



2023 Herndon Festival Business Expo Vendor Rules and Regulations

1. Permitted Vendors in the Expo include business, including non-profits and elected officials. The Festival Committee, in its sole discretion, reserves the right to refuse a Vendor if it is not compatible with the character of the Festival.
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 product diversity and prevent conflict with vendors' licenses to sell products at the Festival. 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 in its sole discretion, has the right to prohibit and remove displays, promotional items, and handouts if the vendor's display or materials are not compatible with the character of the Festival.
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. The Town reserves the right to require a certificate of insurance naming the Town as an additional insured if Herndon Festival patrons are actively engaged in an activity.
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.
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 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.

10. 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 labeled extension cord. Electrical outlets are limited to specific areas and provided on a first come, first served basis.
11. No business may present materials for or promote any company other than its own.
12. The Herndon Festival Committee reserves the final right to place vendors.
13. 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. Approvals will be e-mailed out by May 1, 2023. 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.

Event Staff Contact

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Please retain the 2023 Herndon Festival Business Expo Rules and Regulations for future reference.