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Photo Gallery can be viewed at www.huffspromo.com

Merchant Market

at

Columbus Oktoberfest

September 8-10, 2023

Columbus, OH

Ohio Expo Center

(Ohio State Fairgrounds, 717 E. 17th Ave)

We cordially invite you to participate in the **Merchant Market** where small businesses and service vendors will have the opportunity to showcase their products and services during this year's Columbus Oktoberfest. The **Merchant Market** will be one of the many attractions as this longstanding Oktoberfest tradition makes its mark on Central Ohio attracting an estimated attendance of 30,000+ people. The Oktoberfest festivities are primarily held in and around 100-year-old historic covered pavilions. Exhibitors will be situated undercover within this beautiful authentic setting providing a great opportunity you won't want to miss!

- ◆ **Entry Procedures:** Complete the application form and return with your payment along with **one photo of your overall booth display** (full booth showing that table covers go all the way to the ground on all sides) **and 2-3 photos of your retail product(s)** (label all photos with name). If you are a current exhibitor with Huff's with photos on file you do not need to submit additional photos unless your product(s) or display has changed, however, your application is still required. Photos will not be returned unless requested with your SASE. Submitted photos may be used for advertising unless exhibitor indicates otherwise. Exhibitors selling retail items must provide a valid Ohio vendor's or transient vendor's license number.
- ◆ **Fee Information:** Booth fees must be paid with application. Your fee will not be processed if unaccepted or placed on waiting list. Cancellation fees apply. A \$35 fee will be charged for returned checks. Checks may not be deposited or credit cards processed until accepted into show. *A \$15 late fee is applied if application is postmarked and received after 8/13/23.*
- ◆ **Acceptance:** Exhibitors will be screened based on product and professionalism of overall display. Huff's Promotions reserves the right to accept or reject products at any time, and to change spaces or show lay-out to benefit the overall production of the show or to prevent competition or congestion.
- ◆ **Application Status Notification will be sent by email.**
- ◆ **Display:** Displays must be neat, tidy, professional and safe. Tables must be draped on all 4 sides, all the way to the ground with cloth table covers. Exhibitors with retail items must agree to man their booth during all show hours; absolutely no early dismantling. Tables available for an additional charge (table covers & chairs not included). Basic overhead lighting provided at no charge.
- ◆ **Set-Up Information:** Additional set-up information will be emailed closer to show date. By submitting a signed application, exhibitor agrees that all those working your booth will follow all show guidelines provided prior to and during the show.
- ◆ **Advertising:** Comprehensive advertising campaign for Oktoberfest includes television, radio, print, web, flyers & more.
- ◆ **Misc:** 1) The Oktoberfest will also include an Art & Craft Marketplatz designated for handmade art and craft items. Different pricing applies and crafters and artisans may contact us for booth fee information and application. 2) Larger Business/Commercial vendor booth space available thru sponsorship only; for Sponsorship information, please contact us.

Show Details

- Easy move-in/move-out - *drive close to your space*
- Close on-site vendor parking
- Each booth provided with 110v electric, pipe & drape
- Overnight security
- One (1) parking pass for 3 days *(per application)*

Booth Fee - *(most booth spaces are 10'x14')*

\$250/space: Small Business (direct sales co. & non-handcrafted retail items)

\$500/space: Service/Non-Retail Exhibitors

Commercial Vendor Space available through Sponsorship – Contact us for a Sponsorship Opportunities Package

1st Application Review Date: April 23, first acceptance - (Applications accepted after, until show is full)
-Application status will be sent by email.

Payment Due: Full payment due with application
Cancel Fee: \$50 if cancelled before August 6; full booth fee if cancel August 6 or after

Market Hours*:
Fri, Sept 8 5pm-10pm
Sat, Sept 9 12pm-10pm
Sun, Sept 10 12pm- 8pm

Exhibitor Set-Up Hrs:
Thur, Sept 7 5pm- 8pm
Fri, Sept 8 10am- 3pm

Oktoberfest Festival Hours*:
Fri, Sept 8 5pm-12am
Sat, Sept 9 12pm-12am
Sun, Sept 10 12pm- 8pm

**Show information & hours are subject to change.*

Merchant Market
Presented by:



For additional information please contact Huff's Promotions at
330-493-4130 • shows@huffspromo.com
www.huffspromo.com • www.columbusoktoberfest.com

Printed 01/05/23 - Application and information subject to change.

