

FAIRGROUNDS
Holiday
LIGHTS
Festival



The Fairgrounds in Hamburg, NY is seeking unique Holiday vendors for the 4th Annual Fairgrounds Holiday Lights Festival.

The festival will run Thursdays to Sundays from 5:30pm-10:00pm beginning November 28th and running through January 3rd. This schedule, allows for 21 premium evenings for our guests to shop, eat, and enjoy the beautiful lights.

This year, the Holiday Lights Festival will feature a newly expanded winding route to span nearly 2 miles, beginning at the Firemen's Building and ending at North Pole Park. There will be over 30 beautifully lit scenes and animated displays, some as high as 40 feet. We will also have indoor attractions including: Frosty's 3D Adventure, Carnival Rides, Entertainment, and of course Santa. Live Reindeer will be here nightly.

A limited number of indoor spaces are available in the Ag-Grange Building (where Santa will be). We also have Chalets available in our North Pole Park. If you are looking to promote your business, but lack the necessary staffing, we offer North Pole Chalets for static displays at a reduced rate.

The Lights Festival will be advertised through print ads, direct mail, online advertising with specific offers in email blasts, radio spots including Star102.5, Country 106.5 and 96.1, as well as all 3 major TV networks and Time Warner Cable. The official website is www.fairgroundsholiday.com. Our media sponsors this year are Buffalo News, Star 102.5 and Time Warner Cable.

An application is attached and will be reviewed on a first come basis.

For more information contact [Annette Mathews](mailto:Annette.Mathews) at (716) 648-9733 x414, or email at amathews@americas-fair.org





5600 McKinley Parkway « Hamburg, New York 14075
716-648-9733 ext 414 Fax 716-648-7560

Opening Night: November 28, 2008
Thursdays-Sundays through January 3, 2009
(Hours: 5:30pm-10:00pm)

APPLICATION FOR EXHIBIT/CONCESSION SPACE

Please return as soon as possible, applications are reviewed on first come basis.

Type of Application: Food Non-Profit Craft Retail/Commercial

I Anticipate: Cash/C.Card Sales Orders Only Display Only Demonstrations

Vendor ID# (if known) _____ NY Sales Tax # _____

DBA _____ (Phone # (business) _____

Your Name _____ (Phone # (cell) _____

Address _____ (Phone # (Fax) _____

City/State/Zip _____ @ E-mail _____

North Pole Park (outside-includes basic electric)

Number of Chalet/s desired: _____ 12X12 Retail Rental-\$450.00 / Display Rental-\$350.00

Ag-Grange Building (inside-includes basic electricity)

Number of spaces desired:10X10 _____ \$500.00

Combination Ag-Grange 10X10 Retail Space & North Pole Chalet 12X12 Display Rental-\$800.00

Dates: Nov. 28-30, Dec. 4-7, Dec. 11-14, Dec. 18-21, Dec. 26-28, Jan. 1-3, 2009/ 5:30pm-10:00pm.

List all desired items and/or services to be sold and/or displayed (be specific) _____

(If more space for product is needed, attach a separate paper)

ONLY ITEMS LISTED WILL BE CONSIDERED FOR INCLUSION IN CONTRACT

*** There will be no additions or changes to products listed after contract signing***

APPLICATIONS WILL NOT BE CONSIDERED UNLESS ALL INFORMATION IS PROVIDED

I certify the information stated in this application is complete and true, to the best of my knowledge. It is understood that this is an application for exhibit/concession space only. This is not a contract and the Erie County Agricultural Society reserves the right to reject any application.

Signature

Date

(NOTE** This is not a contract)

Date Received