, or similar services shall not apply for a permit to participate in the festival.
- e. No counterfeit products shall be permitted to be sold at the festival. Selling counterfeit products shall be cause for your permit(s) for space to be revoked and the vendors shall be escorted off the festival grounds.
- f. No use, display or selling of metallic balloons shall be permitted at the festival.
- g. Any procedure that causes the piercing of a person's skin shall not be allowed. This includes such procedures as ear piercing and permanent tattooing.
- h. Cooking is not permitted in any commercial space at any time.
- i. All cylinders/tanks containing flammable/combustible compressed gas, used for any exhibit or vending purposes, shall be prohibited from being located under tent cover.
- j. No Styrofoam of any kind will be allowed at the festival.
- k. Any items that are deemed to be inconsistent with the stated purpose of the festival as determined by the Middletown Day Committee.
- l. All exhibitors and vendors shall be subject at all times to inspection by the Middletown Day Committee as to the proper and legal conduct of the business, activity or display for which a permit has been issued. The Middletown Day Committee reserves the right to require Exhibitors and Vendors to remove from their displays any item(s) judged to be inappropriate for or offensive to a family theme. The Middletown Day Committee shall be the sole judge, with power to annul an exhibitor's or vendor's permit immediately, without recourse, when in the best interest of the operation of the festival.
- m. All space(s), for which a permit has been issued, shall be used by the applicant/organization. No other group or individual shall be permitted to utilize said space(s). No permit for space(s) shall be sold, transferred, sublet or assigned by any exhibitor or vendor.
- n. All exhibitors and vendors shall provide their own tables, chairs, set-up materials, tools, backdrops, side drops, and display lighting as needed.
- o. All structures, backdrops, side drops or components that are erected within a designated exhibit or vending space shall be free of splinters and sharp or jagged edges. All construction materials used shall be of high quality. All designated exhibit and vending spaces shall be visually aesthetic. The Middletown Day Committee shall be the sole judge in determining whether or not these conditions have been met.
- p. All tents personally provided by the selected vendor shall be capable of being set-up so that all components of the tent and tent anchoring system are within the allotted space.
  - i. All tents that will house cooking elements must be flame retardant and the accompanying flame resistance certification.
- q. No exhibit, display or vendor concession shall be dismantled or taken from the festival until the designated closing hour.



- r. All exhibitors and vendors shall keep their assigned space(s) in a neat, clean and sanitary condition at all times by removing all debris, litter, and refuse and depositing the same in containers provided for this purpose.
- s. Posted signs shall be legible and done in a professional manner. The Middletown Day Committee shall be the sole judge in determining whether or not signs are acceptable.
- t. All audio devices, players and/or equipment used by an exhibitor or vendor shall be kept at a low enough volume level so as not to disturb or interfere with any adjacent exhibitors or vendors. No radio or television broadcasts shall be permitted at exhibitor or vendor spaces. No band performances will be permitted in exhibitor or vendor spaces.
- u. Generators are only permitted in the food court. No other vendor may be permitted to use a generator unless written approval to do so has been granted by the Middletown Day Committee.
- v. Any exhibitor or vendor who does not comply with the rules and regulations governing the use of exhibit and vending space at the festival may have his/her permit(s) revoked by the Middletown Day Committee and may also be denied exhibit or vendor space at future festivals.

#### Additional Food/Snack Vendor Responsibilities & Conditions

1. In preparation for the Board of Health and Fire Prevention inspections, all food vendors shall be set up and have their operations ready no later than 9:30am.
  - a. All Vendors are required to be inspected by the Department of Health starting at 9:30am. Any Vendor not set up by 9:30am may be turned away and ineligible for a refund.
  - b. All Vendors will be inspected by the Bureau of Fire Prevention starting at 9:30am. Any Vendor not set up by 9:30am may be turned away and ineligible for a refund.
2. All food vendors shall be required to complete and submit additional forms/applications in accordance with the rules and regulations set forth by the Middletown Township Department of Health. Any fees, if applicable, shall be paid by the food vendor in addition to the fees for space(s) at the festival.
3. All food vendors shall be prepared for and pass with satisfaction a sanitary inspection by Middletown Township Department of Health. Any certificates issued to the vendor shall be posted in plain sight to the public.
4. All food/snack vendors shall present their products and signs in a legible and professional manner. There shall be no visible duct tape, cardboard or other such items (paper towels, plates, napkins, etc) used for signage or displaying menu items. The Middletown Day Committee shall be the sole judge in determining whether or not signs are acceptable.
5. All food vendors shall clearly display in plain sight to the public a menu listing all of the items being sold and the price for each item as approved by the Middletown Day Committee. These signs must be visible and clearly displayed on each of the serving sides.
6. All food vendors shall advertise and only sell those food items that have been approved and assigned by the Middletown Day Committee. Signs for other food items not approved and not for sale, must be completely covered.

