



2020 HERNDON FESTIVAL BUSINESS EXPO RULES & REGULATIONS

Confirmations will be e-mailed out by May 1, 2020. Information including booth number and detailed setup instructions, will be mailed to all approved participants one week before the Festival. One parking pass per booth will be issued on site.

1. Businesses in the Expo may only include licensed, for-profit businesses which represent the family values of the community, government agencies, current in-office elected officials and nonprofit agencies which are non-political, but which conduct business activities. Elected officials' booths shall be limited to distributing information on constituent services and shall not include campaign materials. Denominational groups which conduct business activities may be permitted for specific business activities. The Festival Committee will make final decisions regarding groups which do not meet these criteria.
2. Exhibitors are encouraged to distribute promotions or coupons and take orders. Exhibitors MAY NOT make sales involving the exchange of funds.
3. Expo businesses who conduct a drawing are required to conduct the drawing onsite and give away the advertised item by the conclusion of the Festival. Raffles or drawings where tickets are sold are not permitted.
4. All distribution of promotional items must be pre-approved by the Herndon Festival Committee to insure diversity and prevent conflict with vendors' licenses to sell products at the Festival. This means that arts and crafts, balloons, glow items, T-shirts, and other products sold at the Festival are not allowed as promotional items. All promotional items must be listed on the application. The Herndon Festival Committee reserves the right to prohibit and remove promotional items.
5. The Festival and Expo are held regardless of weather conditions. Although all booths have tent coverings, exhibitors are encouraged to bring sunscreen, hats, and other protective items to be prepared for changes in weather conditions. No pets are permitted in the Festival, except service animals.
6. All marketing activities by exhibitors are restricted to the immediate confines of your booth space as provided by the Festival. Specifically, this means vendors are NOT allowed to enter the thoroughfare to distribute flyers or giveaways in the immediate Expo area or any other area designated by the Herndon Festival Committee as part of the Festival. This requirement will be strictly enforced. The Festival does not permit live or recorded music or demonstrations as they may constrict the pedestrian walkway or be loud and disruptive to other vendors.
7. Set-up time will be scheduled by the Herndon Festival Committee between 7:00-9:00 a.m. on Saturday and Sunday. Booths must be in service during all hours of the Expo and until they close each day at 6 p.m. Oversized vehicles, larger than a standard truck, will need to make special arrangements for set up and break down times. Booth assignment and set-up information will be emailed one week prior to the event. One parking pass per booth will be issued on site. The Herndon Festival Committee reserves the right to change the location of an exhibitor's booth in the event the exhibitor is not set up during the specified time.

2020 HERNDON FESTIVAL BUSINESS EXPO RULES & REGULATIONS

8. Failure to arrive at the scheduled time to occupy your booth will result in the loss of the ability to drive a vehicle into the show thoroughfare to unload. Late booth set-up must be hand carried from your designated parking area which may be ¼-½ mile from the Festival site. Please be aware that vehicles will not allowed into the Festival site on Saturday evening and all item will need to be carted to your vehicle. On Sunday evening vehicles might be able to come into the Festival site but not until after 7:00 p.m.
9. The Herndon Festival Committee reserves the right to prohibit and remove displays, promotional items, and handouts which, in the opinion of the Town of Herndon or Festival Committee, detract from the family nature of the Festival or its general theme to promote legitimate businesses.
10. The Herndon Festival Committee is not required to make any refunds for cancellation of exhibits after being accepted. Exhibitors assume responsibility for their own displays, promotions, and property in the Expo and agree to hold the Town of Herndon and the Festival Committee harmless.
11. Those businesses needing electricity should indicate that on their application and pay the additional fee. The Festival cannot guarantee availability. Those using electricity must provide a 100-foot or longer labelled extension cord. Electrical outlets are limited to specific areas and provided on a first come, first served basis.
12. No business may present materials for or promote any company other than its own.
13. The Herndon Festival Committee reserves the final right to place vendors.
14. Applications are only considered complete once both the form and the payment have been received. Town of Herndon businesses, early entries and two-day entries will receive preference.

Please retain these rules and regulations for future reference.