

**Sixth Annual**  
**CRANBERRY HARVEST CELEBRATION**

*“Two Big Days for a Little Berry”*  
October 10 and 11, 2009 • 10 a.m. – 4 p.m.

*hosted by*

**A.D. MAKEPEACE COMPANY**  
**AND**  
**CAPE COD CRANBERRY GROWERS’ ASSOCIATION**  
158 Tihonet Road, Wareham, MA 02571

Dear Potential Vendor:

The A.D. Makepeace Company and The Cape Cod Cranberry Growers’ Association (CCCGA) welcome you to apply for the Sixth Annual Cranberry Harvest Celebration, be held on the Saturday and Sunday of Columbus Weekend, October 10 and 11, 2009 from 10 a.m. to 4 p.m.

Again last year, we had a beautiful fall weekend which allowed us to welcome approximately 12,000 guests to this New England-style festival. Our event offers something for everyone, including wagon rides through the autumn colored woodland, over 30 high quality crafters and exhibitors, helicopter rides above the cranberry harvest, children’s activities, live music, food concessions, chainsaw carving, pony rides, and best of all an up-close look at the cranberry harvest!

The Celebration will be promoted by A.D. Makepeace Company and CCCGA through newsletters, websites, print ads, radio and cable outlets, flyers, press releases and through posters distributed throughout Plymouth County and beyond. If you would like to list our event or display promotional material please contact me for supplies.

We have enclosed the exhibitor Guidelines and Policies which should be reviewed before submitting the enclosed application. Please pay close attention to the guidelines and submission deadlines.

Should you have any further questions please contact Kim Houdlette at 508.322.4028 or by email at [khoudlette@admakepeace.com](mailto:khoudlette@admakepeace.com). We look forward to working with you to make this year’s Celebration successful and wish you the best in the months to come.

Sincerely,

The Cranberry Harvest Celebration Committee

**Sixth Annual**  
**CRANBERRY HARVEST CELEBRATION**  
*“Two Big Days for a Little Berry”*

**EVENT GUIDELINES AND POLICIES**  
**FOOD CONCESSION VENDORS**

HOST INFORMATION:

A.D. Makepeace Company  
158 Tihonet Road  
Wareham, MA 02571  
[www.admakepeace.com](http://www.admakepeace.com)

Cape Cod Cranberry Growers' Association  
3203-B Cranberry Highway  
East Wareham, MA 02538  
[www.cranberries.org](http://www.cranberries.org)

- Date: Saturday and Sunday, October 10 & 11, 2009
- Location: Grounds of A.D. Makepeace Company, 158 Tihonet Road, Wareham, MA (see website for directions)
- Event Hours: 10 a.m. – 4 p.m. each day
- Expected Attendance: ±10,000
- Exhibitor Standards: This event was created in 2004 to celebrate the cranberry industry, the cranberry harvest, the fall season and our neighbors in the community. We are offering spaces to local businesses, local organizations, crafters and artists. Each exhibitor will be reviewed and acceptance will be determined by the Harvest Celebration Committee.
- Application: Only complete applications with all fees included will be accepted for review. Incomplete applications will be returned for completion. Photographs or slides are required with the application. Only items described in the application and approved by the committee are permitted for sale at the event. All applicants are required to complete all areas of the application, even if you are a prior event attendee.
- Food Vendors: Those seeking to be food concession vendors (items to be consumed at the festival) need to complete the Food Concession Application below. Vendors of prepackaged specialty food items that are to be consumed after the event are considered exhibitors and need to fill out the Exhibitors Application.
- Description of Products: Food concession vendors are required to list all items they intend to sell at the event. Any items not listed on your application are not allowed to be sold at the event. You may be asked to remove items not listed on your application from your display. The committee reserves the right to request modification of the products you have submitted to avoid saturation of a particular product. The committee will make an effort not to duplicate too many items but this is not guaranteed.