7. All food vendors shall place their signs, banners, flags, menus, promotional pieces, etc., in such a manner so as not to interfere with adjacent food vendors. Signs, banners, and flags must be placed so all parts are above a minimum height of 8 feet.
8. Food vendors occupying a corner space, must serve from both sides of their corner booth that face the aisles.

## Utilities

1. Water is available at the festival; however, it is not supplied directly to any main food or snack space.
2. Electricity is not available to vendors or exhibitors anywhere at the festival.
3. Auxiliary generators for food vendors may be permitted in designated spaces. The Middletown Day Committee shall approve the location, size and type of all generators. Generator noise should not exceed 65 decibels at maximum load so as not to disturb or interfere with adjacent participants. The Middletown Day Committee shall be the sole judge in determining acceptable noise level.

## Performances and Demonstrations

Any Business and Community Showcase Exhibitor may apply for a 15-minute scheduled performance on our smaller stage for a fee of \$25.00. A sound system with microphone and auxiliary cord is available for your use.

All demonstrations are restricted to the following:

1. Only those approved to participate as the Business and Community Showcase Exhibitors are eligible.
2. Performances or Demonstrations must showcase a skill or talent such as dance, martial arts, cheer, music, etc. Product demonstrations are not permitted.

## Raffles and Drawings

1. Raffles, free drawings, and the like shall not be permitted unless applicant specifies the same on the Registration Form and unless approval by the Middletown Day Committee is granted in advance. All drawings must be held at the festival before 4:00 PM. Vendors must submit by 5:00 PM a list of names and addresses of all winners and what prizes/discounts were awarded. Vendors who do not comply with this rule shall not be allowed in any future festivals.
  - a. For the purposes of these rules and regulations anyone selling chances (where a fee is charged to enter) for a prize giveaway is conducting a raffle.
    - i. All raffles must be in compliance with the New Jersey Legalized Games of Chance regulations. The exhibitor's license permitting said raffle or drawing must be on display in exhibitor's booth for the duration of the festival.

- ii. Only non-profit organizations who support the Township of Middletown shall be allowed to conduct a raffle. This would include, but not be limited to, the Middletown Township Cultural & Arts Council, Poricy Park Conservancy and the Friends of the Library. Such organizations would be exempt from any festival drawing deadlines.
  - iii. Non-profit organizations wishing to hold raffles must submit to the Middletown Day Committee, on or before September 1<sup>st</sup> of the year of the festival their State of New Jersey Legalized Games Commission Identification number. Each organization shall apply for their raffle license at the Township of Middletown's Clerk's Office.
- b. Drawings shall constitute any giveaway where entry is free for everyone wishing to enter.

### Set-Up and Take-Down

1. All exhibitors and vendors will be given a set-up time window no later than one week prior to the event. Exhibitors and vendors will be able to drive one vehicle within close proximity to their assigned booth space to allow for easy equipment drop off. Vehicles must be unloaded promptly and moved to their designated parking area so as to not stop traffic.
  - a. Any exhibitor or vendor arriving at 10:00am or later will not be permitted to drive their car on festival grounds. They will be required to park their vehicle in their respective parking area and carry supplies/equipment from there.
2. All exhibitors and non-food vendors shall be set up and have their operations ready no later than 10:00am. All vehicles must be removed from the festival grounds by 10:00am.
3. The exhibitor or vendor shall remove all exhibits, displays and vendor concessions, along with all materials used for such purposes, from the festival no later than 8:00 pm. All garbage and debris must be removed from your exhibitor and/or vendor space at the conclusion of the festival.
4. Food vendors may set up on Friday, weather permitting, and only after speaking with the Middletown Day Committee prior. All property must be locked and secured. Area regularly patrolled by police beginning at 8:00pm. The Middletown Township is not responsible for any property damaged or stolen overnight. All assigned spaces are final.

### Special Needs

1. Any special needs for a vendor or exhibitor with a disability will be accommodated if possible. We ask that any special needs required are written on the registration form so we may make possible accommodations prior to the day of the event.
2. The Middletown Day Committee will try to accommodate any special needs which are reasonable and achievable.
3. Handicapped parking will be provided onsite in designated areas. Any food vendor needing this parking should notify the Middletown Day Committee of such needs.

