

**Lifest 2020**  
**Merch Vendor and Exhibitor**  
**Terms and Conditions**  
**\*Revised from 2019\***

**Selection Process Details**

The number of new applications received each year is greater than the space available. Many vendors return each year. Unfortunately, not all applicants will receive a space inside the Marketplace.

Submitting an application does not confirm your space and does not constitute a contractual agreement. If your application is selected, you will be notified via email and payment will be processed and receipt provided.

**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.

All applications must be filled out completely and provide payment information. **YOUR APPLICATION WILL NOT BE FINAL UNTIL PAYMENT IS RECEIVED.**

**Booth Rental and Commission**

Exhibitors and merch vendors are located in the Marketplace (inside Sunnyview Expo Center) and the Grandstand Marketplace (underneath the bleachers in the Grandstand). Booth space for either Exhibitors or Merchants is \$850 for 8x10 booth or \$1,000 for 10x10 booth. **Merchandise vendors owe a 25% commission on pretax gross sales after \$3400 for 8x10 booth, \$4000 for 10x10, and \$2400 for Grandstand Marketplace.**

Vendors must collect and pay Wisconsin sales tax of 5% (Winnebago Cty). (To subtract tax from gross sales, take gross sales divided by 1.05).

**Payment for booth space must be received before you are guaranteed booth space;** no exceptions! Booths are first come, first serve. By applying, you are agreeing to all Lifest Terms & Conditions.

**Reconciliation/Settle-Up**

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 owe Lifest a commission, 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.

Settle-up for merch vendors begins Saturday evening at 9PM in the Marketplace office in the main entrance.

**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 June 20, 2020.

**Policies and Guidelines**

Each Merchandise 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.

Exhibit booths are not allowed to sell anything or receive money. They 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 order 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 if 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 booth 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 June 20, 2020 to report the information to the state.

**Acceptance/Assignment of Exhibit Space**

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

**Cancellation Policy**

If you cancel for any reason on or before **July 1, 2020**, you forfeit half of your deposit. **There are no refunds for cancellations after that date, no exceptions.**

Due to possible conditions that may be beyond our control, such as weather, natural or international disaster, etc., Lifest may be postponed or canceled.

**Furnishings**

All furnishings must be contained within booth boundaries and must not extend beyond the allotted space (**strictly enforced**). Aisles must be kept clear. Lifest reserves the right to inspect and approve or reject all literature and materials both prior to and during the festival. Each Marketplace 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 Marketplace 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. If not chosen on application, you will automatically receive 2 Full Event tickets. Ticket exchanges can be made at Vendor Check-In.

Each booth will receive one vendor lanyard which allows access for your staff to the booth before 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 the **Town Hall** for \$10 per day.

### Internet

Wireless internet connection will be available in the indoor Marketplace at no charge.

No internet will be available at the Grandstand Marketplace.

### Camping

To purchase camping, please go to [Lifest.com](http://Lifest.com).

### Hours of Operation:

<b>Indoor Marketplace</b>	
Thursday	12:00 pm – 9:00 pm
Friday and Saturday	9:00 am – 9:00 pm
<b>Grandstand Marketplace</b>	
Thursday	3:00 pm – 11:00 pm
Friday and Saturday	3:00 pm – 11:00 pm

All booths **must** be open and staffed during these listed times. Vendors are not to close their booth(s) earlier than the times listed, or they are subject of rejection of a booth in the future.

### Set-up

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

### Tents/Pop up Tents

The only space these are allowed are in the indoor 10x10 spaces or in the Grandstand Marketplace spaces.

### Tear Down

Tear down of booth cannot take place any earlier than 9:00 pm on Saturday and must be completed by 10:00 am on Sunday (building will be open at 8:00am). All product must be removed or it will be disposed of. Any

disposal fees will be charged to owner/operator of the booth space.

### Shipping Merchandise

**VERY IMPORTANT:** Any merchandise shipped to the grounds **cannot arrive before Monday, August 10th**. Sunnyview Expo Center will not accept packages before this date. Merchandise being shipped after the event, it must be scheduled for pick-up on Monday, July 13<sup>th</sup> only.

### If shipping items please send to:

Sunnyview Expo & Festival Grounds  
Attn: Lifest Gate 1 - **Your name/business name & phone #**  
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.org](mailto:cfrieders@lifepromotions.org). We offer a 25% discount to vendors. The deadline for reserving ad space is May 7, 2020.

### General Festival Information

**Average daily attendance:** 27,000

**Number of vendor locations:** Approximately - 100 booths inside Marketplace; 21 Downtown food vendors; 14 Grandstand Marketplace vendors

**Entertainment & demonstration stages and areas:** 7 stages; 10 specialty areas and activities

**Website:** [www.lifest.com](http://www.lifest.com)

**Email address:** [jjohnson@lifepromotions.org](mailto:jjohnson@lifepromotions.org)

**Phone number:** 920.738.5588

**Year-round office hours:** 8:30 am – 4:30 pm, Monday - Friday

### 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 festival, Lifest security will report it immediately to the proper authorities.

*\*all prices subject to change without notice.*