



www.jfi3d.com

The Jersey Fresh International Three-Day Event (JFI) is excited to welcome vendors to our 2017 Trade Fair. We plan to make your time at JFI a great experience. The Agreement provides details on being a vendor; is utilized to request vendor space; and then becomes final when secured through the signatures of all parties.

The JFI 2017 Trade Fair is being chaired by Donna Younkin (dyounkin@comcast.net, 609-330-1188). Donna, as well as the Organizing Committee of JFI, are referred to as “Management” in the agreement below. Additionally, please note that you can reach the Horse Park of New Jersey Office at (609) 259-0170. We are happy to answer any questions or discuss your needs.

TRADE FAIR AGREEMENT

1. Vendor Space and Equipment

A request for vendor space at the Jersey Fresh International Three-Day Event (May 10-14, 2017) is made by _____ (the “Vendor”) subject to the terms and conditions outlined below (also referred to as the “Agreement”). No vendor will be allowed to enter the Trade Fair/set up unless all parties have signed the Agreement, and full payment has been received along with the required Certificate of Insurance.

2. Merchandise to be displayed – please check all that apply:

- Tack Feed Dog/Pet Items
- Riding Apparel Other clothing Jewelry
- Medication/Supplements Gifts/Housewares
- Services – please specify: _____
- Educational/Public Awareness – please specify: _____
- Other – please specify: _____

(Note: No merchandise with the Jersey Fresh International Three-Day Event and/or Horse Park of New Jersey logos may be sold without prior written consent.)

3. Vendor Options for Trade Fair

The JFI Trade Fair takes place outdoors on a grassy area. Vendor space does not include the ability to utilize an RV, trailer, truck, or other conveyance at the vendor space. If interested in such an arrangement, would like to utilize one of our indoor structures, or would like us to provide a special tent for you, please contact us.

Vendors are to utilize JFI’s designated “**tent vendor**”, or to have the Vendor’s own tent approved in advance by JFI by submitting a color photo by March 31, 2017. With regard to your own tent, the Vendor is responsible for all costs related to tent rental, set-up, takedown, damages to the tent and any other associated costs or liability.

Level	Fee*	What	Description
BASIC	\$200	Your own 10x10 tent - no exterior space	Tent may abut neighbor - not freestanding Merchandise confined to tent interior
BASIC PLUS	\$225	10'wide x 20' long in our high peak tent	You are 1 of 2 vendors in a 20x20 tent Solid Back Wall Only - open on 3 sides
STANDARD	\$250	10'wide x 20' long in our high peak tent	You are 1 of 2 vendors in a 20x20 tent Walls zip together – 3 window walls; front wall is solid and will zip down at night
PREMIER	\$400	Your own 10x10 tent with exterior space; up to 400 sq ft total OR Your own 20x20 tent - no exterior space	Free-standing space
3 STAR	\$1200	NEW THIS YEAR! Vendor & Sponsor Mash Up!	See below for this “best of both worlds” offer
CUSTOM	TBD	Tell us what you need	We will work to accommodate you!
FOOD	\$200	Your self-contained food truck **Fire inspection is an added cost**	Parked in our designated food area Generators MUST be whisper quiet No open flames Must be in place by 8am Sat/ 9am Sun
Electric	\$50	Single 110v Outlet	Please supply your own cord
8x30 Table	\$12		
Chair	\$6	Padded Seat	

***Reminder: Tent and space prices increase by \$50 after 3/31/2017**

New for 2017! Three Star Level \$1200

- * Trade Fair Vendor Space – for your 10x10 tent and exterior space (Other options available)
- * Your Banners/Signage on or near a Corporate-level Cross County Fence
- * Your Banner/Signage displayed on the Grand Prix Area fence during the Event
- * ½ page, full-color advertisement in the Official JFI 2017 Program
- * Program acknowledgement as both JFI 2017 Vendor and Competition Sponsor
- * Logo/link displayed on JFI website
- * Website acknowledgement as both JFI 2017 Vendor and Competition Sponsor
- * Minimum of 1 public address announcement each day of competition
- * E-blast and social media recognition/promotion leading up to JFI
- * Opportunity to provide promotional items/materials for “welcome” bags distributed to all JFI 2017 competitors and officials

.JFI will provide specifications for banners, signs, artwork, and public announcements.

