



Niagara Falls Music & Art Festival

Balabans LLC Production

June 17-18-19, 2016

Retail and Resale Application

With an attendance over 30,000 in 2015, the Niagara Falls Music & Art Festival is a growing attraction recommended by the I Love New York campaign and the Amtrak Weekend Getaway campaign for The Best Getaways for Festivals and featured by the Niagara Tourism & Convention Corporation and advertised regionally as the best weekend trip festival in 2015. This year's Festival is taking place on Friday, Saturday and Sunday June 17th – 19th, 2016.

Niagara Falls Music and Arts Festival 2016 will take place in front of the Seneca Niagara Casino in Seneca Square within the heart of the tourist district in beautiful downtown Niagara Falls. Just steps from the entertainment district of 3rd Street and the Niagara Falls State Park, this location lends itself to a high volume of tourists from all over the world!

Encompassing the Seneca Niagara Casino, The Niagara Culinary Institute and the New York State Park, the art festival is in the highest tourist traffic location in Niagara Falls, USA.

Visitors to the festival will be able to take advantage of plentiful parking, nationally recognized businesses located in downtown Niagara Falls such as the world class Seneca Niagara Casino, Sheraton at the Falls, TGIFriday's, Rain Forest Café, Starbucks and more all while taking in the sights and sounds of amazing artists, live music, local food, retail vendors and a beer and wine tent. There are also many hotels adjacent to the Festival's location. The Artist and Vendor Market will open Friday June 17th from 4-8pm, Saturday June 18th from 12-8pm and Sunday June 19th from 12-6pm. Free parking will be available at the casino for all vendors. There will be music, beer and food vendors going full force until 11pm Friday and Saturday and 8pm Sunday. Feel free to stay later and enjoy the show!

Applications for the festival are being accepted. For your convenience we have enclosed an application for you. Space is limited so please get your applications in as soon as possible. If you have a friend who would like an application, we will be happy to send them one or the can be downloaded at WWW.FestivalAtTheFalls.com.

Essential Points:

- Exciting location: In front of the Seneca Niagara Casino in the former Lackey Plaza
- Pedestrian friendly, internationally recognized location.
- Simultaneous music festival-beer tent, multiple food vendors/food trucks.
- Adjacent hotels and free parking for vendors.
- Free publicity to selected retail vendors on our website as well as Facebook and other social media outlets
- Festival is being promoted by but not limited to Balabans LLC, Seneca Niagara Casino, NTCC, Niagara USA,
- Applications are currently being accepted.



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Festival Guidelines

- June 1, 2016 application deadline
 - Booth Fee: \$375 (Price is subject to change after June 1)
 - Additional adjacent space available for additional \$100
 - All fees are non-refundable and due at time of application
 - Vendors will be assigned a 12×12 foot space.
 - Vendors must provide tables, white tent, displays that are professional in appearance
 - Vendors must supply their own lighting and generator if necessary. Power outlets are limited.
 - Vendors or their representative must be present at their booth and willing to communicate with the public Friday from 4-8 pm Saturday from Noon-8 pm and Sunday from Noon -6 pm
 - Vendor booths must be set up by 3:30 pm on Friday and 11:30 am Saturday & Sunday
 - Booths must be fully set up and open for business until 8 pm on Friday & Saturday and 6pm on Sunday of the festival
 - Vehicle access for loading or unloading will be limited. There will be NO vehicle access on Saturday or during the festival hours
 - Booths may stay open later than 8 pm if you wish, as live music and entertainment is scheduled for well past 11pm and foot traffic is to be expected until 11 pm.
 - In order to be selected for free publicity on our website, vendors must submit photos of themselves and their work including at least a brief bio
 - Security patrols will be in effect through the night Friday and Saturday nights. Niagara Falls Music & Art Festival is not responsible for property loss or damage
 - All vendors must have and display a valid NY State Tax ID number and are responsible for collecting and reporting sales tax
 - Participants will have free parking in the casino parking lots. Motor home parking can be arranged if space allows. Hotels are adjacent to the festival.
 - Because it is a Father's Day weekend, we expect heavy attendance and recommend you book your hotels EARLY
 - There are no refunds due to weather or other circumstances beyond the control of the promoter.
- Balabans LLC

The Niagara Falls Music and Arts Festival is proudly produced, marketed and managed by Balabans, LLC a New York State Limited Liability Company. A For Profit Company.



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Please complete and return by mail no later than June 1, 2016.

Please select your category: Jewelry/Accessories Personal Care Home Decor

Name: _____

Street Address: _____

City, State, Zip: _____

Telephone number: _____ Email Address: _____

Website: _____

Please describe your merchandise style briefly and attach a business card and several photos:

NY State Tax ID _____

Are you requesting more than one space? If so, how many? _____
(Please note each additional space is \$100 must be limited to only one Artist or Artisan).

Photographs of you and your merchandise may appear in Festival photographs

Please have checks or money order made out to: Balabans LLC-NFMAF

Please mail your payment to:
Balabans LLC / Niagara Falls Music and Art Festival
642 4th Street
Niagara Falls, NY 14301

By signing this application, you are agreeing to the published terms and conditions.

Signature

Date

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