Application - Columbus Oktoberfest

Application Checklist: *(May be submitted by mail or e-mail.)*

- Completed and Signed Application
- Full booth fee, check payable to, Huff's Promotions, LLC
- 2-3 photos of product and 1 photo of overall booth display
- SASE – Self Addressed Stamped Envelope – If not accepted, checks will only be returned if SASE is received.

Mail to: Huff's Promotions
P.O. Box 277, Bolivar, OH 44612
(330) 493-4130 • shows@huffspromo.com

September 8, 9 & 10, 2023

► Merchant Market Exhibitor Complete:

Small Business Exhibitor (retail items):

Single Booth Size 10' x 14' (140 sq. ft.): _____ \$250

Service/Non-retail items Exhibitor:

Single Booth Size 10' x 10' (100 sq. ft.): _____ \$500

Corner Booth *(Based on Availability):* _____ + \$30

- **Submit a Separate Check**, if not available it won't be cashed

Late fee if postmarked on 8/13/23 or after: _____ + \$15

I need _____ 8' tables* at \$10/each \$ _____

*Tables only – exhibitor provides own table covers.

TOTAL: \$ _____

Name _____ Past Exhibitor with Huff's? Yes No

Business Name _____

Address _____

City _____ St _____ Zip _____ Website _____

Phone (____) _____ Cell (____) _____ E-Mail _____

* (✓) I understand my table covers must be cloth and cover all four sides of each table all the way to the ground.

(✓) I understand & will comply that my display must be open and manned during show hours.

Category: Product or Service Promoted _____ (ie, candles, type of service, etc)

Detailed Description (be specific, list all products to be sold or services to be promoted) _____

Briefly explain display items to be used - (How many tables, size of signage, display fixtures with height & width, etc.):

If display is higher than 4 ft high, please indicate approx. total height: _____ ft. RV Parking: yes no

Exhibitors may set-up on Thursday or Friday. Vehicles must be off staging area by 3pm on Friday. Please indicate when we may expect you: I will see you on Thursday between 5pm-8pm or I will see you on Friday from 10am-3pm or undecided

Ohio Vendor or Transient Vendor License ID Number _____ A Transient Vendor License is required if vendors selling retail items do not have a permanent place of business. You may obtain a form at www.state.oh.us/tax or contact the Ohio Dept of Taxation with questions at 800-282-1782. The fee is a "one-time" cost of \$25 (subject to change). If you must obtain a number you may wait until you learn if you are accepted; just write "pending" above.

Payment: Check Enclosed - or - Bill Credit Card # _____ Exp. Date _____ Sec. Code _____

► A 3% processing fee will be charged for credit card payment option. (i.e. add \$7.50 for \$250 booth fee)

► A \$15 late fee is applied for any accepted applications postmarked or received after August 13, 2023

Cardholder's Signature _____ Amount to Charge \$ _____ (+3%)

Billing address *(if different from above):* _____

The undersigned does hereby discharge, release, hold harmless, Huff's Promotions, LLC, Kelly S. Locker, the Ohio Expo Center, Schmidt's Sausage Haus, show staff and all Event Co-Sponsors from any and all manner of action, suits, damages, or claims whatsoever arising from any loss or damages or claims, to the person or property of the undersigned, or to those working in and representing your booth, while in possession or under the supervision of the sponsors during the Festival, and hereby consents to enforcement of all rules of this event. Exhibitor agrees to display and leave products at their own risk. There will be no refunds for inclement weather. Exhibitor gives permission for photos to be used for the purpose of advertising and marketing the event. Exhibitor agrees to conduct themselves in a professional manner as outlined in the Code of Conduct guidelines, at all times. I agree to have my display open all show hours and to not dismantle early. I also accept all rules listed, as well as all additional guidelines, rules and regulations set forth by Huff's Promotions, LLC, Schmidt's Sausage Haus and the Ohio Expo Center provided to me in writing or verbally regarding show; failure to comply may result in expulsion from event. Management reserves the right to remove any exhibitor not complying with the Code of Conduct guidelines.

Signature _____ Date _____

Signature attests that signor/exhibitor has read the above indemnity clause and agrees to the terms contained herein.

We suggest you make a copy or snap a picture for your records - Printed 1/5/23, subject to change.

Office Use Only:

Acceptance _____

Date Pay Recv'd: _____

Check #/CC: _____

Amt. Recv'd: _____