

2025 Maine Lobster Festival NEW Commercial Vendor Application Non-Food Vendors

THIS APPLICATION IS NOT FOR THE ARTS AND CRAFT TENT, RETURNING VENDORS, OR FOOD VENDORS.

We are looking forward to our 78th Celebration of the Maine Lobster Festival July 30 - August 3, 2025.

NEW: As of 2025, we are introducing a DYNAMIC pricing model. Based on feedback from vendors, we are setting the square foot rate based on LOCATION, rather than a flat rate across the grounds. Space is calculated on a square foot basis so your total area needs must be considered.

The **2025** pricing is now based on LOCATION and is broken into three main places (slots are 10ftx10ft in space).

1. Red Zone: High Traffic area and popular walking path between parks (up to 45 slots)- \$10/square foot
2. Blue Area: Near Food/Main Stage, lower foot traffic (up to 50 slots)- \$8/square foot
3. Yellow Area: Lower foot traffic at night and near Art Tent, and limited electricity (up to 10 slots)- \$6/square foot



Our outside area spans most of the festival grounds and includes a variety of food trucks and commercial vendors. Vendors should plan to only have access via the front of their space and should not plan to walk around space unless you are purchasing additional square footage. Lastly, ensure your square footage includes your depth. This will determine where you are able to place you due to location restrictions.

Equipment Requirements

You will be required to provide your **own tent, anchor weights, and surrounding walls** in the event of inclement weather. Our spaces will be located on pavement or grass. Each space has access to power; however, you will need to provide your own extension cords.

If you are purchasing vendor space for a vending truck or trailer, you must include the tongue length in

your overall space needs.

- Example, if you are purchasing a 10X10 space, your entire trailer/truck including the tongue, bumper extensions, etc. must fit within the 10x10 space. If it does not, you must purchase additional space. Please measure your trailer at the longest point and request the size location to accommodate your needs.

If you require space for a service trailer, you need to purchase that space at the same square footage price. We do not have additional space behind your tent to store storage trailers. Off-site parking is available at several different independent lots at varying prices for the week.

Set Up Time

General set up will start on Tuesday, July 29 at 10 a.m., however additional times will be communicated directly to vendors leading up to the event. We kindly ask that you **do not** arrive earlier than that as there is a lot of activity on the Festival grounds that needs to occur prior to vendors setting up. The exception to this is if you have a vending trailer. We kindly ask that trailers and trucks be in place on **Monday, July 28th**. Once vendors start to set up their tents, it is nearly impossible to maneuver a trailer into place. We have limited space and we are usually filled to capacity.

It is our goal to provide you the best location available; however, we do reserve the right to move your location prior to you setting up if there are situations that we cannot avoid. We may not be able to honor special requests as placement is determined using many factors.

DEPOSIT

To reserve your space, we will require a non-refundable **\$250.00**. This initial deposit must be made by a credit or debit card to secure your space. We will process your payment by April 1st. A Final invoice will be sent from our Treasure's office and will be due in full by July 1st. Spaces that are not paid for in time will be forfeited and deposits will not be returned.

Once we receive your contract and space details, we will inform you of your approval via email and send you an invoice for a deposit via Quickbook payments. You can submit your insurance and seller's certificates once you have received your approval information.

We try to ensure that there is limited overlap in products sold to allow our vendors the best opportunity to sell their products; however, we cannot guarantee, nor will we commit that another vendor is not selling a similar product. We will do our best to appropriately space apart similar vendors, but with a limited space, it is often not possible.

Please do not list "Misc." on your application, we need to know specifically what you plan on selling at the Festival. **ALL** vendors need to provide us with **pictures of your items and your booth set up**. Vendors selling multiple products such as shirts, hats, sunglasses, etc. must understand that similar products will be sold by other vendors. It is up to the decision of the festival as to what products we will allow to be sold on the premises.

We provide basic electrical needs up to **700 watts** of power during your stay with us. If you will be using more than 700 watts, there is an additional \$150 charge for the 5 days. Vendors that require special connections or separate electrical set ups will need to work directly with our Electrician to establish this service and you will be responsible for payment directly to the electrician.

Once you have completed your application, please mail or email a copy with your deposit information:

MLF Vendor Committee

PO Box 552

Rockland, ME 04841

Applications can also be scanned and emailed to vendor@mainelobsterfestival.com

We will respond as quickly as possible once we receive your application, but please understand the festival is completely run by volunteers that have other full-time jobs, so we are sometimes not able to respond as quickly as you would like.

Thanks, and we look forward to working with you.

Maine Lobster Festival Committee

2025 MAINE LOBSTER FESTIVAL
NEW COMMERCIAL VENDOR CONTRACT (NON FOOD)

All information below must be completed before approval. Please write neatly!

PLEASE PRINT NEATLY:

Name of business or organization _____

Contact Person _____ Phone _____

Mailing Address _____

City _____ State _____ Zip _____ E-mail _____

Products to be sold: Provide a description of the item(s) you plan to sell at the event.

Do you have necessary permits/licenses and insurance? _____

Electrical: (700 watts automatically provided) Additional Electric Needs are \$150.00

Total Wattage Expected _____

Location Choice: ___ RED ZONE (\$10/sqft); ___ BLUE ZONE(\$8/sqft); ___ YELLOW ZONE(\$6/sqft)

**All location choices are subject to final approval by the Vendor Committee and not guaranteed. If you have a second choice, list it here: _____

Space you require: W _____ ft. (X) D _____ ft. = _____ sq. ft X \$ _____ per sq. ft. = _____
Additional Electrical Needs (Above 700 watts is \$150) _____
Total _____

All Deposits will be processed at the time of acceptance. An invoice for the remaining balance will be sent from our Treasurer's office with payment details. If you choose to make your final payment by check, please note there is a \$50.00 return check fee for any payments that we are unable to process.

Name of Vendor _____

I have read the contract and agree to the terms as stated above. It is understood that before setting up the contract is to be paid in full. No vendor will be allowed on grounds without proof of insurance; **Rockland Festival Corporation** must be named as additional insured. The Lessee is responsible for obtaining all Sales tax and vendor permits as needed. The Lessee agrees to indemnify, save, and hold harmless of and from all claims, demands, causes of action, liability, and expense, including reasonable attorney's fees, in connection with loss of life, personal injury or damage to personal property arising during the term of this lease, or leased premises, to the extent that the same is caused by any act or omission of Lessee.

Signature _____ Date _____