The 30th Annual Apple Harvest & Crafts Festival
Saturday, September 24, 2016, 10:00 a.m. – 4:00 p.m., Rain or Shine
Where: Amherst Town Common, Amherst, MA 01002
Festival produced for the Amherst Family Center, a program of the UMass Amherst Office of Family Resources

The APPLE HARVEST & CRAFTS FESTIVAL is a re-creation of an old-fashioned New England community fair, coupled with the presentation and sale of beautiful art and fine crafts. Held on the Amherst Town Common, the Festival includes a generous space for professionally presented crafts as well as a midway of family-oriented activities.

Free to the public, the Festival typically attracts visitors, both local and tourist. As we are now in our 30th year, the entire town looks forward to the event. The beautiful Pioneer Valley is home to the Five Colleges and is easily accessible from the Massachusetts Turnpike and Interstate 91.

HIGHLIGHTS
- Juried craftspeople and or exhibitors
- Wonderful food from local restaurants, shaded with a picnic area
- Children’s games (pony rides and more, preschool avenue)
- Day-long family entertainment including a Pre-School Fair
- Silent Auction

EXHIBITION INFORMATION
Number of booths: NTE 100
Booth size: 10’ W x 10’ D
Booth fee: $100 Standard
           $110 Corner or Row A
           $100-200, Food Vendors

Jury fee, if applicable: $10
Registration and setup: Starting at 7:30 a.m. on Saturday, September 24, Festival helpers will be available to assist artisans, preschools and exhibitors with setup in the morning and breakdown in the afternoon. Full instructions and maps will be sent prior to the Festival. Each artisan exhibits at his/her own risk. The Office of Family Resources will not be held responsible for damage, theft, or loss of any individual’s work or personal effects.

ADVERTISING
The Festival is widely publicized in Amherst. Vendor postcards for the event are available by request. You are invited to post the festival flyer on your website and we encourage you to publicize the event.

PUBLICITY
We make every effort to obtain publicity for this event by sending press releases to area media. If you are interested in participating in publicity opportunities, please submit your bio as well as photos with your application. Please provide clear, crisp black and white images for publicity. This is not required and may or may not be used for publicity of the Festival.

PRODUCER
The AMHERST FAMILY CENTER is a free drop-in center for families with children, birth-five years. The program serves Hampshire County families. The AFC offers activities for parents and children to enjoy together including support groups, workshops on parenting issues, age and developmentally appropriate children’s classroom, respite, and peer mentoring. The AFC, a program of the Office of Family Resources at the University of Massachusetts Amherst, is funded by campus trust funds, the Hampshire County United Way; the MA Department of Education through the Hampshire Education Collaborative; individual donors, parents, area businesses, churches, synagogues and civic organizations. The Festival is the Center's largest fundraising event of the year, and provides
the Center with a large portion of its operating budget. Many dedicated volunteers make this even possible.

**SILENT AUCTION**

Participate in our silent auction and receive great exposure at the entrance to the Craft Festival. The silent auction area will provide an overview for shoppers as they enter the Festival. Items donated will be displayed and clearly labeled with the artisan name and booth number in the entrance area. Volunteers will collect donations at the end of the morning setup period. Thank you in advance. **Your donation is tax deductible.**

**STANDARDS**

The APPLE HARVEST & CRAFTS FESTIVAL is open to any artist or craftsperson, early education programs and preschools, and a limited number of non-craft corporate exhibitors.

1. The artisan and/or members of the artisan’s family must create **ALL** works displayed. We will not accept sales representatives or agents.
2. Commercially manufactured items and items from commercially sold kits or plans **may not** be offered for sale. Jewelry made by simply assembling imported parts will not be accepted.
3. Exhibitors who are selling food must obtain a Food Permit from the Town of Amherst at their own cost.
4. Mixed media booths are accepted, provided all crafts to be exhibited are juried. Make sure your pictures show examples of all your work.
5. Crafts persons/Exhibitors may sell only the type of work described in the application. Be sure to put a complete list on your application.
6. Exhibitors must provide their own displays. Displays must be sturdy, tasteful, and professional in appearance.
7. Receipt of an application is a commitment to attend. All fees are non-refundable.
8. No pets or alcohol please and please be aware that the Amherst Town Common is a smoke free zone.
9. All participants are responsible at all times for their products.

**IMPORTANT:** Be aware that exhibitors failing to comply with the aforementioned standards may be asked to remove non-compliant items. Failure to meet agreed upon eligibility standards may ultimately result in the vendor being required to leave the Festival and forfeit the Festival’s entry fee.

**INQUIRIES**

For an application or to submit materials, contact:
Amherst Family Center  
C/O The Office of Family Resources  
Room 428 Student Union Building  
University of Massachusetts Amherst  
Amherst, MA 01003-9245

Please make checks payable to: Amherst Family Center / UMass OFR

**Feel free to contact us with questions:**  
Office of Family Resources: (413) 545-0865  
Email: ofr@umass.edu
APPLICATION FORM

ATTENTION ALL VENDORS

The Apple Harvest and Crafts Festival reserves the right to limit the number of vendors in particular areas. Qualified vendors will be accepted on a first come, first serve basis.

Name:

____________________________________________________________

Business Name: ____________________________________________

Address: ____________________________ City, State, & Zip Code: _______________________

Home Phone: ____________________________ Business Phone: _______________________

Email Address: ______________________________________

Website: ____________________________

☐ Check here if you would like a link to your website placed on OFR’s website.

I. ☐ Check here if you are jury exempt.

Jury–exempt status is given to vendors who have participated in past Festivals or have been juried by an Apple Harvest Festival representative. We remind you that manufactured and imported items are not accepted.

☐ Check here if you need to be juried.

Send a photo (no slides) of each medium to be represented and one photo of your booth. Label each photo with your name and address. Photos are nonreturnable and will be kept on file for future Festivals.

Please list photos below:

II. Artisan, Non-Craft Corporate Exhibitor, Early Education/School Program Booth Selection

☐ Standard – $100 ☐ Corner – $110 ☐ Row a – $110 ☐ Either Corner or Row A

☐ Special Request? ____________________________________________

Exhibitors and Crafters must supply their own tents and display tables as applicable. Early Education programs will be provided with table and tent space.

Food Vendors:
Food to be consumed at Festival (i.e. popcorn) – $200

• Food vendors must obtain a Food Permit from the Town of Amherst at their own expense.

III. If you have been with us before please circle which years:


IV. List all the mediums you will be presenting to sell. Only items listed may be shown.

1. __________________________________________________________

2. __________________________________________________________

3. __________________________________________________________

4. __________________________________________________________

V. What is the price range of your work?

VI. Do you wish to participate in the silent auction? ☐ Yes ☐ No

VII. FEES: ALL FEES ARE NON-REFUNDABLE

Fee – $10 (separate check from booth fee) – Fee is waived if jury exempt______________________________________________________ $_______

Booth fee in full – $100, $110, $200…………………………… $________

TOTAL ENCLOSED…………………………………………… $________

Please make checks payable to:
Amherst Family Center/OFR

Mail application and fees to:
Amherst Family Center
C/O The Office of Family Resources
Room 428 Student Union Building
University of Massachusetts Amherst
Amherst, MA 01003-9245