Promotional items are subject to review and approval by JFI

I request the following:

<input type="checkbox"/> Basic @ \$200	<input type="checkbox"/> Food Truck @ \$200
<input type="checkbox"/> Basic Plus @ \$225	<input type="checkbox"/> Electric @ \$50
<input type="checkbox"/> Standard @ \$250	<input type="checkbox"/> Tables @ \$12
<input type="checkbox"/> Premier @ \$400	<input type="checkbox"/> Chairs @ \$6
<input type="checkbox"/> 3 Star @ \$1200	<input type="checkbox"/> Custom @ TBD

Total cost to be paid by the Vendor is \$ _____.

Please make check payable to: Jersey Fresh International Three-Day Event

This payment must be received by March 31, 2017. Thereafter the charge for space increases \$50.

Mail this Vendor-Completed Agreement, Check and Certificate of Insurance to:

**Horse Park of New Jersey,
Att: JFI 2016 Trade Fair
626 Route 524, Allentown, NJ 08501**

Alternately, the agreement and certificate of insurance can be emailed to Donna at dyoungkin@comcast.net, and the check forwarded separately to the Horse Park at the address above.

4. General Conditions

A. The use of Vendor space and all activities of the Vendor at the Jersey Fresh International Three-Day Event shall be subject to the provisions provided to the Vendor through this Agreement, and all further rules and regulations hereafter adopted for the safe and efficient conduct of the Trade Fair. Vendors will be informed before or prior to the Event of any changes. Vendor and all of Vendor's agents, employees, assistants or other parties related to Vendor/Exhibitor shall conform to all such rules and regulations. Vendor shall use the assigned space only for display of Vendor's product or other items specified in this Agreement.

B. To maintain quality, diversity and balance of Vendors, JFI reserves the right to refuse or reject any Vendor application/contract on a first-come basis and/or on past performance. JFI reserves the full right to assign to Vendors the location of all contracted spaces. JFI reserves the right to withdraw acceptance for unacceptable conduct or such other reasons as JFI in its sole discretion elects.

C. No merchandise with the logos of either the Jersey Fresh International Three-Day Event and/or Horse Park of New Jersey may be sold without prior written consent.

D. Vendors may not have electric heaters, fans or coffee pots (other than those associated with food vendors) within the Trade Fair area.

E. JFI will provide each vendor (other than food vendors) with up to two (2) box lunches on both Saturday and Sunday of the Event.

F. This Agreement shall be binding upon the parties and their respective executors, administrators, successors and assigns.

G. Management will only refund monies paid by Vendor/Exhibitor for space reserved per signed and accepted Trade Fair Agreement up to March 31, 2017. No refunds will be given after March 31, 2017.

5. Vendor Responsibilities

The Vendor is responsible for:

- A. Any expense in connection with the Vendor's merchandise setup or tear down.
- B. Any expense for damages to tents or equipment provided by, or rented through, JFI.
- C. Obtaining a New Jersey Permit of Business License, or other permit/license, if required by law, and paying any and all fees associated with such permit or license. Food vendors will be responsible for coordinating with Management with regard to a Fire Inspection. That cost is the responsibility of the Vendor.
- D. Collecting and paying all New Jersey State Sales Tax incurred by Vendor, if applicable.
- E. Arranging for and returning any items rented or borrowed, including electrical connections, tents, tables and chairs, without damage. Any damage charges incurred will be the responsibility of the vendor.
- F. Adhering to the Vendor timetable for setup, restocking, hours of operation, closure, tear down and vacating the premises as specified in this Agreement under "Vendor/Trade Fair Schedule" or as otherwise informed by Management.**
- G. Placing all trash in container(s) provided. Vendor space is to remain trash-free during the event. Before leaving on Sunday, your Vendor space must be cleaned up and completely trash-free.

