



VENDOR PACKAGE

www.MuskokaMaple.ca



FESTIVAL

APRIL 21, 2018

Muskoka Maple Festival Vendor Rate Includes:

- A reserved booth space in the *Muskoka Maple Market*
 - Outdoor Muskoka Maple Market Located on Main Street (Centre St. to Brunel Rd.)
 - 4000 festival attendees in 2017
- Vendor listing on MuskokaMaple.ca & in Event Program

All applications & fees must be received no later than
Friday April 6th, 2018.

Please Note: A completed application does not guarantee a vendor space.
Muskoka Maple Festival will notify applicants of their status no later than
Monday, April 9th, 2018.

Please return completed applications by email to:

torin@huntsvillelakeofbays.on.ca

or by mail to:

Huntsville/Lake of Bays Chamber of Commerce

Box 5143

Huntsville, Ontario, P1H 2K5

For more information please contact:

Torin Suddaby

Event Coordinator

torin@huntsvillelakeofbays.on.ca - 705.789.4771



FESTIVAL

APRIL 21, 2018

Muskoka Maple Festival 2018 Vendor Terms & Conditions

Muskoka Maple Festival Vendor Market Hours Open to the Public

Saturday April 21st, 2018

9:00 a.m. to 4:00 p.m.

1. Set Up – Saturday 8:00 a.m.

You must arrive to set up no later than the specified time for set up. Vacant booth space will be offered to adjacent vendors. You must vacate the site by 5:00 p.m. Saturday, April 21st. Your site must be left clean of garbage and debris.

2. Hours of Operation - Vendors are expected to remain open for the duration of the festival rain or shine.

3. Inclement Weather - No refunds are given due to weather conditions. Our volunteers will assist when possible, however it remains the responsibility of the vendor to ensure their own success regardless of weather. Please be prepared.

4. Electricity – No electricity will be provided and no generators are permitted. If you are a unique vendor that requires power please contact Torin Suddaby at torin@huntsvillelakeofbays.on.ca.

5. Photography – As a participant in this event, you agree to allow Muskoka Maple Festival or their agents to photograph any part of your display. These photographs may be used in future to promote events in our community.

6. Sustainability Muskoka Maple Festival - As this event is following the Town of Huntsville Sustainability principles, all vendors are required to divert waste by the use of recyclable and/or reusable product packaging.

7. Indemnification – The vendor shall indemnify and save harmless Muskoka Maple Festival and their volunteers, performers, agents, and management etc. from all claims for loss damage or injury to persons or property caused by the vendor, his/her employees or customers for any injury or property damage. Everything brought to Muskoka Maple Festival property and premises by the vendor, shall be entirely at the risk of the vendor for any loss or damage in accordance with Canadian insurance laws.

8. Sales and Display Techniques – Muskoka Maple Festival is a family friendly event. Items of questionable character are not permitted. Vendors are expected to promote product and/or services that are relevant to the theme of the event. Questionable items are determined solely at the discretion of Muskoka Maple Festival and must be removed from view immediately upon notification. Refusal to do so is grounds for expulsion from the show and cancellation of contract.

9. Muskoka Maple Festival Policy – Should you choose to cancel, your vendor booth space is non refundable.



TRAIL

MARCH 9 – APRIL 20, 2018

Muskoka Maple Trail

Getting listed as a Signature Maple Experience is an excellent opportunity to draw traffic to your place of business during the shoulder season, and to use maple as an attraction to increase your tourism receipts.

Signature Maple Experiences can be any experience you offer that somehow incorporates maple syrup, so don't be afraid to get creative! Some examples of market-ready Signature Maple Experiences include:

- Overnight accommodation packages that include a maple component
- Visiting a brewery to sample and purchase a maple inspired beer
- Creating a maple inspired table d'hôte menu at your restaurant
- Creating a maple inspired dessert menu
- Highlighting your maple inspired baked goods
- Maple inspired candle arrangements or lifestyle products

Think of our Signature Maple Experience program as a promotional tool. You provide the experience, and we market your experience to locals and tourists alike, encouraging foot traffic to your place of business!

Your proposed experience must incorporate 100% pure maple syrup in order to qualify as a Signature Maple Experience, and you must use local maple syrup, defined as maple syrup that is made in the boundaries of Muskoka and belongs to the Ontario Maple Syrup Producers Association.



