WHEN: Saturday, September 16, 2017, 10:00 am - 4:00 pm, Rain or Shine
WHERE: Amherst Town Common, Amherst, MA, 01002
Festival presented by Valley Kids and 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 crafts. Held on the 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 thousands of visitors, both local and tourist. As we are now in our 31st 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 exhibitors
• Wonderful food from local restaurants, shaded with picnic area
• Children’s games (pony rides and more)
• Day-long family and general entertainment including a Pre-School Fair
• Silent Auction

EXHIBITION INFORMATION:
Number of booths: 100
Booth size: 10’ w x 10” d
Booth fee: $100 standard, $110 corner, $200 food vendor
Jury fee: If applicable, $10

REGISTRATION AND SETUP:
Starting at 7:30 a.m. on Saturday, September 16th. Festival helpers will be available to assist artisans, preschools and exhibitors with set up 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 AND MARKETING:
The Apple Harvest & Crafts Festival will be promoted in the Daily Hampshire Gazette, The Greenfield Recorder, and the Valley Advocate in print and online. A special program will be produced that will be inserted in the Daily Hampshire Gazette and the Amherst Bulletin on Friday, Sept. 8. The event will also be promoted with radio, television and Facebook campaigns.

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 working in the United States. The jury is comprised of members of the Festival committee. A limited number of non-craft exhibitors will be allowed, but these exhibits must not resemble artisan-produced work.
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, imports, 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 items.
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. No shared booths.
7. Exhibitors should obtain a sales tax number, as required by the Commonwealth of Massachusetts.
8. Exhibitors must provide their own displays. Displays must be sturdy, tasteful, and professional in appearance.
9. Receipt of an acceptance letter is a commitment to attend. Application fees are non-refundable.
10. No pets, alcoholic beverages, acetylene torches, propane tanks, or other flammable materials are permitted on the festival grounds.
11. Exhibitors must set up by 9:00 a.m and remain until 4:00 p.m. This show is rain or shine. Exhibitors are expected to be prepared for inclement weather.

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:
Valley Kids
℅ The Recorder
Attention: Laura Dintino
14 Hope St.
Greenfield, MA 01302-1367

Please feel free to contact us with any questions:
Email: ldintino@gazettenet.com
Phone: 413-585-5207

Please make check payable to: The Recorder

Proceeds to benefit the Amherst Family Center
THE 31ST ANNUAL APPLE HARVEST & CRAFTS FESTIVAL
APPLICATION FORM

Attention all vendors: The Apple Harvest & 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. PLEASE SUBMIT BY 8/14/17.

Name ____________________________

Business Name ____________________________

Address ____________________________   City ____________________________   State ______   Zip Code ______

Phone ____________________________   Email ____________________________   Website ____________________________

FOR CRAFT VENDORS:

☐ Check here if you are juried exempt (Juried 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 non returnable and will be kept on file for future Festivals.

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


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

1. ____________________________  3. ____________________________

2. ____________________________  4. ____________________________

What is the price range of your work? $ _______ to $ _______

Do you wish to participate in the Silent Auction?  ☐ Yes  ☐ No

BOOTH RESERVATION AND PRICING

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

☐ Standard - $100  ☐ Corner - $110  ☐ Row A - $110

Special Request: __________________________________________________________

Food Vendors:  ☐ $200

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

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

FEES

All Fees are non-refundable

JURY FEE:  $10 (Fee waived if jury exempt, pre-school, food vendor, & non craft vendor)

BOOTH FEE in full  $100, $110, $200

TOTAL ENCLOSED: $ _______

Please make check payable to: The Recorder

Mail Application & fees to:

Valley Kids
% The Recorder
Attention: Laura Dintino
14 Hope St.
Greenfield, MA 01302-1367

Please feel free to contact us with any questions:

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Phone: 413-585-5207

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