

February 2017

Greetings!

We are excited to announce that this year's Market Square Day Festival & 10K Road Race will mark an important milestone for both Pro Portsmouth, Inc. and the event itself—our 40<sup>th</sup> anniversary.

For those of you who may not know, the first Market Square Day celebration in 1978 was intended to be a European style farmers' market, which soon evolved into a crafts fair featuring artists and musicians. For most residents, it was their first exposure to the abundance of local artistic talent that resided within the city. While our event has morphed and changed through the decades—from the days of Sunday parades, three-day celebrations, and upwards of 400 volunteers, to tall ships sailing down the Piscataqua — the event undeniably put the City of Portsmouth on the map.

Today, Market Square Day continues to be a destination event. We give people the rare opportunity to sample what Portsmouth and the Seacoast has to offer in one event, one day, and one location. With that being said, in light of our 40<sup>th</sup> anniversary, our organization's beginnings, and honoring those who seek what makes this place unique, we have restructured our application to highlight products and services that are truly local.

The goal is to encourage the presence of not only the arts community, but independent businesses—both locally owned and operated. We hope you will support and appreciate our efforts towards showcasing what Portsmouth and the Seacoast area has to offer.

A link to a PDF of the [Application for Booth Space/Rules & Regulations](#) is available on the Booth/Vendor page. Please follow all instructions, complete the application/rules & regulations, attach all necessary photos, documents, and checks, and return to Pro Portsmouth, Inc.

**PLEASE NOTE:** Market Square Day celebrates Portsmouth and the Seacoast, so priority is given to Portsmouth and Seacoast participants. In addition, Pro Portsmouth, Inc. reserves the right to limit the overall number of vendors participating in the Festival, or to reduce numbers in a category, particularly if there is an overabundance of vendors in any one category (i.e. food, t-shirts, non-profits, etc.). **An application must be complete (including insurance paperwork) before it will be considered.** Applicants filing late or with incomplete paperwork run the risk of being denied booth space and additional fees. We strongly recommend completing/sending in your application as soon as possible. **While the application is due Friday May 12<sup>th</sup>, applications submitted after this date will still be considered until we've reached capacity (apprx. 150 Booth Spaces), which will be noted on our website. Late applications are subject to late fees.**

**ALL APPLICANTS:** All participants are required to set up their Booth Space with a 10'x 10' tent. Tents need to be "weighted" to avoid issues with wind or rain.

**FOOD VENDORS:** Information specific to those selling or sampling foods is noted in your packet. **Those selling or sampling food items must apply for a Temporary Permit through Pro Portsmouth upon approval of your application. DO NOT SUBMIT PAPERWORK TO THE CITY OF PORTSMOUTH AS IT WILL DELAY THE PROCESS.**

A link for the Health Department Permit paperwork is available on the Pro Portsmouth website in our Market Square Day Booth Application section. Please do not forward any checks/permit paperwork to us as it pertains to a Health Permit until after you have received a postcard confirming your approval to be a part of MSD.

**ALL VENDORS – NON PROFITS/FOR PROFITS:** Based on feedback from the Community, local merchants, and visitors to the area, we ask you to keep in mind that Market Square Day is a Festival, not a trade show, which means that booths should have more than pamphlets/information alone. With respect for you and the work you do, we strongly encourage you to get “creative” with your booth space – host an activity, game, etc. – have fun! When approving applications, we will look carefully at booth activity/content and take into account who is embracing the idea of “Festival” as the spirit of the day. We also request that you are attentive to the enclosed MSD Policy regarding booth content.

If your booth application is approved, we confirm that information via email. You will also receive information regarding booth placement, as well as lots of other information that hopefully will assist you in having a terrific day (regular mail) in May.

**All booth applicants must provide Pro Portsmouth with a Certificate of Insurance for public liability.** This is proof of your business insurance and that it will in fact protect you, your booth/space, and anyone/anything related to or coming into contact with your booth’s operation. Coverage of \$1,000,000.00 is required. The Certificate must state that Pro Portsmouth, Inc. is an additionally insured party and it must include the date of Saturday, June 10, 2017. You are solely responsible for securing this insurance through an agent.

**Special Insurance Policy:** In order to encourage craftspeople and new, small businesses (i.e. those without storefronts) to have booths, we will have a special one-day policy in place for those who qualify. Please note that we are unable to cover any food vendors or non-profit organizations with this policy. Contact Barbara at 603-433-4398 Ext. 3 to discuss your qualifications for the one-day policy. ***Cost of the policy will be finalized in late March when our policy renews.***

Depending on your booth (Non-Food or Food), a Clean Up Deposit of either \$75.00 or \$100.00 (SEPARATE CHECK) is required. This will be returned to you within two weeks of Market Square Day provided that your booth area passes a satisfactory inspection at the conclusion of the Festival.

