

2026 Maine Lobster Festival  
NEW Food Vendor Application  
**APPLICATION DUE MAY 1, 2026**

**THIS APPLICATION IS NOT FOR THE ARTS AND CRAFT TENT, OR COMMERCIAL VENDORS**

We are looking forward to our 79th Celebration of the Maine Lobster Festival July 29 - August 2, 2026.

**NEW:** As of 2025, we introduced 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 **2026** pricing is based on LOCATION and is broken into three main places (slots are 10ftx10ft in space and can be modified to 20x10, 30x10, 20x20 - for example).

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 for walk around space unless you are purchasing additional square footage. Lastly, ensure your square footage includes your depth. This will determine where are able to place you due to location restrictions.

The front of your booth cannot have any overhang or sale products in the walkways that could

interrupt the flow of both foot traffic and emergency services. We may ask that you move products/set up that may interrupt this flow. If you are out of compliance, the vendor committee may ask that you discontinue operations and not honor a refund.

## **FOOD ITEMS**

By signing up for this event, you understand that any food item you plan to sell **DOES NOT** contain lobster meat as an ingredient (this includes soups, salads, sandwiches, rolls, whole lobster, raw and/or cooked – to name a few). The Maine Lobster Festival is a fundraiser for the Rockland Festival Corporation and all rights to make and sell lobster food items is solely done by Rockland Festival Corporation. You are welcome to shape and promote the Maine Lobster in celebration. If you have any questions or concerns, please discuss with the Vendor Committee prior to application submission.

## **Equipment Requirements**

You will be required to meet ALL current electrical and plumbing codes set for 2026 in the state of Maine. Rockland Festival Corporation will not provide modifications to our electrical and/or plumbing set up. You must also provide your own electrical wiring, cords and plugs, water hoses, and food storage (Fridge/Freezer for non soda items). Our spaces will be located on pavement or grass, so be prepared for either.

If you require a wash station and/or access to hot water, you are required to follow all Health Department requirements set and during inspection and provide your own equipment. Rockland Festival Corporation will provide access to water and pick up and discard of grey water (for a fee) for who needs it.

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 20ftX10ft space, your entire trailer/truck including the tongue, bumper extensions, storage equipment, etc. must fit within the 20ftX10ft 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.

The sale of Coca-Cola products is required of all Food Vendors who plan to sell soda. This is per our agreement with Coca-Cola. Please indicate if you plan to sell bottled/fountain soda. Nutrition and mixed drinks are different. Please consult the Vendor Committee if you are not sure if a product is considered a COKE product.

## **Special Red & White Tent Rental**

Rockland Festival Corporate does have the option for you to “rent” a Red & White tent that measures 15ft in the front with an established counter space. These tents are in the “food avenue” that leads up to the main Food Tent and are considered a prime location. There are 5 available and are rented on a first

come first serve basis and are great for food vendors. These rent at \$1,700 for 5 days.

### **Set Up Time**

General set up will start on Tuesday, July 28 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 27<sup>th</sup>**. 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.

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 require a non-refundable **\$250.00**. This initial deposit can be paid by check or money order OR by credit/debit card once an invoice is sent. A Final invoice will be sent from our Treasure's office and will be due in full by July 1<sup>st</sup>. Spaces that are not paid for intime 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 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 **600 watts or 5 amps** of power during your stay with us. If you will be using more than 600 watts/5 amps, 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](mailto: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

2026 MAINE LOBSTER FESTIVAL  
NEW FOOD VENDOR CONTRACT

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? \_\_\_\_

Do you require grey water pick up? (\$50 fee) Yes: \_\_\_\_ No: \_\_\_\_

I plan to sell bottle soda products and will need to purchase Coke: Yes: \_\_\_\_ No: \_\_\_\_

I need a bottle soda Coca-Cola fridge: Yes: \_\_\_\_ No: \_\_\_\_

**Electrical: (600 watts automatically provided) Additional Electric Needs are \$150.00**

Total Watts/AMPs 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 600 watts is \$150) and/or grey water - \$50 \_\_\_\_\_  
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, including the sale of lobster food items. 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 and state food permits; **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 \_\_\_\_\_