

Thank You for your interest in being an Exhibitor or Retail Vendor at the  
*Lux Ice Cream Festival!*

### ***ABOUT THE EVENT:***

Take part in the 1st Annual Lux Ice Cream Festival. a family-friendly summer festival that will bring cool sweet treats as the perfect way to kick off National Ice Cream Month! The festival will feature delicious gourmet food and treats, games, prizes, face painting, balloon twisting, a magic show, juggling performance, & much more!

### ***HOW TO PARTICIPATE:***

- \* Complete the attached application and submit it via email to [luxeventsva@gmail.com](mailto:luxeventsva@gmail.com).
- \* Pay the Participation Fee (\$15 for Exhibitors, \$25 for Vendors will be emailed to you in a separate email by our merchant Square to the email provided on the application and due within 7 days to confirm your space. If payment is NOT received, your invoice will be canceled and your space offered to the next applicant)
- \* Provide us with your logo and/or link to your Facebook/Twitter/Instagram/Pinterest so that we can advertise your participation on our website and our social media pages.
- \* **MONDAY, July 15th, 2019**, check your email for your assigned vendor space number along

### **Lux Ice Cream Festival Information:**

**Date:** Saturday, July 20th, 2019

**Time:** 12:00pm-4:00pm

**Location:** Sullivan Square ~

4301 New Town Ave., Williamsburg, VA 23188

**Admission Cost:** Free With Registration

**Door Prize:** If you provide a raffle prize, you will receive \$5 off your participation fee. You must request the Door Prize submission form when you submit your application.





# Lux Ice Cream Festival

Date: Saturday, July 20th, 2019 Time: 12pm - 4pm  
Location: Sullivan Square, 4301 New Town Ave., Williamsburg, VA  
Website: [www.luxeeventsva.com/luxicecreamfestival](http://www.luxeeventsva.com/luxicecreamfestival)

## Exhibitor and Retail Vendor Application

**Thank you for your interest in being an exhibitor or retail vendor at the 1st Annual Lux Ice Cream Festival. Complete the application below in its entirety.**

### PLEASE PRINT

NAME OF BUSINESS: \_\_\_\_\_  
DOING BUSINESS AS IF DIFFERENT: \_\_\_\_\_  
CONTACT NAME: \_\_\_\_\_ FED ID# \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
PHONE: (    ) \_\_\_\_\_ CELL: (    ) \_\_\_\_\_  
EMAIL: \_\_\_\_\_ FAX: (    ) \_\_\_\_\_  
YOUR WEB SITE (if any) \_\_\_\_\_

FACEBOOK \_\_\_\_\_  
TWITTER @ \_\_\_\_\_ INSTAGRAM @ \_\_\_\_\_

**PRODUCTS:** *(Please list all items that you would like to sell or display. Contract space will be assigned based on this list. Once contract is signed, you may not display or sell additional items without our permission.)*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Will you be selling clothing or accessories? \_\_\_\_\_

Please list events, fairs, and/or festivals you have participated or been associated with (if applicable):

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

**The applicant understands that this is a signed agreement of participation as an exhibitor or vendor:**  
*"I certify that this information is complete and true to the best of my knowledge."*

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

Comments about your space, if any:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 2019 EXHIBITOR & RETAIL VENDOR RATE



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### SPACE

(Please indicate your choice with an "X" beside the tent space)

#### Exhibitor & Retail Vendor Space

*Reach attendees directly by displaying your products and generating on site sales.*

10' x 10' space. Each exhibitor or vendor must provide their own 10 x 10 exhibitor tent, table, and chairs.

— **Exhibitor Space Participation Fee** (for exhibitors looking to display their products or services only-no direct sales of merchandise, products, or services or any on-site collection of payments)  
**\$15**

— **Retail Vendor Participation Fee** (for direct sellers and retailers looking to sell their product or merchandise directly to attendees- will be collecting payments on-site)  
**\$25**

**SUBTOTAL:**    \$ \_\_\_\_\_

**ALL FEES ARE NON-REFUNDABLE & BINDING.**

## **Hold Harmless Agreement**

### **Please Check:**

- ☐ I have read and agree to abide by all of Lux Events LLC's Ice Cream Festival policies and procedures.
- ☐ I, \_\_\_\_\_, agree that New Town Home Owners Association and Lux Events, LLC, and their respective officers, employees, contractors, agents and consultants are not liable for any bodily injury to include death, theft, or damage to either the buyer or seller, or their property, arising out of or pertaining to preparation for or participation at the Lux Ice Cream Festival whether such injury, theft or damage occurred prior, during, or after the Lux Ice Cream Festival. The above named exhibitor or vendor further agrees to indemnify, defend and hold harmless New Town Homeowners Association and Lux Events, LLC and their respective officers, employees, contractors, agents and consultants for and against any claims for such bodily injury to include death, theft or damage, including attorney fees.
- ☐ I understand that it is required that I carry my own general liability and product liability insurance, as this coverage is not provided.
- ☐ I understand that the event hours are from 12:00p.m. - 4:00p.m. and exhibitors and vendors are expected to stay until the conclusion of the event.