Should you have any questions, please contact [bmassar@proportsmouth.org](mailto:bmassar@proportsmouth.org) or (603) 433-4398 Ext. 3. Mark your calendars – Saturday, June 10<sup>th</sup>.

Best regards,



Barbara Massar  
Executive Director  
Pro Portsmouth, Inc.

**MAIL ALL PAPERWORK TO:**  
Pro Portsmouth  
P.O. Box 967  
Portsmouth, NH 03802

# The 40<sup>th</sup> Annual Market Square Day Application for Booth Space – Saturday, June 10<sup>th</sup>

EARLY APPLICATION DEADLINE IS FRIDAY, MAY 12<sup>th</sup> AT 5:00PM. Applications postmarked after May 12<sup>th</sup> will be subject to late fees. Acceptance confirmations begin in March; specific booth space designation information, event map and permit is mailed out in May. I/We hereby apply to Pro Portsmouth, Inc. (*herein after called PPI*) for Booth Space in the celebration area for Market Square Day (*herein after called MSD*) on June 10, 2017, from 9:00AM to 4:00PM. Rain or shine.

PLEASE PRINT OR TYPE: Note - If your information has changed please make sure to include previous information(Co./Booth Name)

Business/Organization Name: \_\_\_\_\_

Website (company or etsy): \_\_\_\_\_ Social Media - Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

List/describe ALL sales items, menus, printed materials, displays, demonstrations, and any other activities that you will offer. *Discrepancies between descriptions and actual "day of" content will be considered to be in violation of festival rules (see Rules & Reg.). Photos of all sale items are required with this application and will be returned if a self-addressed stamped envelope is provided.*

List all equipment that you will be using: \_\_\_\_\_

Attach description, sketch of dimensions (LxWxH), picture, and configuration of your display booth (open/solid back, overhead structure, etc.); we reserve the right to request samples of your products.

Returning Vendors: requested booth location \_\_\_\_\_  
(There are no placement guarantees – all Downtown Merchants will receive the right of first refusal for their Storefront space.)

## Booth Space Categories - Please Circle Your Category

Your tent must be weighted and fit within 15' x 10' (L x W) space; 10' high limit (curbside on the street surface)

Vendors may not hawk/canvas/rove beyond their booth space (streets or sidewalks). Failure to adhere to this guideline will result in forfeiture of your booth space and your security deposit. Anyone vending/hawking/canvassing on the Streets/Sidewalks of the Festival area will be removed.

A. **ARTISTS AND CRAFTSPEOPLE:** All items in this category must be *original, handmade works by the exhibitor*; submit 2 photos of your work.

Description: <u>All booths are 15' x 10' (L x W)</u>	Until 5/12/17	After 5/12/17
Craft Space:	\$195	\$245

B. **NON-FOOD VENDORS:**

Description: <u>All booths are 15' x 10' (L x W)</u>	Until 5/12/17	After 5/12/17
Downtown Storefront (in Festival area)	\$145	\$195
Portsmouth Independent Business	175	225
Seacoast Independent Business	275	325
Non-Profit Organization	185	235
Non-Profit Organization + Raffle	285	335
Media	500	550
All Others	550	600
Political Parties/Candidates/PACs	Contact Pro Portsmouth	

C. **FOOD VENDORS** Food vendors will be required to obtain a Temporary Food Permit. Accepted applicants will receive specific information at time of confirmation. Due to Pro Portsmouth's fundraising efforts, **WATER, SODA, OR ANY CARBONATED BEVERAGE SALES ARE PROHIBITED.**

Description: <u>All booths are 15' x 10' (L x W)</u>	Until 5/12/17	After 5/12/17
Downtown Restaurant (in Festival area)	\$275	\$ 325
Portsmouth Restaurant/Vendor	325	375
Other Restaurant/Vendor	575	625
Non-Profit Organization	245	295

