



Somerset Folk Harp Festival

July 20-23, 2017
Sheraton Parsippany
Parsippany NJ
www.somersettharpfest.com

**EXHIBITOR KIT: please READ this, even if you've been a vendor before!
This is a NEW FESTIVAL LOCATION!**

WHERE IT IS & WHERE TO STAY

Sheraton Parsippany, 199 Smith Rd., Parsippany NJ

Phone: (973) 515-2000 Fax: 973-515-3180

Ask for the "2017 Annual Folk Harp Festival" room block and get the discounted Somerset rate of **\$115 per night**, plus taxes. Local and state hotel taxes are 15%. We will have online hotel room registration on our website's Location page on January 1.

Parking: There is ample open-air free parking.

TRANSPORTATION

Airports: There are 3 major airports near Parsippany: Newark (21 miles), JFK (43 miles), La Guardia (33 miles). The easiest in/out airport is Newark.

Shuttles: From the airports I suggest calling State Shuttle at 1-800-427-3207. The hotel has a shuttle that services *local* train or bus stations.

Trains: Amtrak trains stop at Newark or Penn Station, NY. See the hotel website for additional information on transportation options.

BOOTH LOGISTICS

Exhibit Hall Hours: Friday 11am-7pm. Saturday 11am-6pm, Sunday noon-3pm. The Exhibit area will be closed to everyone during the concerts.

Shipping to the hotel: Shipping Instructions and Handling Fees **NEW!**

If you are sending materials to the hotel for use in a banquet room, please ship to arrive no earlier than three (3) days prior to the event. Box deliveries will be assessed a handling fee determined by weight. These charges will be posted to your Account with the Sheraton (see the form at the end of this packet). The hotel will not be responsible for the safekeeping of personal or rented equipment.

All items should be labeled as follows:

[YOUR NAME/COMPANY NAME]
C/o Sheraton Parsippany Hotel
199 Smith Road
Parsippany, NJ 07054
Hold for SOMERSET FOLK HARP FESTIVAL, July 20-23

Box (es) _____ of _____ (Multiple boxes **MUST** be numbered)
Conference Manager: Ariel Markowitz

In-Bound Package Handling Fees

The minimum fees are as follows.

| | |
|-----------------|--------------|
| 0 to 5 pounds | \$ 5.00 each |
| 6 to 20 pounds | \$10.00 each |
| 21 to 50 pounds | \$15.00 each |
| Over 50 pounds | \$25.00 each |
| Crates | \$50.00 each |
| Pallets | \$75.00 each |

Outbound Package Handling Fees

There are two scenarios when a guest would utilize outbound shipping service. The first is when the guest is using a personal account and needs the hotel to send it out. The second is when a guest does not have their own account and the hotel ships it on his/her behalf. In either scenario, there is a \$5.00 per box fee that will be charged.

Set-up: Starts **Thursday at 3pm** and Friday morning 7-11am. You **don't** have to set up on Thursday—I'm just providing that opportunity for those that need it. The Exhibit Hall is not adjacent to the concert area so you may stay as late as 11pm to set up. We don't have an issue with sound bleed like we did at the Hilton. Exhibit hall is open to the public on Friday at 11am. Additional set up will be Saturday morning from 7:30 am to 11 am. I keep costs low by **not** having pipe & drape define the sides of your 10x10 booth. ***Please be considerate and do not encroach on someone else's booth space unless you have their permission. If you have an issue with a neighbor, please let us know!***

Tear Down: Sunday at 3pm. If you are not staying for Sunday, you can start tear down at 5pm on Saturday ***We have reserved the ballroom on Sunday for the entire day—there is no other event booked in that room. You can leave boxed merchandise labeled for shipping in your area for pickup by hotel staff to the loading dock Monday morning.***

Security: The Exhibit Area will be locked at night, hotel security personnel will be on duty, and every reasonable precaution will be taken but you are still solely responsible for your own property. Table vendors are also located in the Exhibit Hall.

Electricity /Phone Service/WiFi: See the Sheraton Exhibit Order Form below. If you need phone service for charge card modems you should contact hotel services prior to the festival. Although WiFi is free for guests in other locations in the hotel, ***it isn't in the ballrooms!*** You will need to order WiFi service to get access in the Exhibit Hall. I cannot guarantee that your location will have access to a wall outlet for electricity for your booth or table.

