

Lifest 2019

Merch Vendor and Exhibitor Policies and Guidelines

Contract

The application and agreement properly executed by a merch vendor/exhibitor shall, upon written acceptance and notification by Lifest, constitute a valid and binding contract between merch vendor/exhibitor and Lifest.

Booth Rental and Commission

Exhibitors and merch vendors are located in the Marketplace which is in the Sunnyview Expo Building. Booth space is \$600 for Exhibitors and \$850 for merch vendors for 8x10 booth or \$1,000 for 10x10 booth. Merchandise vendors must also pay 25% commission on adjusted gross sales after \$3,400. Vendors selling merchandise are responsible to collect and pay any required state taxes.

All merch vendors are required to fill out a daily income report that must be submitted at the end of the festival. **Even if you do not meet the \$3,400 in sales, you must still turn in a completed reconciliation form.** If you leave the festival without checking in with management, you will not be invited back.

Deposit for booth space **must accompany application** for guaranteed booth space, no exceptions! Deadline for application is **May 1, 2019 (for 8x10)**. Deadline for application is **January 1, 2019 (for 10x10)**, and deposit due **February 1, 2019 (for 10x10)**.

Proof of Insurance

Lifest requires proof of insurance from each organization in the Marketplace. Life Promotions must be named as additional insured. Proof of insurance must be sent to Life Promotions by May 20, 2019.

Policies and Guidelines

Each vendor needs to submit items intended for sale, including prices, at the time of application. Lifest reserves the right to limit the number of vendors selling certain items to encourage diversity.

Merchandise sales are only allowed at the merchandise booths, no food items are allowed.

All merch vendors are responsible for providing their own change and startup money.

Exhibitors are not allowed to sell anything or receive money at your booth. Exhibit booths are for informational purposes only. The information distributed at your booth is to be about your organization exclusively. Distribution of catalogs and order forms are allowed, but no payments can be received at Lifest.

Banners, flyers, posters and other material are NOT to be posted or distributed anywhere on the festival grounds except within your vendor area.

Drawings and giveaways are allowed as long as there is no entry fee or cost for eligibility before, during, or after the event.

Any giveaway items need to be approved by Lifest before the event (no t-shirts or sunglasses). You cannot hand out stickers at your booth.

All vending areas must be kept reasonably clean and clear of clutter. It is your responsibility to dispose of your garbage. A map will be given to you at the event showing the location of dumpsters. If music is played at your booth, please keep it at a level that does not interfere with neighboring vendors or activities.

Selling Permits

All vendors selling merchandise need to check this website to see if you need a [Wisconsin Temporary Selling Permit](#). Lifest needs your selling permit number by May 20, 2019 to report the information to the state.

Acceptance/Assignment of Exhibit Space

Lifest reserves the rights to refuse applications that do not meet the standards set for the festival. Applicants that are not approved will receive a full refund. Vendors will be placed within the Marketplace based on the date of the application.

Cancellation Policy

If you cancel for any reason on or before **May 2, 2019**, you forfeit half of your deposit. **There are no refunds for cancellations after that date, no exceptions.**

Furnishings

All furnishings must be contained within booth boundaries (**strictly enforced**). Each booth includes an 8' table and two chairs. Extra tables can be rented for \$10 per table. **Skirting, tablecloths, signage, and displays are the responsibility of the vendor. Oshkosh fire code requires all tablecloths and skirting to be fire resistant.**

Electricity

Each booth has the option to purchase electricity for \$35 per outlet pair. Vendor is responsible to provide power surge protection and UL listed extension cords, and you cannot use more than 20 amps.

Tickets

Each booth receives either 2 Full Event tickets or 6 One Day tickets to be used for those who work your booth. A limited number of additional tickets are available at the discounted rate of \$55 for full event access or \$25 for one day access.

You will receive one vendor lanyard which allows access to your booth before the Marketplace opens.

Parking

Each booth receives **one Loading Pass**. This pass allows temporary parking during delivery only, 30 minutes max.

After loading, you must park your vehicle in the **East Lot**. Your workers must park in the Winnebago County Park (across the street from the fairgrounds).

Each booth receives three general parking passes. If more are needed you can purchase these at Lifest for \$10 per day.

Internet

Wireless high-speed internet connection will be available in the Marketplace at no charge.

Camping

To purchase camping, please go to Lifest.com.

Hours of Operation

Thursday 12:00 pm – 9:00 pm
Friday and Saturday 9:00 am – 9:00 pm
All booths must be open and staffed during these times.

Set-up

Set-up is open Wednesday, July 10th from 3:00 pm - 9:00 pm and Thursday, July 11th from 8:00 am– Noon. We cannot accommodate any other times for set up. Your booth must be completed by 12:00 pm on Thursday when we open to the public.

Tear Down

Settle-up for merch vendors begins Saturday evening at 9PM in the Marketplace office in the main entrance. **Tear down of booth should not take place any earlier than 9:00 pm on Saturday and must be completed by 10:00 am on Sunday. All product must be removed or it will be disposed of.**

Shipping Merchandise

VERY IMPORTANT: Any merchandise shipped to the grounds **cannot arrive before Monday, July 8th**. Sunnyview Expo Center will not accept packages before this date. For merchandise being shipped after the event, it must be scheduled for pick-up on Monday, July 15th only.

If shipping items please send to:

Sunnyview Expo & Festival Grounds
Attn: Lifest Gate 1

Your name/business name

Your Phone Number

500 E County Rd Y
Oshkosh, WI 54901

Advertising

If you are interested in advertising in our festival program, contact Carla Frieders at cfrieders@lifepromotions.com. We offer a 25% discount to vendors. The deadline for reserving ad space is May 7, 2019.

Lifest Rights

The sales of CD's and other forms of music are regulated by Lifest. Lifest reserves the right to appoint the provider of artist merchandise and music. Artists sell merchandise in the Artist Merch designated space. Please contact the office if you are interested in selling music. Lifest has exclusive rights to the sale of glow products. Lifest reserves the right to deny sales of certain items to encourage diversity. The name Lifest and/or Life Promotions is not to be used or affiliated with your organization in any way. Lifest management reserves the right to approve or remove literature or materials at their discretion. Lifest reserves the right to assign all exhibitor locations. Neither Lifest nor Sunnyview Expo Center are responsible for any lost, stolen or damaged property belonging to any vendor for any reason. If there is any unlawful behavior occurring at your site during the course of the festival, Lifest security will report it immediately to the proper authorities.