



**AUGUST 12 & 13  
2017**

**11am-6pm Saturday  
11am-5pm Sunday**

**Abruzzi's Trattoria  
& Westview Golf Driving Range**

3191 Route 22, Patterson, NY 12563

**PUTNAMCOUNTYWINEFEST.COM**

# PUTNAM COUNTY FOOD AND WINE FEST GUIDE



*Your advertising will reach a broad consumer network that is highly educated, culinary aware, and enthusiastic about the Hudson Valley!*

**Circulation: 3,000**

**Rates:**

## **FULL PAGE**

Back Cover: \$300

Inside Front & Back Cover: \$400

## **1/2 PAGE**

\$200

## **1/4 PAGE**

\$100

## **AD SIZES**

### **FULL PAGE**

5"w x 7.8"h

### **with bleed**

5.5"w x 8.5"h  
plus 1/4" bleed on all sides

### **1/2 PAGE**

5" x 3.8"

### **1/4 PAGE**

2.4"w x  
3.8"h

## **AD SPECS**

- Ads must be sent as one of these file types at the ad size: **PDF/PS** (graphics and fonts embedded), **EPS** (all fonts outlined), **TIFF** (PC format), **JPEG**
- All ads are 4/4, CMYK
- We do not accept Corel, Microsoft Publisher, Word or FreeHand files
- Ads that are not in the above formats will incur design charges at a rate of \$50 per hour
- Submit ads digitally by e-mailing them to [journal@putnamcountywinefest.com](mailto:journal@putnamcountywinefest.com)
- Call (800)557-4185, x3 or (845)490-9926 for more information

*Advertising Deadline: June 14, 2017*

*Artwork Submission Deadline: July 20*

## I AM INTERESTED

in becoming a(n):

- ☐ Arts & Crafts Vendor
- ☐ Brewery Vendor
- ☐ Commercial Vendor
- ☐ Farmer's Market Vendor
- ☐ Food Vendor
- ☐ Specialty Food Vendor
- ☐ Winery/Spirits/Cider Vendor

Vendor Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Business Address: \_\_\_\_\_

Telephone (daytime): \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

New York Sales Tax ID#: \_\_\_\_\_

*ELECTRICITY IS NOT AVAILABLE*

### BOOTH REQUESTS:

	10x10	10x20
Arts & Crafts Vendor	\$200	\$300
Brewery Vendor	\$250	\$350
Commercial Vendor	\$300	\$400
Farmer's Market/Non Profit Vendor	\$100	N/A
Food Vendor	\$350	\$450
Specialty Food Vendor	\$200	\$300
Cideries, Distillers and Wineries	\$250	\$350

All Vendors will be mixed in and inside a tent. Breweries, Cideries, Distillers, and Wineries will be given two 6' tables and two chairs, three bags of ice and water each day. Arts & Crafts, Specialty Food (10x10) will be given one 6' table and two chairs and (10x20) two 6' Tables and four chairs. Farmer's Market/Non Profits have to provide their own table and chair.

## VENDORS







# EARLY BIRD PRICING

*Reserve your ad space, sponsorship placement, and/or vendor space by February 17th for 15% off!*



## QUESTIONS?

*Reach out to us directly!*

Michelle Cowans (800)557-4185, x3 or 845-490-9926  
[michelle.cowans@putnamcountywinefest.com](mailto:michelle.cowans@putnamcountywinefest.com) or  
[vendor@putnamcountywinefest.com](mailto:vendor@putnamcountywinefest.com)



Submit application and signed contract with full payment. Make Check payable to: Greenergy Productions, LLC and return to: Greenergy Productions, LLC, PO Box 17, Brewster, NY 10509. Please note: We will not assign or hold vendor space without full payment.

# VENDOR TERMS & CONDITIONS

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*Please read and sign Vendor Guidelines/Indemnification Form*

**PLEASE NOTE:** We encourage the use of biodegradable products, which is, no plastic, Styrofoam, or bottles. If you bring in bottles, please pour drinks into recycle ups.

**Power/Utilities:** THERE IS NO ELECTRICITY.

**Phone Lines:** Phone lines will not be available on site. Vendors that desire to process credit card payments will be required to manually process such transactions or provide wireless **processing equipment at their own cost and expense.**

**Cancellation Policy:** \$100.00 cancellation fee applies, if you cancel after April 1st. No refunds after June 1st.

**Security:** Provided during FESTIVAL hours. We recommend that all valuable items be removed from the premises each night. Festival workers will be checking proof of age at the entrance and will be given an age verified wristband (different wristband each day) for tastings and a regular wristband for designated drivers who are not allowed any alcohol tastings but will be able to purchase. However, wine, spirits and cider Vendors are responsible for ensuring that no person under the age of 21 be served alcohol samples or sold wine or other alcoholic products.

