



Lucky Star Horsemanship presents:

EQUUS FEST EAST

Saturday September 25, 2021

ULSTER COUNTY FAIRGROUNDS

New Paltz, NY

**FOOD VENDOR
EVENT PACKET**

WELCOME TO EQUUS FEST EAST

Thank you for being part of the action! Equus Fest East is regional festival which focuses on things horse and rural lifestyle related. It is a celebration of our community, our inspiration and the enrichments horses and a rural lifestyle offer. Equus Fest East is all education, innovation, inspiration and of course FOOD!

In this packet you will find valuable information in regards to event set-up, event hours of operation, parking and rules of display in your booth. If you have any questions please contact us at luckystarhorsemanship@gmail.com or give us a call at (530) 919-8767, Monday - Friday, 9:00 AM to 5:00 PM, PST.

EVENT SET-UP/TEAR DOWN

Event set-up begins at 7:30 AM on **Saturday September 25, 2021**, Vendors must be set up and ready for business at 10:00 AM on Saturday September 25, 2021. When you arrive, please head over to the show registration desk to sign in, pick up your Exhibitor Passes and space assignment. For Food Truck Exhibitors (outdoors) please set up in your assigned areas via your site map provided when you check in at the Show Office. Please set up your booth within the marked area. Tear down may begin at 5:15 PM. Please use courtesy when tearing down. Exhibitors may park in the designated Exhibitor Parking Area. Exhibitors are responsible for providing ALL display materials including tables, chairs, table coverings, grid walls and hooks/racks and so on. Please plan accordingly.

SHOW OFFICE & EVENT HOURS

The Show Office is located in the Youth Building and opens at 7:30 AM. The Show Office closes at 8:00 PM. Event hours are 10:00 AM to 5:00 PM on Saturday September 25, 2021. Please be prepared to engage with Attendees within the event hours posted.

FOOD EXHIBITOR PROGRAM

For this second annual event we are opening “**The Green Belt**” right neat the Main Entry to a select group of region’s best mobile food vendors. We are only going to allow one (1) of each food type (i.e.: one BBQ truck, one Asian truck and so on) and will be limiting the number of mobile food vendors to no more than five (6). We are offering our selected food exhibitors the following program:

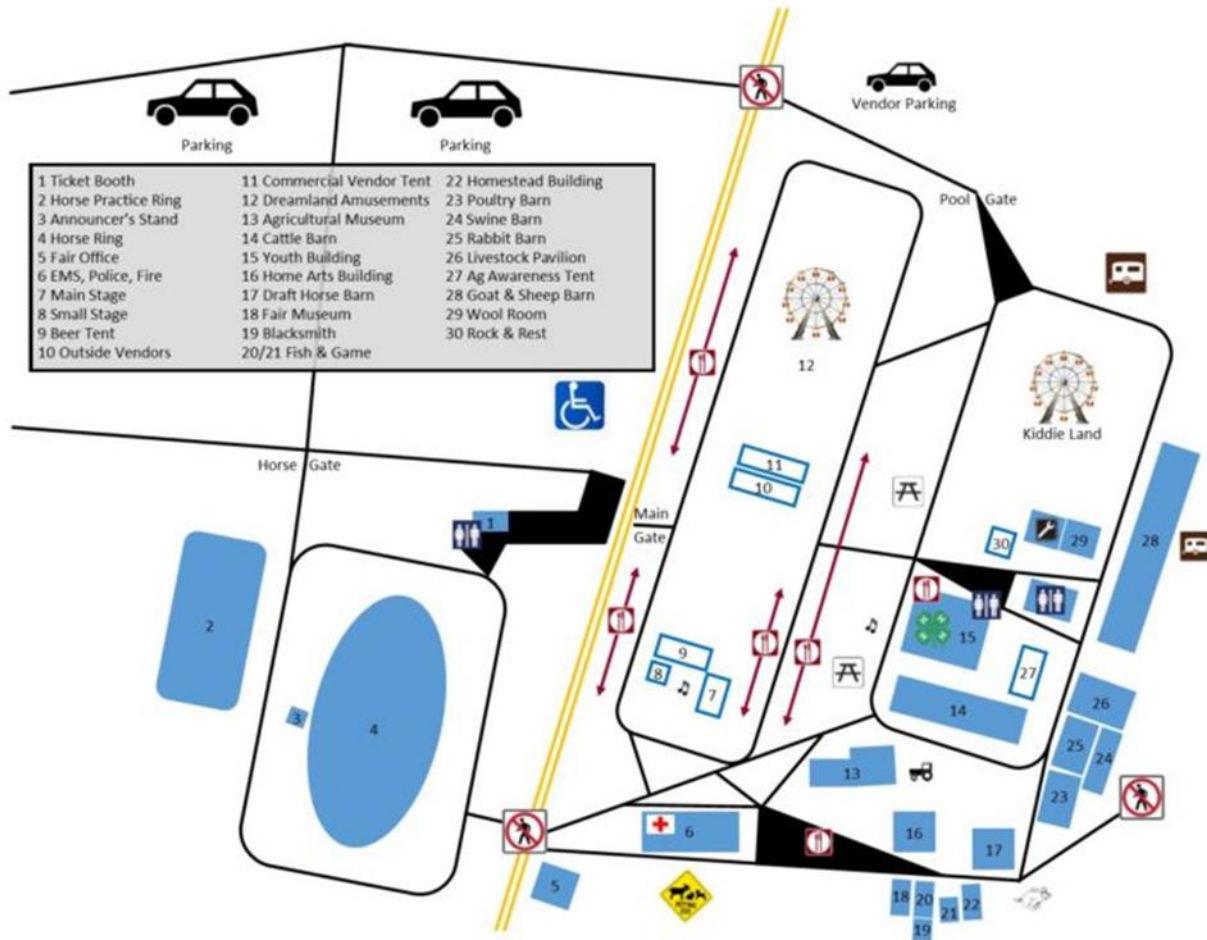
- Space for your food truck at the event, near the Main Entrance within sight of the Vendors and Main Arena.
- Social Media Exposure and Marketing activities that let our event Attendees know you are going to be at our event.
- Access to more than 400 attendees, who all need to eat!

YOU PROVIDE:

- Your standard menu of food offerings.
- Your own power and sanitation stations as needed.
- Standard health certificates and permits to operate in Ulster County.
- **10% of sales, to be collected at the end of the event.**

If your application is approved we will notify you via email. Deadline to submit your application and copies of your certificates/permits is **August 25, 2021**. We want to provide our attendees with fun and unique food options for our one day event. Once you are notified of approval please forward a high resolution copy of your logo via email to us at luckystarhorsemanship@gmail.com so we can add it to our event website and incorporated it into our marketing efforts.

SITE MAP:



EQUUS FEST EAST: Space Request Form

Contact Name: _____

Business Name: _____

Phone: () _____ - _____

Email: _____

Resale Permit No.: _____

(Please include copies of your health certificates and permits to do business in Ulster County.)

Brief description of your food type/ menu: _____

NOTE: At the close of the event, once you are ready to close out your register/sales for the event please bring a “sales report” for the day and 10% of sales in the form of a check to the Show Office. You may also transfer payment via PayPal by using the luckystarhorsemanship@gmail.com account and using the “send money to family/friends options to avoid additional fees which you would be responsible for. Please plan accordingly.

If you have any questions prior to the event please email us at luckystarhorsemanship@gmail.com or call us Monday - Friday, 9:00 AM- 5:00 PM, PST at (530) 919-8767. During show hours please come by the Show Office located in the Youth Building