TRAIL

MARCH 9 – APRIL 20, 2018

Muskoka Maple Trail Participation Includes:

All Signature Maple Experiences will be featured:

- On MuskokaMaple.ca. We expect 10,000 page views over the course of the campaign, creating brand awareness, and a fantastic marketing opportunity for your business to draw people into your establishment
- On the Signature Maple Experiences digital map. Using Google Map technology, we are able to create a map that enables users to search out your experience in real time on their smartphones, and use GPS to get directions right to your doorstep!
- On the official printable Muskoka Maple Trail Map, for folks that like to make travel plans with printed collateral

To ensure maximum exposure, please confirm your participation by
Tuesday February 20, 2018.

Please return completed applications by email to:

jmulligan@muskokatourism.ca

Fax: (705) 689-9118

For more information please contact:

Jordan Mulligan, Muskoka Tourism Marketing Manager

jmulligan@muskokatourism.ca

1-800-267-9700

APPLICATION

2018 Muskoka Maple Festival & Maple Trail Vendor Order Form

Type	Size	#	Price	Total
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Member Rate: (Valid for Muskoka Chambers of Commerce & Muskoka Tourism Members Only)

Maple Trail & Festival Combo	10x10	_____	@ \$250 (Save \$50)	\$_____
Maple Festival Vendor Space	10x10	_____	@ \$150	\$_____
Maple Trail Listing	10x10	_____	@ \$150	\$_____

Non-member Rate:

Maple Trail & Festival Combo	10x10	_____	@ \$350 (Save \$50)	\$_____
Maple Festival Vendor Space	10x10	_____	@ \$200	\$_____
Maple Trail Listing	10x10	_____	@ \$200	\$_____

Sub Total \$_____

HST 13% \$_____

Total Enclosed \$_____

- Application must include full payment by cheque made payable to the Huntsville/Lake of Bays Chamber of Commerce. Payments will be deposited on day of acceptance.
- Please include your business name on the cheque.
- Muskoka Maple Festival will make an effort to limit specific vendor services, however there is no guarantee of exclusivity.
- Please supply proof of insurance with your Festival application, naming The Town of Huntsville & the Huntsville/Lake of Bays Chamber of Commerce, as additional companies insured with \$2 million liability.
- You are responsible for all required permits.

Preference will be given to OMSPA, MTMA, Chamber, Huntsville Art Society & Muskoka Arts and Crafts members with a Muskoka business location who fit with the theme of the Muskoka Maple Festival.

Muskoka Maple Festival - Vendor Application and Contract

Please read all the terms and conditions provided in this package. The vendor agrees to all the terms set forth. This application shall become a binding contract only upon acceptance and confirmation by Muskoka Maple Festival. Vendor must sign and date to complete the application. You will be notified of your acceptance by a receipt issued and emailed after processing is complete.

I have read, understand and agree to all the terms and conditions

Name: _____

Business Name: _____

Address: _____ City: _____ Postal: _____

Phone: _____

Email: _____

Total Payment Included: \$ _____

Required Permits (Health & Fire if applicable) Included

Copy of Insurance Included

Please Provide Your Maple Source: _____

*For a full list of acceptable Maple Syrup providers please visit: www.muskokamaple.ca

Vendor Signature: _____ **Date:** _____

Muskoka Maple Festival

Signature: _____

Muskoka Maple Trail Application Form

Payment Information

Please note, the Signature Maple Experiences program is a partnership between Huntsville / Lake of Bays Chamber of Commerce and Muskoka Tourism. All invoices will be distributed by the Huntsville / Lake of Bays Chamber of Commerce.

Name: _____

Business Name: _____

Address: _____ City: _____ Postal: _____

Phone: _____

Email: _____

Please Provide Your Maple Source: _____

*For a full list of acceptable Maple Syrup providers please visit: www.muskokamaple.ca

Signature Maple Experience Listing Information

This information is what will be visible to the consumer.

Business Name:

Signature Maple Experience Copy: 75 – 125 words long. Give a snapshot of what your Signature Maple Experience is to entice the consumer to visit your establishment.

Availability: We understand that not all Signature Maple Experiences will be available for the entire duration of the campaign, March 9 – April 20. Please let us know any restrictions.