Booth Furniture: is provided. Each booth vendor is allocated 2 6ft tables and chairs. Also—if you need more tables let me know. No carpet needed.

Name Badges: see form following or you can simply send me an email detailing the people in your booth. I need this at least ***2 weeks prior*** to the festival.

NJ BUSINESS REGISTRATION & SALES TAX INFO: You are required to register your business in NJ and charge NJ sales tax. There is no fee if you register as a sole proprietor. Consult <http://www.nj.gov/njbgs/> or call the helpful staff at 1-866-534-7789 (press #1) at the prompt. I have also documented the process—please call to discuss or email me.

Noise Consideration: If you use any audio/video equipment in your booth, you **must** have headphones to respect the sensibility of the other exhibitors. Most of us are considerate of our fellow exhibitors and I hope this will continue.

Lighting: If you need extra lighting, bring it and make sure your area is set up for electricity ***in advance***. Please see the Sheraton Exhibit Order Form below.

No Smoking: This includes the ballroom and the workshop rooms.

Food: The hotel has restaurants open for breakfast, lunch and dinner. We will have a "grab and go" lunch station. Our experience is that exhibitors who discreetly bring in food and drink to have in their booths are not bothered, and small dishes of candy or other goodies for customers are allowable if they are given away and not sold.

LOANER HARP POOL: We have a number of vendors who contribute harps toward a loaner pool that we create for attendees who traveled by air to get to the festival. Having these harps available makes it possible for many people to attend the festival. It makes good business sense. We have a good system for managing the loaner harp pool. If you are willing to loan harps for the weekend to Festival attendees, please let me know at your earliest convenience.

Things to Bring: heavy duty extension cords, tablecloths (in case you don't like what the Sheraton provides), your signage.

Harp tasting: we have the small harp tasting scheduled for Friday, the large harps for Saturday. Please let Kim Adamson know if you plan on entering a harp in the tasting.

Sheraton Exhibitor Order Form & Credit Card Authorization

Download the spreadsheet: <http://www.somersetharpfest.com/SheratonExhibitorOrderForm.xls>

EXHIBITOR BADGES

IT'S A RULE: All exhibitors and those working at their booth must wear their badges.

What does the Exhibitor Badge cover? The exhibitor badge entitles the wearer to admission to the Exhibit Hall for the set-up period as well as when the exhibits are open, and also includes admission to the noontime Harp Tastings, the early morning yoga and pool classes, and any of the lobby or after hours activities.

Access to the major concerts (Thursday evening, Friday evening, Saturday evening) and Festival workshops will be limited to those who purchase tickets/admission. I will have a special workshop rate for vendors—email to follow in June. Tickets to the major concerts will be \$25 each on a space available basis. **You are invited to come to the Sunday concert.** Please call Kathy at 856-795-7637 if you have questions.

WHEN YOU ARRIVE: Please check-in at Festival Registration in the foyer adjacent to the Exhibit Hall to pick up your **pre-printed badge(s)**. Avoid delays in getting set up by checking-in and getting your badge. We will direct you to the best place to load-in.

FOR SECURITY REASONS: No one will be permitted in the Exhibit Area during the set-up period without a badge. We may know who you are but the security people don't. The badges identify who should and should not be in the Exhibit area when the Exhibit area is not open to the public. This is for your protection. We cannot give out badges or passes while the Festival is in operation to anyone who has not been previously identified to us as a bona fide exhibitor. Badges made up ahead of time are a convenience to you and to us. Please arrange for badges for your staff ahead of time. Persons whose names have not been given to the Festival management will not be admitted to set-up time and will only be admitted during show hours if they purchase a ticket.

Badge Allotment:

- Each single booth is allotted three badges
- Additional booths rate two additional badges each.
- A "Table Space" Exhibitor is allotted two badges.
- The badges will be printed up ahead of time with the name of the badge-holder and the name of the booth. They are not transferrable.
- Badges must be worn during set-up and the hours the Exhibit Hall is open.

Company Name: _____

Exhibitor name: _____ Exhibitor Name: _____

Exhibitor Name: _____

Use another sheet of paper if you need to add more names—or better yet--you can email this information to me at kathy@harpagency.com or call me at 856-795-7637 and forget about sending in the form altogether.

DEADLINE FOR THIS FORM: July 6, 2017 - YOU CAN TELEPHONE OR EMAIL ME WITH THIS INFO



The Somerset Folk Harp Festival
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