- Regulations: Food vendors are required to obtain any and all permits required by the Wareham Board of Health, 508-291-3100 ext. 3197. All vendors are required to adhere to regulations set forth by the Wareham Fire Department 508.295.8160.
- Application Deadline and Acceptance Notification:** Applications received by **August 15, 2009 will** be answered by September 1, 2009. Applications received after August 15, will only be considered if space is still available. Apply early for your best chance of getting accepted.
- Space Assignment: Spaces are assigned by the Harvest Celebration Committee; you will be directed to your site upon arrival. An attempt will be made to satisfy any special requests submitted in writing to the committee.
- Site Requirements: The majority of food concession vendors will be located on pavement this year. **PLEASE BE PREPARED FOR THIS.** We will NOT allow any staking into the pavement. All food vendors are required to provide all necessary items to prepare, display, serve and protect their products. No tents will be provided in the food concession area. If you need it, bring it. Power and water are available at your request. If you are placed outside of the paved concession area you will be notified and advised how to prepare appropriately.
- Concession Space: Concession spaces are 12'x10' ..... \$250.00  
 Double Space 24'x 10' ..... \$500.00  
 Non Profit/Agricultural Exhibitors..... \$100.00
- Electricity: Electricity is available to food concession vendors at no additional fee. Request must be noted on your application.
- Water: Water is made available to food concession vendors, at no additional fee. Request must be noted on your application.
- Set-up: Set-up will be allowed on Friday, October 9, 2009, from 5 p.m. – 7 p.m.  
 If you will be setting up on Friday, we ask you to notify Kim Houdlette prior to October 1, 2009. Food vendors should be prepared to be self sufficient with their set up. Volunteers may be available to help set but are not guaranteed.
- Set up for October 10, 2009 will be from 7 a.m. to 9 a.m.  
**ALL VENDORS MUST HAVE THEIR BOOTHS SET UP BY 9A.M.**
- Security: Security will be provided on the evenings of October 9 and 10, 2009.
- Breakdown: Breakdown is at 4 p.m. on October 11, 2009. We ask that all Food vendors remain for the entire event, with their booths intact until 4 p.m. on October 11, 2009.
- Non-Profit Groups: We have a great interest in incorporating local nonprofit organizations in this event. Historically, nonprofit groups have been sponsors, volunteers, held activities, had exhibitor spaces, and have had the opportunity to get their group's information out to a wide audience. If your group is interested in participating please fill out the appropriate application (food vendor or exhibitor). A copy of form 501c3 is required with your application. If you have any questions or would like to discuss your options please contact Kim Houdlette.

- Non-Food Exhibitors: Crafters, artists, entertainers and other vendors are also sought for this event. Exhibitor applications may be downloaded from [www.admakepeace.com](http://www.admakepeace.com) or [www.cranberries.org](http://www.cranberries.org). For additional information contact Kim Houdlette.
- Event Material: Advertising material will be available for the event by early spring. Those interested in handing out such promotional material are encouraged to contact Kim Houdlette for supplies.
- Alcohol: No alcoholic beverages are allowed on the property during the event hours.
- Pets: No pets are allowed at the Celebration.
- Restrooms: Portable restrooms are available throughout the grounds.
- Weather: This is a rain or shine event.
- Waste: We ask that all Food vendors keep their booth areas free from waste. Food vendors are responsible for removing the waste from their area and placing it in the provided receptacles.
- State License/Sales Tax: All food vendors are responsible for adhering to state regulations and for payment of Massachusetts Sales Tax. All applicants must hold proper licensing for sale of goods, as appropriate.
- Insurance Certificate: Food concession vendors are required to supply proof of insurance.
- Cancellation and Refunds: No refunds will be forthcoming for any reason once a food vendor is accepted to the Celebration.
- Common Courtesy: It is expected that food vendors interact with event coordinators, the public and fellow exhibitors with respect, honesty and courtesy. Abusive and nuisance behavior will not be tolerated.
- Non Compliance: Any food vendor found in violation of the Event Guidelines and Policies will be asked to make immediate adjustments. If this is not done, the food vendor may be asked to leave the event without refund of fees and/or may be barred from participation in future events at the discretion of the Harvest Celebration Committee.
- Tihonet Village Market: Please note that our country market will also be open to the public during the event. The market offers fresh produce, deli, bakery and various gift items.

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**FOOD CONCESSION APPLICATION FORM**  
**Submission Deadline August 15, 2009**

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Business Name

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Exhibitor’s Last Name

First Name (if needed, add additional names to the back of this page)

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Mailing Address

City, State, Zip

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Telephone#

Cellphone #

Fax #

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Email Address

Website

**DESCRIPTION OF GOODS:** Please describe in detail all the products that you intend to sell at the Celebration. We reserve the right to ask that any items not listed or accepted by the jury be removed from your display during the Celebration. The committee reserves the right to request modification of the products you have submitted to avoid saturation of a product. You will be notified of which items have been accepted for sale at the event, should your application be accepted.

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**PHOTOGRAPHS/SLIDES:**

We require one photograph of your display.

**FEES:** (Refer to the Guidelines and Policies for description of space and requirements)

\_\_\_ Concession Exhibitor \$250.00    \_\_\_ Double Space \$500.00    \_\_\_ Non-Profit Organization \$100.00

**Checks/Money Orders may be made payable to: A.D. Makepeace Company**

**SPECIAL REQUESTS:** Please include any special requests or requirements you may have here (including power and water needs). All requests must be made in writing. Every attempt will be made to accommodate reasonable requests.

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**Application Checklist:**

- Check or money order
- Insurance Certificate
- Special Requests in writing
- 1 Photograph/slide of display
- Copy of form 501c3 (nonprofits)

In signing this application I/we are stating that I/we have read and will adhere to The Guidelines and Policies set forth by the organizers of The Sixth Annual Cranberry Harvest Celebration. I/we hereby release A.D. Makepeace Company, Cape Cod Cranberry Growers' Association, their employees and volunteers from any and all liability for damages, personal injury or theft that may occur during participation in this event.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

If you have any questions or need additional information, contact:

Kim Houdlette  
508.322.4028  
khoudlette@admkepeace.com

**Mail Application to:**  
A.D. Makepeace Company  
Attn: Kim Houdlette  
158 Tihonet Road  
Wareham, MA 02571