**Mail the following to:** Lux Events, P.O. Box 22682, Newport News, VA 23602

**Or via E-Mail to:** luxeventsva@gmail.com (can take a photo-must be clear) **Or**

**via Fax to:** (757) 926-0641

- ☐ Signed Application
- ☐ Hold Harmless Agreement

**Signature of applicant:**

**Date:**

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**ONLY ORIGINAL SIGNATURES WILL BE ACCEPTED,  
NO DIGITAL SIGNATURES WILL BE APPROVED!**

# **2019 Policies and Procedures**

## **OPERATING HOURS**

The Lux Ice Cream Festival will be held on Saturday, July 20th, 2019. The Lux Ice Cream Festival will operate from 12:00pm to 4:00pm.

## **LOCATION**

The Festival will be held at Sullivan's Square located behind Legacy Hall at 4301 New Town Ave., Williamsburg, VA 23188.

## **FESTIVAL DIRECTOR**

The Festival Director, Shannon Combs, will be on-site at the event during operation. If questions and/or problems arise on the day of they will be resolved by her.

## **PROHIBITED**

- ❖ Re-selling of purchased items is strictly prohibited.
- ❖ Sale of manufactured, used, or imported goods is not permitted.
- ❖ Value-added products are permitted for sale if approval is received by the Festival Director.

## **APPLICATION AND FEES**

- ❖ Exhibitors and Vendors must submit this Application and Hold Harmless Agreement to the Festival Director before participating as an exhibitor or vendor. The Application documents product origination. The Hold Harmless Agreement conveys that the exhibitor or vendor will hold New Town Homeowner's Association and Lux Events, LLC and their respective officers, employees, agents, contractors and consultants harmless against any claims for bodily injury to include death, theft or damage, including attorney fees in connection with their participation at The Lux Ice Cream Festival.
- ❖ The non-refundable space fee will be sent in a separate email via invoice from our merchant Square to the email provided on the application and will reserve 10x10 space to participate as an exhibitor or retail vendor.
- ❖ Vendors & Exhibitors may sell/exhibit only from the space assigned by the Festival Director. The space is a 10' x 10' area. Displays must be confined to the area within the allocated space and must not impede pedestrian traffic or space allocations for other exhibitors or vendors and each vendor or exhibitor **MUST** have their own 10x10 tent, table, and chairs as they will not be provided.
- ❖ Exhibitors and Vendors must provide any additional equipment needed for business at the festival (ie: credit card processor, etc). The Festival Director is not responsible for providing Exhibitors & Vendors with equipment, and set-up/breakdown support.

## **RULES AND REGULATIONS**

- ❖ Each exhibitor or vendor must abide by all state and federal regulations which govern the production, preparation, preservation, labeling and safety of products and offered for sale. Exhibitors and Vendors are liable for their own products and services.
- ❖ Exhibitors and Vendors are responsible at all times for the cleanliness within their allotted space. Each exhibitor or vendor will be required to leave the space clean at the end of the event. Each exhibitor or vendor is asked to properly dispose of their trash in the provided trash receptacles.
- ❖ Use or possession of alcoholic beverages or illegal drugs is strictly prohibited. Accidents or injuries at the event must be reported to Event Staff
- ❖ All signs and displays must be approved by the Festival Director.
- ❖ Exhibitor and Vendor participation will be at the sole discretion of the Festival Director.
- ❖ Formal complaints must be made to the Festival Director.

## **VENDOR SPACE ASSIGNMENT SET-UP AND BREAKDOWN**

- ❖ **On July 15th, 2019 prior to the event, exhibitors and vendors will receive an event layout map and an assigned number via email that illustrates the layout for the day and where your space will be located. There is always a chance that an assigned space may change on the day of the event and should any space adjustments be made for safety, exhibitors and vendors will be notified as soon as possible.**
- ❖ **Exhibitors & Vendors can arrive as early as 8:00 am and must be setup by 11:45am**
- ❖ **At the conclusion of the Event at 4:00pm, Exhibitors & Vendors are required to breakdown their product and equipment and clear the area no later than 1 hour after (5:00pm) the close of the event.**
- ❖ **The Festival Director recommend that each Exhibitor or Vendor have a sign identifying the name and location of their business (if applicable).**
- ❖ **Exhibitors & Vendors are required to stay until the end of the event including Vendors that sell out of product before the conclusion of the event. If an Exhibitor or Vendor cannot attend or is running late, the Exhibitor or Vendor must make EVERY EFFORT to notify the Festival Director who can be reached directly via cell phone on the day of the FESTIVAL ONLY at (804) 210-6944.**