



## **Exhibitor Application Procedures 2012**

Attn: Dayle Rowland, Marketplace Director  
600 Route 17A, Tuxedo Park, New York 10987  
Phone 845.351.5171 Fax 845.351.2073

Eight Weekends - August 4<sup>th</sup> through September 23<sup>rd</sup>, 2012  
Saturdays, Sundays, and Labor Day Monday from 10:00am to 7:00pm

### **Application:**

The attached application, accompanied by physical or digital photos and a \$25 application fee, should be mailed to the address listed above via USPS only. Please make your check or money order payable to Renaissance Entertainment Productions (REP). Please note that we accept and jury applications year round on an "until filled" basis. Approved applications received after the Marketplace has been filled will be placed on a waiting list if so requested by the exhibitor.

### **Criteria for Crafts:**

It is the intention of the Faire to have the best handmade crafts and artisans. Crafts must compliment and blend with our 16<sup>th</sup> century theme. The artist selling the products must design, produce, and finish the products, or the production and finishing must be under direct control of the artist. All items to be displayed and sold must receive approval from the Jury Committee. Please submit photographs, preferably in a digital format, of these items. Any portion of the product not of your design or work should be noted. Please note that any photos or digital media sent will be kept on file and will not be returned.

### **Criteria for Games, Rides & Activities:**

Presentation and context for your ride, game, or activity should relate to the 16<sup>th</sup> century in a manner that evokes the theme of our event. Activities that are demonstrations should be interesting and educational at the same time. Games should be exciting, and, most of all, fun. Please describe your ride, game, or activity in detail. Attach pictures or sketches. All games must have prizes. Please describe prizes on the application, as they need to be juried.

### **Criteria for Occult:**

We want your readings to reflect a positive air. We want readings to be fun and mysterious for our patrons. Some of our patrons may never have had a reading before, and we want this to be a positive experience for them.

### **Criteria for Participation Upon Acceptance, Fees, and Payment Schedule:**

Please see the attached page "What to Expect Upon Acceptance to the New York Renaissance Faire."

# NEW YORK RENAISSANCE FAIRE

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 Phone 845.351.5171 Fax 845.351.2073

Owner	Work Phone
Business Name	Home Phone
Address	Cell Phone
City                      State                      Zip	Fax
NYS Tax ID Number	E-mail Address
Number of Years Creating & Marketing Your Products	Website Address

**Category of Participation (please circle)**    Crafts    Rides/Games/Activities    Occult  
**Point(s) of Sale Requested (please circle)**    Shop    Tent    Cart    Vardo

**Craft Medium:** \_\_\_\_\_

**Product Information:**

Please include all items you desire to sell or use as prizes. Describe the materials used, percentage of your work, and the pricing of each item. Please use additional pages if necessary.

Name of Product	Type of Product/Materials Used	Percentage of Your Work	Price Range

(over)

**Show Experience:**

Please list the shows at which you have been an exhibitor. Use additional pages if necessary.

Name of Show	Dates

**Add any information you feel best represents your business and what you have to offer.**

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**How did you hear about the New York Renaissance Faire?**

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**Did you remember to?**

- \*Complete the Application in Full
- \*Include the \$25 Application Fee
- \*Include Product Photos (Physical or Digital)
- \*Adhere Postage to Your Application

**For Office Use Only:**

Accept \_\_\_\_\_ Decline \_\_\_\_\_ Waiting List \_\_\_\_\_ Date: \_\_\_\_\_

By: \_\_\_\_\_

Comments: \_\_\_\_\_

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## **What to Expect Upon Acceptance to the New York Renaissance Faire**

1. If you are accepted you will receive two copies of an Exhibitor Letter of Agreement. Both copies must be completed and returned to the Marketplace Office, along with the appropriate fees, by the deadline set forth therein. After both copies of your Letter of Agreement are returned to the Marketplace Office, a Faire representative will sign them and one copy will be returned to you. Registration fees begin at \$350. In addition, a percentage of weekend sales, beginning at 10%, are paid weekly to the Faire. Fees and percentages are based on the nature of your business and space used.
2. Exhibitors may sell their products out of shops, period tents, carts, or vardos. Call the Marketplace Office to discuss the availability of shops or spaces. You may want to see shops or spaces and their surroundings before making a final decision about whether or not to join the New York Renaissance Faire Marketplace. You may obtain photos and/or make an appointment to see the site, shops for sale or spaces for tents, carts, and vardos. You **MUST** obtain approval from the Marketplace Office prior to purchasing, building, leasing a shop, or setting up a tent, cart or vardo.
3. To purchase or lease an existing shop, you may either deal directly with the current shop owner or consult with the Marketplace Office for assistance. Please note that purchasing a shop results in owning the structure itself and the right to use it during the Faire season. You do not own the land upon which the building sits. The building is not real estate. Shops range in price from \$5,000 to \$50,000, depending on location, size, amenities, and age. Shops are required to be maintained according to regulations and standards set forth and enforced by the New York Renaissance Faire and the Town of Tuxedo Building Department. You could incur additional expenses if you are required to repair and/or improve a building after purchase. **NEVER** purchase a shop you have not seen, and always check with the Marketplace Office about the condition of a building and any existing code-compliance issues that may have to be addressed according to the Town of Tuxedo.
4. The average shop lease stands at \$1000 for the season. Tents can be rented for between \$600 and \$1000 per season. The Marketplace Office must approve all renovations of any leased shop. It is the lessee's responsibility to renovate his/her space to meet Faire requirements and to fit his/her display needs.
5. You must have a \$1 million liability insurance policy naming the New York Renaissance Faire, Renaissance Entertainment Productions and the Town of Tuxedo as additional insured. A copy of your Certificate of Coverage must be on file in the Marketplace Office before opening day of the Faire. Exhibitors not holding liability insurance cannot open their shops. Failure to insure is grounds for termination of your Letter of Agreement. Information on obtaining liability insurance is available through the Marketplace Office.

(over)

6. If you are selling taxable products, you must obtain a New York State Tax ID number. A copy of your Tax ID certificate must be on file in the Marketplace office. Exhibitors not holding this certificate prior to opening day cannot open their shops. Temporary numbers and applications for numbers will not be accepted. The ORIGINAL CERTIFICATE must be kept in your shop during Faire hours. New York State requires the Faire to file a Report of Show reporting the Tax ID numbers of all exhibitors that participate in the Faire. Information on obtaining a NYS Tax ID number is available through the Marketplace Office.
7. New exhibitors and their workers are required to attend a workshop provided by the Faire. The workshop includes orientation, costuming, and Elizabethan Language. All participants are required to wear Faire approved costumes appropriate to guidelines of 16<sup>th</sup> century England.
8. Exhibitors are required to take part in a parade each day of the Faire.
9. You will receive support materials, including the New York Renaissance Faire Marketplace Handbook, Costume Guidelines, Pre-Registration Information, and NYS Tax Information.

The Marketplace Office is here to assist new exhibitors in making their entrance into the New York Renaissance Faire Marketplace as smooth as possible. We are available to answer questions, participate in conversations about product lines and shop locations, or address any other concerns.

**Please direct inquires and questions to:**

**New York Renaissance Faire  
Attn: Dayle Rowland, Marketplace Director  
600 Route 17A  
Tuxedo Park, NY 10987  
P 845.351.5171 F 845.351.2073  
E-mail: NYRFcrafts@aol.com**