## Security

The Middletown Day Committee shall provide reasonable security at the festival. Twenty-Four-hour security shall begin no later than 8:00 pm on the day before the festival begins and continue through 8:00pm on the day the festival ends. Exhibitors and vendors shall be responsible for the safekeeping of their exhibits, displays, merchandise and supplies. The Middletown Day Committee shall not be responsible for the loss, theft or destruction of the same.

## Hold Harmless Provision

1. All exhibitors and vendors shall understand and agree that the Middletown Day Committee, the Township of Middletown and their agents and employees shall be held harmless from any liability arising from the use of exhibit or vending space(s).
2. It is further understood and agreed upon that neither the Middletown Day Committee, the Township of Middletown and their agents and employees shall be responsible for any loss, damage or injury due to theft, fire, explosion, vandalism, or arising out of failure of electric power or related equipment, or for any act or force of nature, civil commotion or disasters of any kind, or for any other condition beyond their control resulting to persons, equipment, merchandise, display or exhibitor/vendor space contents.
3. The vendor understands that the festival is an outdoor event and as such the property and the person of the vendor shall be subject to the elements. Vendor acknowledges and understands that the Township of Middletown, does not and cannot assume any responsibility for the natural effects of the weather, winds, rain, or other causes, directly or indirectly, which are sometimes referred to as Acts of God.
4. All exhibitors and vendors shall assume all responsibilities for any damage resulting from the operation of their exhibit, product or service. All exhibitors and vendors shall be liable for any violation of law and none shall have claim upon the Township of Middletown or their agents. Insurance coverage desired by an exhibitor or vendor shall be at his/her own expense.
5. The Middletown Day Committee shall be the sole authority for closing, canceling, or reducing the hours of the festival for the safety of the visiting public and/or exhibitors, vendors, employees, and volunteers.

## Refunds or Payments and Cancellations

1. No refund of any payment(s) made for space by any exhibitor or vendor who cancels his/her reservation for an exhibit or vending space shall be made by the Middletown Day Committee.
2. Any exhibitor or vendor who fails to set up for the festival by the time specified shall forfeit the space(s) assigned and no refund of payment(s) for said space shall be given by the Middletown Day Committee to the exhibitor or vendor concerned. The Middletown Day Committee will review each occurrence and make an appropriate decision.
3. No refunds shall be granted by the Middletown Day Committee, the Township of Middletown and their agents nor shall any exhibitor/vendor be entitled to a refund on account of any loss or reduction in

exhibit/vending hours as a result of, but not limited to, theft, fire, explosion, vandalism, or arising out of failure of electric power or related equipment or for any act or force of nature, civil commotions or disasters of any kind, or for any other condition beyond their control resulting to persons, equipment, merchandise, display or exhibitor/vendor space contents, which result in the fair being delayed or cancelled.

### Exhibitor and Vendor Agreement

1. Exhibitors and vendors shall be responsible for reading and agreeing to all terms of the Rules and Regulations governing exhibitors and vendors on which are stated certain responsibilities and conditions to be upheld and agreed to by applicants or their agents in order to participate in the festival.
2. Upon manually signing the *Registration Form*, the exhibitor or vendor accepts the terms of the Rules and Regulations as stated.

### Conduct & Enforcement

1. Any vendor or exhibitor given three (3) official violation notices for Rules and Regulation infractions shall not be allowed to participate in the next year's festival. Each additional violation notice after 3 will extend this prohibition by an additional year (i.e., four (4) violations = two (2) years, five (5) violations = three (3) years).
2. No person shall use threatening, abusive, boisterous, insulting, vulgar, wanton, or indecent language or gesture, nor shall any person engage in any violent, abusive, vulgar, wanton, or otherwise disorderly conduct tending to disturb the peace, or to disturb or annoy others, or to create a nuisance within a township park.
3. Failure to abide by the above Rules and Regulations may result in the revocation of a vendor's permit and privileges.
4. The Middletown Day Committee shall be the sole judge in enforcing rules and regulations for the best interest of the festival.
5. The Middletown Day Committee reserves the absolute right to immediately compel the removal of any vendor or exhibitor if their actions or conduct cause a potential risk to the health, safety or welfare of festival patrons, staff or other vendors or exhibitors.

### Appendices

The following documents will appear on subsequent pages. Please print what is applicable to you or your business.

- Registration Form
- Food Selection Form
- Food Vendor Layout and Pricing



Company/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Website \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Complete *Supplemental Rules & Regulations* can be found under the Registration section of [www.middletownnj/middletownday](http://www.middletownnj/middletownday).