**Permits/Licenses:** Each Vendor is responsible for obtaining and maintaining all permits and other licenses required participating in the Festival.

**WINERIES/DISTILLERS/BREWERIES:** Festival goers (who are 21 years of age and over) will have on an age-verified wristband -- different color each day -- and receive a tasting glass. A "Farm Market Status" will be in effect for the Festival, allowing you to sell (in sealed containers) by the bottle or the case, as well as "taste" beer, ciders, spirits and wines. Each Vendor shall submit a no fee "Winery/Farm Winery Retail Permit Application" to the New York State Liquor Authority, Division of Alcoholic Beverage Control. The Farm Market Status permit allows you to sell beer, ciders, spirits and wines.

**FOOD, SPECIALTY FOOD AND FARMER'S MARKET VENDORS:** If you are sampling or selling any food products, you will be required to obtain a food permit from the Putnam County Department of Health. A DoH representative will be on hand each day of the Fest to inspect any booths providing food. You can contact them directly at (845) 808-1390. You are responsible for removing any used cooking oil from the premises and for cleaning your area of all garbage after the event. As per local Ordinances, all food vendors cooking with electric, charcoal or gas must have a fire extinguisher (Rated 2-A: 10- B: C or better) with current inspection sticker.

**Worker Entry:** Each vendor will receive three (3) wristbands; two (2) of them will be complimentary Weekend Taster wristbands per booth rented. No person under 21 years of age may be given a wristband. Vendors needing additional wristbands may purchase them in advance. These badges are for working staff only and will receive one (1) parking pass.

**Program Guide:** The festival's free guide will have a section devoted to each vendor. We will give 15% discount for advertising to registered vendors. DEADLINE FOR INCLUSION IN PROGRAM GUIDE IS JULY 14, 2017.

Please make check payable to: Greenergy Productions, LLC, and send form and payment to: PO Box 17, Brewster, NY 10509.

**Liability and Indemnity:** ALL VENDORS must provide Comprehensive General Liability Insurance including liquor liability for Breweries, Cideries, Spirits and Wineries, with policy limits of not less than \$1,000,000.00 for each occurrence and general aggregate. VENDOR agrees to name Greenery Productions LLC, PO Box 17, Brewster, NY 10509 as certificate holder, and Abruzzi and Westview Golf Driving Range, 3191 Route 22, Patterson, NY 12563 for the Putnam County Wine & Food Fest, August 12-13, 2017 as “additional insured” and to provide a certificate of such coverage no later than June 30, 2017.

Only breweries, cideries, distilleries and wineries are authorized sale of alcohol.

Vendors will ONLY be allowed to use the designated space for which they paid. Any vendor using space other than as per the original contract will be required to either move or pay for the additional space.

Pets will not be permitted on the grounds. All fees to be paid in advance with signed application. Vendors will ONLY be allowed to park in their designated spaces. NO parking on festival grounds.

VENDOR should carry the statutory minimum Worker’s Compensation Insurance required to comply with The State of New York. This should be provided prior to entry to the Festival.

VENDOR must possess a valid New York State Certificate to Collect Sales & Use Tax on display at your booth during the event and on file with by June 30, 2017, if you sell products that require the collection of tax. You must provide a photocopy and it is your responsibility for payment of sales and an applicable tax. You can obtain a temporary tax certificate by calling 518-485-2889, however the certificate is not issued until at least 20 days after the form is received in the tax office. You can also apply online at [www.nys-opal.com](http://www.nys-opal.com).

VENDOR will indemnify and hold harmless Putnam County Wine & Food Fest property owners; Greenery Productions, LLC, and Abruzzi and Westview Golf Driving Range, its officers, directors, partners, agents, members, and employees, subcontracted staff members, family members & friends assisting the festival from all claims arising from any personal injury, or personal property damage, illness or loss sustained by Vendor during the festival.

Putnam County Wine & Food Fest, property owners, Greenery Productions, LLC, or its staff will not guarantee, nor shall they be held responsible for any electric blackout(s) which may occur during the Fest. **THIS IS RAIN OR SHINE.**

*I have read the accompanying Guidelines, Rules, & Regulations and agree to abide by them. I further understand that the vendor fee is nonrefundable and the Festival is held rain or shine. Should legal assistance or legal action become necessary as result of Vendor’s material violation of these guidelines, rules and regulations then Vendor agrees to pay all reasonable legal fees and costs incurred by the Festival in enforcing these guidelines, rules and regulations against Vendor. Such action would take place in Putnam County, New York. Please fill in the information below.*

**Name of Business:** \_\_\_\_\_

**Signed by Authorized Personnel:** \_\_\_\_\_ **Date:** \_\_\_\_\_