6. Vendor/Trade Fair Schedule – Wednesday, May 10, through Sunday, May 14, 2017

All vendors are expected to be on site on Saturday and Sunday, May 13 & 14, 2017. Vendor operation on Thursday and Friday is optional, at no additional cost. Food trucks requiring fire inspection should coordinate with Management.

Below is the anticipated schedule that vendors should adhere to unless otherwise notified. The JFI schedule is maintained on the JFI website and may change throughout the show. Management is happy to work with vendors to accommodate "quiet" set-up during competition hours on Thursday and Friday. **However, this needs to be approved before you arrive, and a time set with Management to do this in order to avoid any disruption to the competition.**

For vendors setting up their own tents on Saturday morning, these must be in place and full secured by 7:30 am, and by 8:30 on Sunday. Sorry, no exceptions.

Operational hours should be adhered to as stated. If the riders are on course later than the operational hours stated, vendors should remain on the grounds until at least 15 – 30 minutes after the last rider is finished. This allows for last-minute shoppers, no disruption to the competitors, and assists the flow of spectators exiting the park. For any changes due to an altered show schedule, please consult with Management.

Date	Set-Up	Restocking	Operational Hours*		Established Closure Times
Wednesday, 5/10	1pm – 5pm				
Thursday, 5/11	Before or after competition, unless otherwise arranged with Management*	7am – 8am	Optional	*These are estimated closure times, and vendors are expected to remain as indicated in the column to the right	15 minutes after last competitor
Friday, 5/12		7am – 8am 5pm– 6pm	Optional		15 minutes after last competitor
Saturday, 5/13	By 7:30 am, no exceptions	6:30am-8am	8 am - 5 pm		30 minutes after last competitor
Sunday, 5/14	By 8:30 am, no exceptions	7-8:30 am	9 am – 3:30 pm		15 minutes after final ceremony concludes

*Anticipate that competition runs from 8am-5pm. Final schedule may vary.

7. Vendor Parking

Management will issue one Vendor parking/access pass for a standard 10x 10 or 10x20 vendor space, and two or more passes for Vendors utilizing larger spaces and 3 Star Vendors (to be determined by JFI). The Parking/Access pass entitles the Vendor to enter the Trade Fair area with his/her vehicle for setup, restocking, and tear down. At other times, the vehicle **must be parked in the area designated for Vendors' parking** which we strive to make nearby. **Vendor vehicles must visibly display the parking pass at all times.**

Vendors' vehicles **must be removed** from the vendor area by the conclusion of set-up or restocking times. They may not re-enter the vendor sales area on Thursday, Friday, or Sunday until 15 minutes after the end of the day's competition/awards ceremony, and a full 30 minutes after the competition on Saturday.

8. Vendor Promotion

Vendors will be listed by name in the Event's Official Program if Agreements are in place by March 31, 2017. Furthermore, Vendors may be listed, at the discretion of JFI and its agents, in printed and social media promotions that are undertaken by the Jersey Fresh International Three-Day Event to further promote the Event and inform spectators of the Trade Fair.

Contracts received by March 31, 2017, will have the Vendor's website link on the JFI website until the conclusion of the Event.

The Jersey Fresh International Three-Day Event publishes a Program that is distributed free of charge to spectators and competitors. Vendors may purchase Program advertising space for an additional fee (The 3 Star package includes a ½ page ad for no additional cost). Information is available at <http://www.jfi3d.com/for-sponsors-advertisers/>.

9. Insurance and Liability

The Vendor assumes responsibility, releases and agrees to indemnify, defend and hold harmless the Jersey Fresh International Three-Day Event and the Horse Park of New Jersey, and their respective agents, employees, owners and related parties from and against any and all claims, liabilities, loss, cost or expenses arising out of the activities or in connection with the presence of the Vendor or the Vendor's agents, employees, assistants or other parties related to Vendor, in connection with its presence on the grounds or the conduct of business thereon.