**Deadline for return: August 30, 2019**

**For more information, please contact:**

Recreation Director, Janet Dellett  
732-615-2260 – JDellett@middletownnj.org  
MAC Director, Maggie O’Brien  
732-706-4100 – MObrien@middletownnj.org

**Please mail to:**

Middletown Day 2019  
Middletown Arts Center  
36 Church Street  
Middletown, NJ 07748

I understand that I will indemnify and hold Middletown Township and the Middletown Township Cultural & Arts Council harmless including costs and fees of defense in the event of an accident or injury caused in any degree. I hereby release Middletown Township and the Middletown Township Cultural & Arts Council from any/all responsibility for loss or damage to my materials or goods. I understand that the Middletown Day Committee has the right to refuse any vendor.

**I have read, understand and will abide by all policies set forth in the *Supplemental Rules & Regulations*.**

Signature \_\_\_\_\_

Date \_\_\_\_\_

**For Staff Use Only**

**Total Due:** \_\_\_\_\_ **Payment:**  Check # \_\_\_\_\_  Cash – Please highlight all areas on form that apply

**Check off when received** – please blackout anything that is n/a:

- NJ Sales Tax Certificate
- COI
- Food Selection Sheet
- BOH App w/check
- Fire Prevention App w/check
- 3 Pictures of Products (Artist/Craftsperson)



## Middleton Day – 2019 – Registration Form

For a complete definition of each classification, please see the *Supplemental Rules & Regulations*

<b>Middletown Day &amp; Mayor’s Wellness Campaign Sponsor</b>					<i>Check Payable to: MTCAC</i>
<input type="checkbox"/> <i>Platinum</i> - \$5,000 Logo on bag!	<input type="checkbox"/> <i>Gold</i> - \$3,000 Logo on bag!	<input type="checkbox"/> <i>Silver</i> - \$1,500 Logo on bag!	<input type="checkbox"/> <i>Bronze</i> - \$600	<input type="checkbox"/> <i>Supporter</i> - \$300	<input type="checkbox"/> <i>Friend</i> - \$150
<input type="checkbox"/> YES <input type="checkbox"/> NO I will participate in the Business Showcase with a 10’x10’ booth space. Not applicable at <i>Friend</i> Level.					
<i>Description of Activities Planned:</i>					
<b>Business and Community Showcase Exhibitor</b>					<i>Check Payable to: MTCAC</i>
<i>Business Exhibitor: any exhibitor engaged in promoting and marketing local business.</i>					
<input type="checkbox"/> Middletown Community Non-Profit Organization – FREE		<input type="checkbox"/> Middletown School (K-12) – FREE		<input type="checkbox"/> Business– \$250	
<i>Description of Activities Planned:</i>					
<input type="checkbox"/> Upper Stage Performance - \$25.00 / 15 minute performance			Number of Performances: _____		
<i>Description of Performance – please see Supplemental Rules &amp; Regulations for permissible performances:</i>					
<b>Market Place Vendor</b>					<i>Check Payable to: Middleton Day 2019</i>
Any exhibitor engaged in selling or attempting to sell merchandise, including authors. <u>State of New Jersey Sales Tax Certificate of Authority required.</u>					
<input type="checkbox"/> 10’ x 10’x - \$100	<input type="checkbox"/> 10’ x 20’ - \$170	<i>Detailed description of items to be sold:</i>			
<b>Artist/Craftsperson</b>					<i>Check Payable to: Middleton Day 2019</i>
<input type="checkbox"/> 10’ x 10’x - \$50	<input type="checkbox"/> 10’ x 20’ - \$95	<i>Detailed description of crafts to be sold. <u>Please include 3 pictures of items.</u></i>			
<b>Farmers Market Vendor</b>					<i>Check Payable to: Middleton Day 2019</i>
<input type="checkbox"/> 10’ x 10’x - \$30 Fee waived if already registered through Farmers & Makers Market			<i>Detailed description of produce to be sold.</i>		
<b>Food Vendor</b>					<i>Check Payable to: Middleton Day 2019</i>
Booth Space Selection (Refer to diagram in <i>Supplemental Rules &amp; Regulations</i> ):		Choice 1:		Choice 2:	
Booth Set Up: <input type="checkbox"/> Mobile Truck/Vehicle <input type="checkbox"/> Freestanding Trailer <input type="checkbox"/> Other:					<b><u>No tents provided.</u></b>
Will you be using a generator? <input type="checkbox"/> YES <input type="checkbox"/> NO			Fees vary by space. Please see <i>Supplemental Rules &amp; Regulations</i> .		
Completed <i>Food Selection Sheet</i> Required (Refer to sheet in <i>Supplemental Rules &amp; Regulations</i> ).					