**MSD 2017 Rules and Regulations. Please note that items 2, 3, 7, 8, 9 & 11 must be initialed in boxes provided.**

1. Applicants will be assigned booth space on a first-come, first-assigned basis within their designated area with priority given to Portsmouth/Seacoast applicants. Pro Portsmouth, Inc. reserves the right to reallocate spaces as necessary. Any accepted applicant not in their assigned place by 8:00AM (7:30AM for Food Vendors) on June 10<sup>th</sup> will be considered to have forfeited the right to occupy their designated booth space.
2. Accepted applicants will be mailed a **VENDOR PASS** which must be shown at entrance points to gain access to setup and must be prominently displayed at booth throughout the day.
3. **No trailers, trucks, cars, vans, or other vehicles will be permitted as booths or displays. During booth setup (6:00 - 8:00AM), vehicles cannot block other vendors' vehicles.** Any vendor blocking traffic for an extended period of time may, at the discretion of PPI and its agents, forfeit their booth space.
4. Raffles and games of chance, unless approved by PPI, are prohibited.
5. Absolutely no novelty items, including, but not limited to, items like propellants or snapping toys permitted to be sold or distributed at MSD. Anyone selling, distributing or displaying any items or products deemed inappropriate by PPI risks removal from the Festival.
6. No use of the Market Square Day logo without PPI's permission (merchandise). Market Square Day 'mentions' should acknowledge "Pro Portsmouth, Inc."
7. No transportation vehicles will be permitted inside the celebration area between the hours of 8:00AM and 4:00PM on Saturday, June 10<sup>th</sup>. **Vendors must cease selling and begin breakdown at 4:00PM SHARP.** Early breakdown is not permitted. Failure to cease the sale of goods promptly at 4:00PM will result in forfeiture of security deposit. Entrance of any vehicle is at the discretion of PPI/Portsmouth Police Department.
8. Use of the sidewalk for additional vendor space or storage is strictly prohibited. Sidewalks must remain clear at all times per order of the City of Portsmouth. Vendors may not hawk/canvas/rove beyond their booth space (streets or sidewalks). Anyone vending/hawking/canvassing on the Streets/Sidewalks of the Festival area will be removed. Failure to adhere to this guideline will result in forfeiture of your booth space and your security deposit.
9. MSD participants are responsible for the clean up of their designated space, including, but not limited to, corrugated boxes, trash or cooking oils and charcoal, and must supply their own receptacles for this purpose. Failure by vendor to collect, remove, and dispose of all trash off site will result in forfeiture of security deposit.
10. A Certificate of Insurance for your business or craft must accompany this application to be considered for participation. Vendors must note Pro Portsmouth, Inc. as an additionally insured party for the Festival date. The amount of liability coverage required is \$1,000,000.00. Applications will not be approved and you will not receive a Booth assignment until you provide PPI with proof of insurance (Certificate).
11. Clean Up Deposit: **A \$75(non-food) \$100(food) security deposit (SEPARATE CHECK) is required of all vendors at the time of application.** Upon satisfactory inspection of your display area at the conclusion of MSD, vendors are free to exit the Festival. Failure to clean your respective area, or failure to comply with festival rules and regulations results in forfeiture of the deposit. PPI agents will supervise all checkouts. Your deposit will be returned within two weeks after festival upon passing proper checkout inspection.
12. Each applicant assumes all responsibility for all risk of loss in connection with any reservation and/or use of space on MSD. PPI and its agents, employees, officers, and members of the Board of Directors shall in no event be liable to any applicant or other persons an applicant may allow to use his/her space, for damage of property, theft of property, loss of property, or any other injury. **PPI will not provide tents, booth hardware, power or water. All applicants must make their own arrangements; tents (weighted) are required.**
13. PPI reserves the right to limit the use of generators (primarily to the Pleasant Street/"Food Court" area).
14. PPI and its agents shall have the right to cancel MSD in the event of any act of God, including, but not limited to, rain or other unavoidable circumstances, as well as any acts that may impact public safety. This right to cancel shall continue during the course of MSD. PPI and its agents shall have complete and absolute discretion in determining if any such occurrence warrants cancellation. Because PPI is a not-for-profit organization which will have either spent or committed all of its revenues prior to MSD, the application fee of all accepted applicants will not be refunded. Should MSD be cancelled for any reason, no monies will be refunded.
15. Applicant agrees to indemnify and hold PPI and its agents, employees, officers, and members of the Board of Directors harmless from any and all claims, actions, damages, liability, and expenses in connection with any injury to person or property, including loss of life, associated with or arising out of this agreement hereunder. Applicant shall indemnify and hold PPI, its agents, employees, officers, and members of the Board of Directors harmless, and shall pay damages, costs, expenses, and reasonable attorney's fees that may be incurred or paid by PPI in connection with any litigations arising out of this application.
16. Downtown Merchants requesting Booth Space are required to set up a Booth complete with products, tables, tent.

**Pro Portsmouth, Inc. reserves the right to accept or reject any application.**

I/We the undersigned, have read and understand the rules, regulations, financial obligations, and insurance requirements stated above and by signing below do herewith agree to all of the aforementioned. I/We also understand that failure to comply with same may, at the discretion of PPI, result in the forfeiture of booth space and any fees paid.

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

\_\_\_\_\_  
Name (Please Print)

\_\_\_\_\_  
Date

**Please make all checks payable to: Pro Portsmouth, Inc., P.O. Box 967, Portsmouth NH 03802**

**OFFICE USE:**

Vendor Fee/Check #: \_\_\_\_\_ COI/PPI Policy: \_\_\_\_\_ Deposit/Check#: \_\_\_\_\_

Date Rec'd: \_\_\_\_\_ Date Rec'd: \_\_\_\_\_ Date Rec'd: \_\_\_\_\_