



EVENT DAY

Information, Instructions & Logistics For ARTISANS

***** Please Read ALL Information Carefully *****

◆ Event Date & Time

- ◆ Saturday, June 17, 2017, 2:00pm - 8:00pm
- ◆ Event will be held rain or shine

◆ Address & Check-In Location

- ◆ Norwell Town Center - for GPS: 673 Main Street, Norwell MA
- ◆ Please check-in at the **intersection of Main, Central, & River Streets** where you will be greeted
- ◆ Town center traffic flow will be one-way, **eastbound only**. Event day detours will be in operation
- ◆ Norwell Summer Fest *Artisan Fair* event signs will be posted on route

◆ Arrival Time, Vehicle Access & Set-Up

- ◆ Arrival time for set-up is between **11:00am - 12:30pm ONLY**. **NO other times permitted**
- ◆ **Vehicle access to event area for unloading will CLOSE promptly at 12:30pm**
- ◆ **NO vehicle access will be allowed into event area without 'A' (Artisan) sign displayed inside vehicle**
- ◆ **Please print 'A' sign & write your business name CLEARLY in BOLD PRINT where indicated**
- ◆ **Please display 'A' sign visibly inside vehicle windshield for event admission**
- ◆ Upon check-in, artisans will be directed to an assigned booth location denoted by **Section Letter & Number**
- ◆ **Artisan booth locations have been approved by Norwell Police Dept. and cannot be changed**
- ◆ Vehicle unloading time will be **limited to 15 minutes ONLY**
- ◆ Event volunteers will be on hand to assist with unloading, tent set-up, etc.
- ◆ Vehicles must be moved promptly to designated parking lots; a drop & park system will be enforced
- ◆ **All vehicles must be removed from event area by 1:00pm at very latest**
- ◆ Artisans must be set-up & ready by 1:30pm for Norwell Summer Fest opening at 2:00pm

◆ Parking

- ◆ Event volunteers will direct artisans to reserved parking lots within walking distance back to event area
- ◆ **Vehicles will not be able to exit from adjacent/nearby parking lots until 8:15pm**
- ◆ Alternate satellite parking is available for vehicles not remaining for event duration - please inform volunteer
- ◆ Please inform volunteer of any handicapped parking/transportation needs

◆ Booth/Tent Information

- ◆ Booth space allocation is 10 feet x 10 feet/artisan
- ◆ Artisans to provide all own booth & display equipment, e.g., tent & weights, tables, chairs, etc.
- ◆ **IMPORTANT - Tents MUST be weighted for SAFETY**. No tent stakes - event will be held on paved street
- ◆ Event area is on uneven surface/ slight incline. **Please bring table leveling blocks**
- ◆ Booths must be manned at all times throughout event
- ◆ Volunteers will be available during event to relieve artisans for very brief break periods as necessary
- ◆ Artisans leaving booths do so at their own risk
- ◆ Event organizers cannot be held responsible for artisan's merchandise or equipment

◆ **Electricity - Prepaid Artisans ONLY**

- ◆ Artisans to please bring own 100' length **heavy duty outdoor power extension cord**
- ◆ **ALL ARTISANS - NO generators please!**

◆ **Event Facilities**

- ◆ Free event admission for visitors
- ◆ Free parking & handicapped parking
- ◆ Free shuttle buses to & from satellite parking lots
- ◆ Golf carts for any special transportation needs within main event area
- ◆ Free event day shopping bags
- ◆ Event Day Information Booth, including customer shopping collection point
- ◆ Event maps
- ◆ Event volunteers (dressed in teal blue t-shirts) on hand throughout entire event for any help or assistance
- ◆ Free summer attractions for all ages
- ◆ Live music
- ◆ Food & drink available for purchase from local restaurants, event vendors, beer gardens
- ◆ Portable toilet facilities

◆ **Pack-Up - From End of Show ONLY at 8:00pm**

- ◆ Pack-up is not permitted before 8:00pm when event closes
- ◆ **Please break-down booth display/tent & move to sidewalk/curbside BEFORE retrieving your vehicle**
- ◆ Vehicles may be driven to booth location for re-loading purposes **commencing 8:15pm**
- ◆ Event volunteers will be on hand to assist with pack-up/vehicle loading
- ◆ **Artisans must complete pack-up by 9:15pm** when Main Street will re-open to all through traffic

◆ **Trash Disposal**

- ◆ Artisans to haul away own generated trash please - thank you!

◆ **Miscellaneous**

- ◆ Massachusetts sales tax - Artisans are solely responsible for collecting & paying MA sales tax on all sales made at Norwell Summer Fest
- ◆ Artisan's photographs submitted with mailed applications, will be available for return on event day

◆ **Contact Information**

- ◆ Questions: please email artisans@norwellsummerfest.com
- ◆ Help/questions on **event day only**, please text/call 617-347-4140 for an Artisan Committee member

We thank you for your participation, and we are very excited to welcome you to Norwell Summer Fest, June 17!

Norwell Summer Fest Artisan Committee