

West Cape May Business Association 23rd Annual Strawberry Festival
2022
APPLICATION

Saturday, June 4

Rain date, Sunday June 5

9am to 5pm

Set up 6:30 am to 8:30am

No breakdown before 5pm

Backyard Park

732 Broadway

West Cape May, NJ 08204

Call Sharon Flanagan 609-886-0412

or email birdhousecm@gmail.com

This year the Strawberry Festival will be held in the Backyard Park which is behind the West Cape May Fire Hall, 732 Broadway. Because this is a smaller venue for us, we will only be able to offer 70+ spaces. There will be limited parking for vendors and attendees. CDC guidelines will be followed.

Booth Spaces

Spaces are \$150.

All food vendors are \$175 (including something with a strawberry theme).

Professional services/Home Improvement spaces are \$500.

A limited number of spaces have parking behind or near the booth for an additional \$25.

If a vehicle can fit within the space, double spaced booths will not be charged extra for parking.

Each vendor will have a least 100 square feet per booth space. Vendor locations will be emailed 4-7 days prior to the event. Requests for specific spaces are considered but not promised. The booths with parking spots will be assigned on a first come/first served basis. For all spaces, you will be able to pull up to your space to unload in the morning and pack up again in the evening. **Food vendors:** if your food truck/set-up cannot fit into a 10'x10' space, please order two spaces.

All applications must be accompanied by a check or money order for the full amount, made out and sent to:
West Cape May Business Association, PO Box 661, Cape May, NJ 08204.

Applications not accepted by the committee will be returned by mail. **Vendors accepted will be notified and are not entitled to refunds for any reason even in the event of a weather related cancellation.**

Vendors accepted to the show do NOT require individual insurance coverage. The West Cape May Business Association (WCMB) has a blanket liability insurance policy that covers exhibitors.

Information about weather related cancellations or delays will be emailed to you and left on the answering machine at 609-886-0412 by 2:00 Friday afternoon.

Some Rules

- Every booth **must** have something with a Strawberry theme, either merchandise, food or decoration!!! We will be judging applications based on the strawberry theme described. Just having a dish with strawberry candies is not enough! **The West Cape May Business Association booth will be the only strawberry shortcake allowed.**
- Tables must be covered to the ground and items attractively displayed. No merchandise should be lying on the ground.
- We accept Juried Arts & Crafts, local merchandise, clothing, antiques & collectibles, food. No flea market merchandise!!
- Tents must be securely weighted down.
- You are responsible to remove your own trash. Trash cans are for customers' use only. Vendors may not use them for food waste or packing materials.
- In keeping with the festival's family and fun spirit, there will be no political agendas allowed: NO merchandise, signs, pamphlets, buttons, displays, etc.
- Because general parking is limited, please do not bring more than one vehicle per booth to the event.

SAVE THIS PAGE FOR YOUR RECORDS

RETURN THIS PAGE WITH YOUR CHECK OR MONEY ORDER

Please complete the entire form!!!

I want to be in the 2022 Strawberry Festival!!

Saturday, June 4 (Rain date Sunday, June 5)

Business Name _____

Address _____ City, _____ State _____ Zip code _____

Contact Person _____

Phone _____ Email _____

Describe your merchandise (EVEN IF YOU ARE A RETURNING VENDOR) and list your strawberry related items. All categories of merchandise and food items must be approved.

If you are a new vendor, please send (non-returnable) photos. These are required and your application will be returned if not included.

Number of spaces-craft/merchandise	_____	@ \$150 / space =	_____
Number of food vendor spaces	_____	@ \$175/ space =	_____
Parking for one vehicle (no larger than a SUV)	_____	@ \$ 25/ space =	_____ (limited)
Number of spaces Professional Services/ Home Improvements	_____	@ \$500/ space =	_____
		Total	_____

Electricity needed Yes _____ No _____ (limited)

Application fees must be sent with the signed application. If accepted, the fee is non-refundable even if the event is cancelled due to weather. If not accepted, your application and check will be returned.

Make check or money order payable to:
West Cape May Business Association

Mail to:
WCMBA, Attn Sharon Flanagan
PO Box 661
Cape May, NJ 08204

I agree to abide by the show rules and regulations. Any failure of the exhibitor to adhere to the rules will be grounds for expulsion from this and future shows and a forfeiture of booth fees. I agree to indemnify and hold harmless the Borough of West Cape May, the West Cape May Business Association, Sharon Flanagan and Kenneth Low in conjunction with any claim or action arising from this event. I assume responsibility for collection of appropriate sales tax and payment to government authorities. Food vendors agree to abide by all applicable government regulations and permits, including the Cape May County Department of Health and NJ Fire Safety.

Signature _____ Date _____