

KERNERSVILLE SPRING FOLLY

COMMERCIAL EXHIBITORS

May 4-5, 2012

Here's your opportunity to *sell, promote, and advertise* to more than **30,000** potential customers. The *Kernersville Spring Folly* is making available **100** spaces to businesses and commercial vendors for exhibition. All spaces are equally accessible to customers. If you participated last year, every effort will be made to give you the same space unless indicated otherwise; please notify us as soon as possible. **We accept all vendors unless otherwise prohibited by product type or your own company's policy on duplication!!!**

COST: **\$125.00** – The application must be submitted with payment in full to reserve a space.

SPACE SIZE: **10' X 10'** **PAYMENT ACCEPTED:** Check (min. 7 business days prior) or Money Order

Requirements: Tents, tables and electrical cords are not provided. Electrical outlets are available for a limited number of spaces. If electricity is required, please apply early. Tents **cannot be anchored** into the roadway. The application must be approved and payment in full must be received to reserve a space. **All weapons and other legally questionable items are prohibited. The Folly Committee reserves the right to remove any product, booth, or activity at any time.** Craft and food booths **will not** be allowed in this area. **No food** items or **water** may be sold or given away in the commercial area. For more information please contact the Kernersville Chamber of Commerce office at **(336) 993-4521**. The Kernersville Spring Folly Website is: www.KernersvilleSpringFolly.com. Informational packets including parking passes and a site map will be sent out **approximately 10 days** prior to the event.

APPLICATION

Company Name: _____ Contact: _____
Address: _____
Phone: _____ Fax: _____ Email: _____

Please provide a detailed description of product or items to be sold or exhibited:

Please mark any requirements that you might need: Electricity How Many Spaces

Please indicate the number of parking passes needed (maximum of 4). _____

Will you need parking for RV or large trailer? Yes No

Make all checks payable to ABWA. Please return application and payment to ABWA Kernersville Charter Chapter, PO Box 1144 Kernersville, NC 27284-1144. Contact persons: **Diane Hightower (336) 993-6797**, Rebecca Gibson (336) 768-2761

DEADLINE: APRIL 30, 2012 **ACCEPTANCE WILL BE ACKNOWLEDGED UPON APPROVAL.**
SIGNATURE (REQUIRED) HERE: _____

January 27, 2012

Dear Spring Folly Commercial Vendor,

First of all, thank you for your interest in the Kernersville Spring Folly, held the first full weekend in May each year. For [commercial vending], the dates are May 4th & 5th. This event attracts 25 to 30 thousand people per year.

Jim Waddell, Spring Folly Chair, and all of the Spring Folly committee members strive to promote a wholesome, family-friendly atmosphere for this 3-day event. There is a special effort to promote activities for kids and teens. These include rides for the kids, a rock climbing wall, a petting zoo, and hands-on creative events for the kids. There are several stages that provide a variety of music during this event.

Food provided by local civic and non-profit organizations include blooming onions, corn, turkey legs, corn dogs, hot dogs, Polish sausage, hamburgers, BBQ, ice cream, funnel cakes, cotton candy, candy apples, etc. Food and beverage sales are restricted only to civic clubs. **No food or water is to be sold or given away in the commercial vending spaces. Doing so will forfeit your participation in the Spring Folly.**

The Spring Folly is a 3-day event, but commercial vendors will exhibit from 6:00 PM to 10:00 PM Friday night and 10:00 AM to 10:00 PM Saturday night. Sunday the streets are open and all events take place in Harmon Park. There are 3 generators and 2 spotlights provided in the commercial area. The application suggests a 200-foot cord for vendors to provide for hook-up power. This is not always adequate, so my suggestion is if you need power that you bring an extra cord. Vendors may leave their tents, tables, chairs, etc. up overnight Friday night. The Kernersville Police Department provides excellent security during the Folly. All vendor spaces (both sides of the street) from 1 to 100, or higher, if needed, receive equal patronage during the Folly. There are no "good" or "bad" spaces. Spaces are 10 x 10 with 1 foot in between. You may choose to purchase more than one space. You may choose to be a vendor on one or both days. The fee of the vendor spaces are the same. If you can be there for only one day, I suggest that you come on Saturday. If you decide that you want to wait and set-up Saturday, please let me know so that I will know not to re-assign your space.

We start planning for the Folly in January of each year. We send out packets to the vendors who exhibited the past 2 years. We send out information based on the information you provided for us the year(s) before. If there have been any changes in your business since last year and you wish to be a vendor again, please call and let us know. Also, please do not assume that because you have been a vendor in years past and had a set space that it will be held for you without your

notifying us. I send out confirmation packages/parking passes approx. 2 weeks before the event.

I am in constant contact with the Chamber, and they will forward any information concerning the commercial vendors to me, so if you don't reach me directly, you can reach them. Also from their website you can print a copy of the application. Please do not complain or ask for special favors if you wait until the last minute.

Approval of all items that vendors wish to sell must be met by Jim Waddell. If you have a question about the appropriateness of a particular item, or it is consumable, please ask Jim, he can be reached through the Chamber. An example of an inappropriate item would be toys weapons, especially those that shoot projectiles. We cannot discriminate or "limit" the number of similar or same-name businesses.

To help avoid confusion, we have tried to distinguish between Arts and Crafts vendors and Commercial vendors. Arts and crafts will have an "A" on their information and Commercial vendors will have a "C" on theirs. Also, the parking passes will be a different color and will have an "A" or "C" on them.

I, or one of the ABWA members and volunteers, will be on site Friday afternoon from noon until closing and all day Saturday; look for our tent in front of Kernersville Chamber of Commerce Building. There are stringent guidelines that the banks and merchants want is to adhere to. Remember that they are not conducting business until 6:00 PM on Friday. You cannot block or park in their parking lots. You can pull up briefly to your space and unload on the sidewalk, go and park your vehicle, and return to set-up. There is always a brief meeting in front of the library about 15 minutes before the Folly actually starts. Jim Waddell will give instructions and answer any last minutes questions you may have.

Finally, we cannot control the weather. There is no "rain date" or refunds. We will all be watching and hoping for good weather during the Folly. We wish you well and we thank you.

Happy Spring Folly,

Diane C. Hightower

Diane C. Hightower
Chair: Commercial

Vendors

The Spring Folly website is: www.KernersvilleSpringFolly.com

The Chamber of Commerce's e-mail address is: kchamber@kernersvillenc.com