Neither the Jersey Fresh International Three-Day Event and Horse Park of New Jersey, nor its agents will be held liable for any loss due to theft, vandalism, robbery, fire, accidental damage or any other loss whatsoever, for any reason whatsoever, to Vendor's merchandise, other property or representative of the Vendor. It is the sole responsibility of the Vendor to obtain insurance and to secure their merchandise.

The Vendor must obtain and have in full force and effect from May 10 through May 14, 2017 (or dates they will be on grounds including set-up), a policy of liability insurance covering the Vendor activities, and naming the Horse Park of New Jersey as an additional insured and certificate holder. This must be provided to the Horse Park of New Jersey, along with full payment, before Management will finalize the Agreement. Most insurance companies issue an Acord 25 form to provide this.

10. Other

A. This Agreement does not require Management to hold the Event or the Trade Fair at the Event. In the highly unlikely event the 2017 Jersey Fresh International Three-Day Event is not held as proposed, or if the Event is held, but the Trade Fair is not held as proposed, Management will not be liable in any manner to the Vendor, and Management is hereby released for all claims, liabilities, costs and damages which maybe incurred by Vendor. Management will only refund monies paid by Vendor for space reserved per signed and accepted Trade Fair Agreement.

B. If either party retains the service of an attorney to enforce any term, condition or covenant of this Agreement, the prevailing party shall be entitled to reasonable attorney's fees and its costs and disbursements. This Agreement contains the entire agreement of the parties with respect to the subject matter of this Agreement. No modification to this Agreement shall be effective unless signed by both parties to this Agreement. This Agreement and any amendments thereto shall be governed by and construed in accordance with the laws of the State of New Jersey. In the event of a dispute under this Agreement, the parties agree to the jurisdiction of the courts of the State of New Jersey.

11. Vendor Information: Please print clearly or type the following information for our files and advertising purposes.

Vendor Name/Company: _____

Owner's Name: _____

Contact Name (if different from above): _____

Business Phone: _____ Fax: _____

Cell: _____

Website: _____

Address: _____

City: _____ State: _____ Zip: _____

If your mailing address is different from that above, please give us the one to use for any credentials or other documents you may need to participate in the Jersey Fresh International Three-Day Event Trade Fair:

Name: _____

Street: _____

City: _____ State: _____ Zip: _____

12. On- Site Vendor Information

The following individual(s) are the authorized representatives for this Vendor and the Vendor space. If more than one person is named, Management may deal with any one of the persons named without the necessity of getting the consent of all such persons. **Authorized Representative(s) on site at JFI:**

Name: _____ Cell: _____

Name: _____ Cell: _____

Emergency Contact (Name, number, relationship): _____

13. Vendor Notice

Vendors may not set up any equipment or display, and no Vendor parking pass will be issued, until this agreement is signed by, and returned to the Vendor by JFI Management. JFI will require payment in full and proof of insurance naming the Horse Park of New Jersey as co-insured before the agreement is signed.

As the Vendor, I hereby request vendor space at the Jersey Fresh International Three-Day Event to be held May 10-14, 2017. I have read this Agreement, and accept and agree to abide it. This includes releasing and indemnifying the Jersey Fresh International Three-Day Event, Horse Park of New Jersey and its representatives/agents from any and all liability, loss, cost or expense arising out of or in connection with the presence of the vendor on the Horse Park of New Jersey grounds. I have provided a Certificate of Liability naming the Horse Park of New Jersey as an additional insured and certificate holder.

Vendor Signature: _____ Date: _____

Please Print Name _____

With the authorized signature below, the **Jersey Fresh International Three-Day Event (JFI)** acknowledges it has received full payment in the amount of \$_____ and a copy of the required insurance certificate. Thereby JFI grants to _____ (the "Vendor") the right to a Vendor space within the Trade Fair during the Jersey Fresh International Three-Day Event, May 10 -14, 2017, subject to the terms and conditions outlined above (also referred to as the "Agreement").

JFI Signature: _____ Date: _____

Printed Name: _____