



NEW IN '22

May 14 & 15: A full weekend of Expo and fitness classes, that offer a variety of options for a healthy physical and mental lifestyle. Appealing to all age groups, classes will include parent & child classes and senior fitness including (but not limited to):

cycling | yoga | pilates | bootcamp | HIIT | kickboxing | barre | rowing | dance fitness

The Lilac Health and Wellness Expo takes place in the 12,000 ft. Special Events tent.

CALL FOR HEALTH AND WELLNESS EXHIBITORS

Vendors and businesses are invited to apply to our **Lilac Health and Wellness Expo** to give our attendees the ultimate experience:

If your business appeals to the health and wellness sector this Expo is custom made for you! Categories include, but are not limited to:

- **Nutrition/Wellness Products & Services**
- **Fitness Centers/Gyms**
- **Salons/Day Spas**
- **Personal Training/ Weight Loss**
- **Fitness Apparel**
- **Healthy Snacks & Meals**
- **Fitness Equipment**
- **Beauty Tips Tricks & Products**
- **Insurance**
- **Home Remodeling**

As an EXHIBITOR, all eyes are on you! The Lilac Festival is a proven environment where attendees can see, experience and connect with your product or service.

You can reach a year's worth of customers in just a few days!

This is your time to share your healthy approaches for the body and mind with Rochester and beyond.

ALL exhibitors are juried to maintain the quality of the Festival.

EVENT PROVIDES:

- Exhibition space for TWO DAYS
 - 10x8or 20x8
- Table, Chair, and Rear Pipe & Drape
- Advanced Promotion in our robust Lilac marketing campaign
- Your logo on the Festival website and in E-blasts to 20K+ people on our mailing list
- A digital medial kit to cross promote this event & YOU

EXHIBITOR PROVIDES:

- Representatives of your brand to work your booth space
- Promotional goodies and swag for giveaways
- Signage

**For more info, contact Carrie Pellegrino:
Carrie@RochesterEvents.com | 585.473.4482**



May 6-8, 12-15, 19-22, 2022
Highland Park - Rochester, NY

The Rochester Lilac Festival

HEALTH+ WELLNESS EXPERIENCE

EXHIBITOR APPLICATION

May 14th & 15, 2022 | Special Events Tent

Business Name _____ Phone _____

Mailing Address _____

City _____ State _____ Zip _____

NYS Certificate of Authority Sales Tax ID _____ Website _____

Contact Name _____ Title _____

Phone _____ E-mail Address _____

Day of Show Phone Number _____

1. Space Request: 10x8 (\$600) 20x8 (\$1100) *Spaces Include Rear Pipe & Drape, 8' Table, & 2 Chairs*

2. Electricity needed? Yes No (Limited electricity is available for \$40 per 10-amp)

3. Describe exactly what products, activities, and promotions will take place in your booth*:

*Include photographs depicting your product(s) and your booth set up. All items in your booth must be consistent with the photos and description submitted with this application. Only pre-approved products are allowed to be sold.

NOTE: This application does not grant category exclusivity to the applicant

Method of Payment:

Check

Cashiers Check/Money Order

Debit/Credit Card

Please Charge any balance due to credit/debit card below 60 days prior to show date.

Credit/Debit Card Number: _____ Expiration Date: _____ Sec. Code: _____

Billing address if different from above address: _____

Street

City

State

Zip

Authorized Cardholder Signature:

Date Signed:

RELEASE:

I hereby release and forever discharge the Rochester Lilac Festival, Springut Group Inc., County of Monroe, Greater Rochester Visitor Association, Inc., Toucan Tango, the City of Rochester, all sponsoring organizations, and their directors, officers, employees, agents and volunteers from any responsibility, personal liability, claims, loss or damage arising out of or in conjunction with my application to, or participation with, the Lilac Festival. Lilac Festival will not be responsible for any injury sustained by exhibitors or guests while within space designation for exhibits. Sponsor/Exhibitor shall indemnify, and hold harmless, the Rochester Lilac Festival, Springut Group Inc., County of Monroe, Greater Rochester Visitor Association, Inc., Toucan Tango, and the City of Rochester, from and against any and all claims, liabilities, or damages of whatever nature including, but not limited to, claims of bodily injury, death, personal injury, property damage, by whoever made, as well as the cost of litigation and counsel fees, arising from, based on, or in any manner related to Sponsor's/Exhibitor's activities in connection with this Agreement. Further I understand that I store my goods and merchandise at my own risk without exception or limitation.

So agreed by: _____ Title: _____ Date: _____

Mail all information to: Springut Group, Inc. 26 South Goodman Street, Rear, Rochester, NY 14607

How to reach us: Carrie Pellegrino | 585-473-4482 | Carrie@RochesterEvents.com | LilacFestival.com

2022 Lilac Festival Health & Wellness Expo Vendor Rules and Regulations (Signature Required)

THE APPLICANT (**Vendor**) Agrees to hold harmless. The Rochester Lilac Festival, The County of Monroe, The City of Rochester, Visit Rochester, Inc., The Springut Group, Inc. (collectively know as Festival.) from any and all claims, demands, suits, damages, liability, loss, expenses and attorney fees which may arise out of any action of failure to act of the applicant (**Vendor**) or any of its employees, representatives, or assignees including but not limited to, claims of damages or loss of property, injury, harm or death to the person or any of the **Vendors** or any of its employees, representatives or assignees, **Vendor** are encouraged to insure themselves against all loss and claims and hold **Festival** harmless from all claims and liabilities. Additionally, the applicant, agent, employee, or assignee shall not hold **Festival**, or Show Venue or Show Location Staff or Management accountable for or liable in the case of fire, water, earthquake, hurricane, tropical storm, venue utility disruption and other acts of God or any accident or loss.