### Food Selection Form

#### Main Food Selection

Calzone & Stromboli	_____	Ribs (pork or beef)	_____
Cold Sandwich/Sub	_____	Roast Beef / London Broil	_____
Fried Chicken (nuggets, etc.)	_____	Salads (be specific)	_____
Fried Vegetables/Blooming Onion	_____	Sausage & Peppers	_____
Grilled Chicken	_____	Seafood (be specific)	_____
Gyros (beef, chicken or veal)	_____	Shish-ka-bob (on a stick-any meat)	_____
Hot Dogs & Hamburgers	_____	Specialty fries (butterfly, etc)	_____
(including vegetarian option)	_____	Steaks (philly, rib eye, etc.)	_____
Mexican (be specific)	_____	Stir-fry (be specific)	_____
Pizza	_____	Vegan (be specific)	_____
Pulled Pork	_____	Other	_____

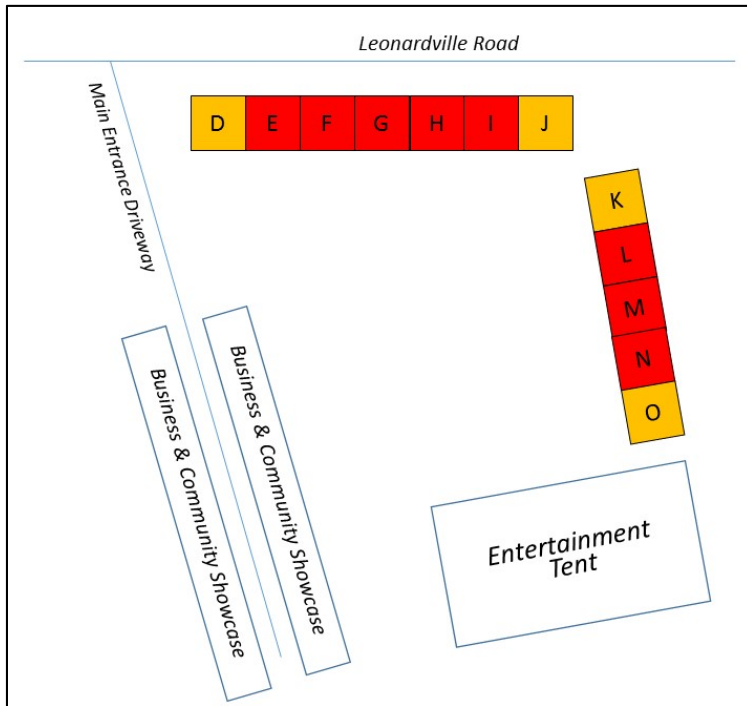
#### Snack Item Selection

Cake / Pie	_____	Fried Snack (be specific)	_____	Nachos	_____
Candy/Caramel Apples	_____	Fruit	_____	Popcorn	_____
Chocolate Dipped Fruit	_____	Fudge Puppies	_____	Pretzels	_____
Churros	_____	Funnel Cake	_____	Roasted Nuts	_____
Cookies	_____	Ice Cream/Yogurt/Milkshake	_____	<u>Specialty Drinks</u>	
Cotton Candy	_____	Ice Slushy/Smoothie	_____	Old-Fashioned Soda	_____
Crepes	_____	Italian Ices/Shaved Ice	_____	Specialty/Flavored Coffee	_____
Donuts	_____	Kettle Corn	_____	Zeppoli	_____
Fried Candy (be specific)	_____	Lemonade	_____	Other	_____



## Middletown Day 2019

### Food Vendor Layout & Pricing



#### Food Vendor Spaces & Fees

- All spaces are 20x20
- Types of spaces
  - Corner Vendor (Spaces **D, J, K, O**): \$350
    - These spaces are given out on a first come, first served basis based upon a complete application to the Middletown Day Committee, Health Department and Fire Prevention.
  - Inside Vendor (Spaces **E, F, G, H, I, L, M, N**): \$350
  - Coffee/Beverage Vendor (Inside spaces only; **E, F, G, H, I, L, M, N**): \$150

Vendors may request more than one space; fees for each space will be combined to determine total rental fee.

Final placement will be determined by the Middletown Day Committee and subject to change. Letters listed above are subject to change depending on final number of vendors.

Vehicle parking may be permitted near the food court if space permits. Additional Food Vendor parking will be located across the grounds near the red Knights of Columbus building.

Food vendors may set up on Friday, weather permitting, and only after speaking with the Middletown Day Committee prior. All property must be locked and secured. Area regularly patrolled by police beginning at 8:00pm. Middletown Township is not responsible for any property damaged or stolen overnight. All assigned spaces are final.