APPLICANT PAYMENT REQUIREMENTS:

A NON-REFUNDABLE DEPOSIT in the amount of \$100.00 must be included in the form of a check, money order or credit card with your application. Booths will NOT be secured without all required information and/or payment. Balances for all fees are due 60 days prior to the event show date. If you pay by credit/debit card you agree to not dispute the charge against your credit card for the amount listed in your contract plus a \$24.00 processing fee. No Refunds. All Sales Are Final. A vendor who has submitted a Vendor Application with fee, but cancels (no matter what time) is not subject to receive a refund. By providing a signature, you are authorizing the charge against your credit card for the requested deposit and balance. **Number of Participants: Festival** makes no guarantee of participation, attendance or sales results. **Festival** reserves the right to change show venues & dates. Vendor Applicant agrees that show management has not predicted, nor quoted anticipated show attendance or sales expectations.

CANCELLATION:

A **Vendor** who has submitted a Vendor Application with fee, but cancels (no matter what time) is not subject to receive a refund. **Festival** reserves the right to cancel a Vendor Application/or participation in the event of any violation of specific rules and regulations without refund. A \$40.00 fee will be assessed for returned checks.

VENDOR SET-UP/VENDOR MOVE-OUT INSTRUCTIONS:

Instructions for **Vendor** set-up and move-out for the Lilac Festival Expo will be e-mailed prior to the event to the e-mail address on file.

SALES TAX: (Where applicable)

NYS Sales Tax must be collected on all items sold. The Springut Group must receive NYS Sales Tax Certificates no later than April 4, 2022.

VENDOR REGISTRATION:

All vendor employees and authorized representatives must register and obtain a Vendor Badge upon arrival. Vendor Badges must be worn during show set-up and during all show hours. No exceptions.

ENTIRE AGREEMENT:

This printed means of communication contains the entire agreement between the parties relating to the subject matter hereof the parties have made no contracts, representations or guarantees relating to the subject matter hereof which are not included herein. Modifications of this contract will void the entire contract unless made in writing and signed by both parties.

MASSAGE THERAPISTS:

Any massages, chair or otherwise, are only permitted by being a City or County licensed massage therapist whichever applies. The individual(s) performing the massage must have their appropriate license during the event. Any and all fines imposed by the authorities will be paid by the Exhibiting Company as listed in Vendor Application.

VENDOR RESPONSIBILITIES:

Displays inside vendor booths must be attractive, neat, and orderly displayed during all show hours. **Vendors** shall not display products and or items for sale inside cardboard boxes. **Vendor** must protect the show venue and property from damage done by the **Vendor**, its employees, staff and agents. Nothing may be tacked, taped, stapled or nailed in any way attached to facility property. Repair costs will be assumed by the **Vendor**.

PROHIBITED: Balloons, Paint and Spray Cans

FLAMMABLE MATERIALS:

No combustible decorations or drape materials shall be used inside show venue. All materials must be flame- retardant. As directed by the local fire ordinance.

ARRANGEMENT OF VENDOR BOOTHS:

Displays, merchandise and signage must be confined within the perimeter of booth space rented. **Vendor** personnel and or staff may NOT work the aisles. Backdrops must not exceed 8 ft. Booth designs shall not interfere or obstruct with the exhibits of others. Exhibits will not exceed or extend beyond the 8 foot depth of assigned booth space. No exhibit shall lean or rest against an adjacent booth.

VENDOR ITEMS NOT COVERED HEREIN:

The Springut Group, Inc. shall rule upon all matters or issues not covered herein regarding disputes, or problems which may arise pertaining to issues not specifically covered and/or agreed upon in the foregoing content of this contract, and such ruling, when made, shall be binding both on the **Vendor** and **Festival**.

VERBAL MARKETING:

Verbal marketing which extends beyond rented booth space is strictly prohibited.

SMOKING: Always prohibited

FACIAL MASKS: As Required by State/County.

TEAR DOWN:

Vendors may not under any circumstances begin dismantling booths prior to the close of the show. **Vendors** must wait for the "OK" from show management that the public has 100% vacated the show venue before the use of carts, wagons, power jacks etc. can begin.

DOOR PRIZE(S):

Vendors are required to contribute \$25.00 (retail value) in the form of product or a gift card to be given away as a door prizes.

ELECTRICAL:

Vendor understands that each electrical outlet is limited up to 500 watts (approx. 5 amps). It is advised to check electrical items being used to avoid any power outages. **Vendors** are responsible for all other supplies ie. extension cords.

PARCELS/SHIPMENTS:

It is advised that parcels & shipments arrive on Vendor Set-Up Day. **Vendors** are responsible for charges to hold, store, or deliver to a Vendor Booth.

TWO PAGE VENDOR APPLICATION:

Incomplete Vendor Applications will not be accepted. Vendor Application must be completed and signed (both pages).

I have read and agree to abide with all **Vendor** terms.

Authorized Signature

Date Signed
